



Executive Summary: The Seventh Annual

State of Digital Accessibility Report

2025-2026

In collaboration with



The Global Initiative
for Inclusive ICTs



International
Association of
Accessibility
Professionals



VansonBourne

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Introduction

Digital accessibility is now a strategic imperative.

Regulations continue to tighten, and customers increasingly expect accessible experiences from the organizations that serve them. At the same time, artificial intelligence (AI) is rapidly accelerating development workflows, forcing accessibility teams to work more efficiently than ever to meet growing demand for inclusive technology.

This executive summary captures key highlights from our annual digital accessibility market research report, conducted in partnership with the International Association of Accessibility Professionals (IAAP) and Global Initiative for Inclusive ICTs (G3ict).

For more in-depth data and analysis, explore the [full Seventh Annual State of Digital Accessibility Report: 2025-2026](#).



To understand how organizations are navigating this shifting landscape, we:

Surveyed more than

1600+

digital experience professionals.

Gathered input from the

EU & US

markets—surveying professionals at organizations across sectors and industries.

Compiled our findings in the

7th

Annual State of Digital Accessibility Report.

Key insights

While many organizations are embracing accessibility as a strategic priority, others may remain vulnerable to legal risk due to lagging processes and tooling.



Strategic importance and investment

Accessibility is a business imperative.

Organizations that prioritize accessibility are not only reducing legal exposure but also unlocking new market opportunities and strengthening customer trust.

89%

of respondents believe it provides a competitive advantage.

75%

say it contributes to improved revenue, and 90% say it contributes to improved customer satisfaction.

Commitment and investment remain strong.

Organizations are prioritizing key markers of digital accessibility program maturity.

77%

of respondents have a policy, dedicated budget, and accountable party for accessibility.

68%

plan to maintain or increase their budget in the year ahead.



Technology and approach

AI adoption is accelerating.

The demand for intelligent tools, like those offered by Level Access, is growing.

82%

of respondents are incorporating AI tools into their digital accessibility strategies.

86%

say AI capabilities are an important factor in their decisions to purchase digital accessibility solutions.



Leadership and learning are catalysts for change.

Executive buy-in and effective training remain critical to accessibility programs' impact.

25%

Respondents at organizations with "highly supportive" executives are 25% less likely to feel they're at legal risk than those without executive support.

2.6x

Respondents at organizations with "highly effective" training are 2.6x as likely as those with ineffective training to say they approach accessibility proactively.



Risk factors

Maturity gaps persist.

Proactive adoption of accessibility is plateauing.

28%

of respondents say their organizations begin addressing digital accessibility in digital experience planning, down from last year.

27%

say they begin in design, also down from last year.

Legal risk remains high.

Perceived legal and regulatory risk related to digital accessibility is particularly widespread within the U.S. public sector.

80%

of respondents in the U.S. public sector feel their organization is at risk.

59%

of all respondents feel their organization is at risk.

EAA awareness is high, but action lags.

With enforcement of the European Accessibility Act (EAA) now underway, many organizations may be exposed to regulatory action—and the needs of many people with disabilities may be unmet.

76%

of respondents say the EAA applies to their organization.

37%

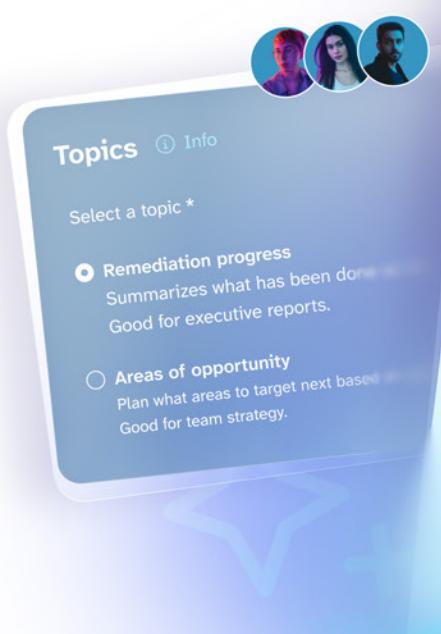
report being fully compliant.

Calls to action

Leverage AI to accelerate progress at scale.

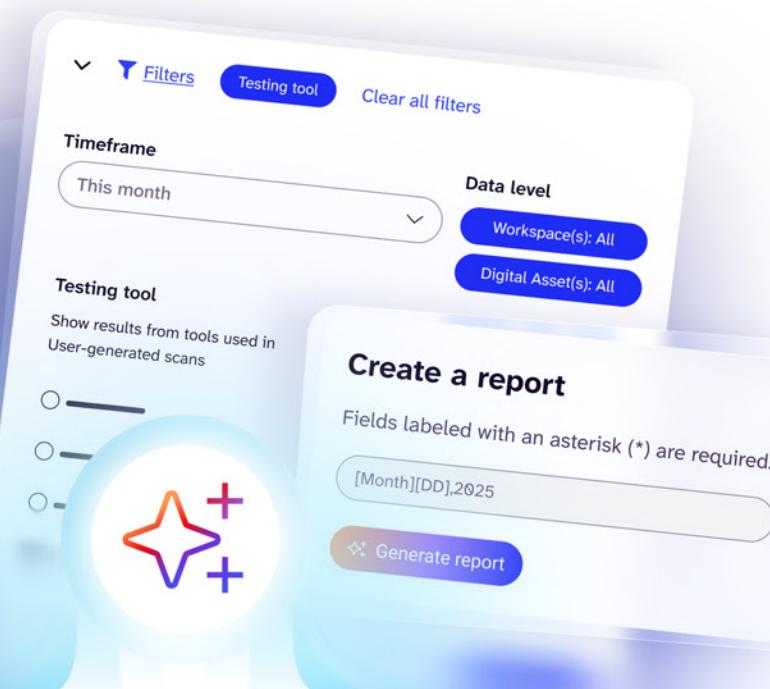
82%

of organizations now use AI in their accessibility work.



86%

consider AI capabilities in the procurement of new accessibility solutions.



Organizations with key markers of accessibility maturity show the highest adoption rates.

AI can amplify human expertise to help organizations find and fix issues more efficiently at scale, as well as prove progress to secure executive backing.

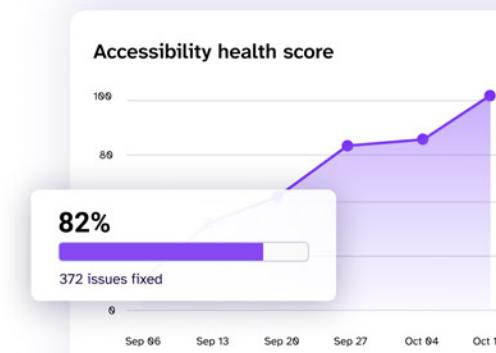
These findings highlight both progress and persistent gaps, pointing to clear priorities for action. Based on this insight, we recommend that organizations take the following steps to strengthen the effectiveness and resilience of their digital accessibility programs.

Invest in role-specific training to foster proactive teams.



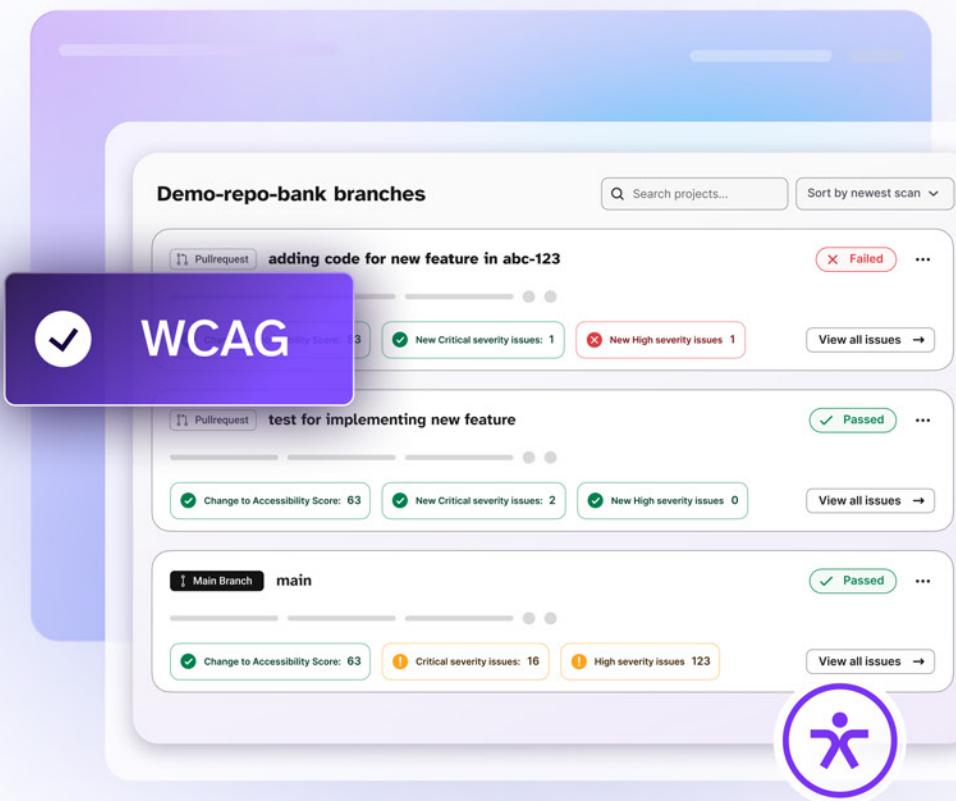
Teams with strong training tend to be **more proactive**, and they report a **stronger connection between accessibility and key business outcomes**. However, access to high-quality training remains limited. Organizations should invest in practical, role-based training that supports teams across functions, including both non-technical and technical staff.

Invest in intelligent testing and monitoring tools to gain clarity on risk.



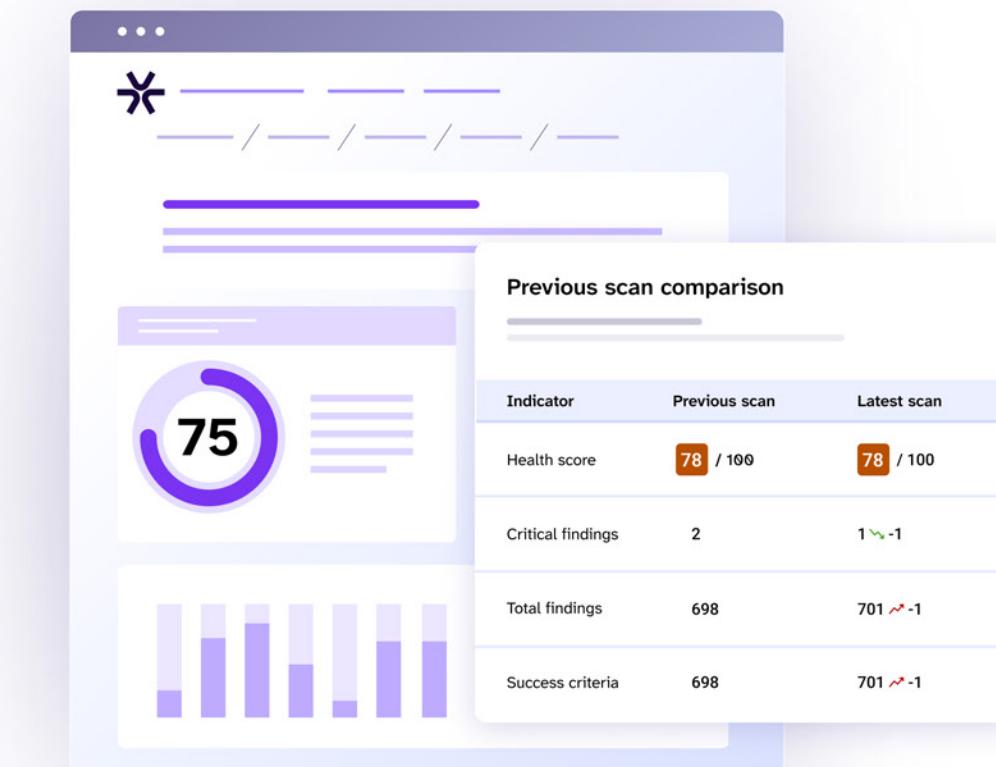
While confidence in accessibility is high, **59%** of respondents still feel they're at risk of legal action, suggesting many teams may not understand their true risk. Tools that intelligently summarize and prioritize audit and scan results can help organizations make sense of the large volume of information produced in testing and clearly grasp their risk status.

Embed accessibility checkpoints throughout the software development life cycle (SDLC).



Lack of sufficient process for achieving compliance is the **#1 reason** respondents believe their organization is at legal risk. Tools like designer plugins and CI/CD integrations make accessibility a natural part of teams' workflows for experience creation, reducing the risk that issues make their way into live experiences and minimizing the need for time-consuming, reactive fixes.

Report on progress regularly to secure executive buy-in.



Executive support remains closely correlated with other indicators of program success and reported business impact—however, many teams are challenged by a lack of internal alignment on accessibility's value. When regularly reporting on progress, program owners can obtain and sustain executive buy-in by **demonstrating how investments in accessibility contribute to broader business goals**. AI-powered reporting tools can help teams rapidly create executive-ready progress summaries tailored to stakeholders' priorities.



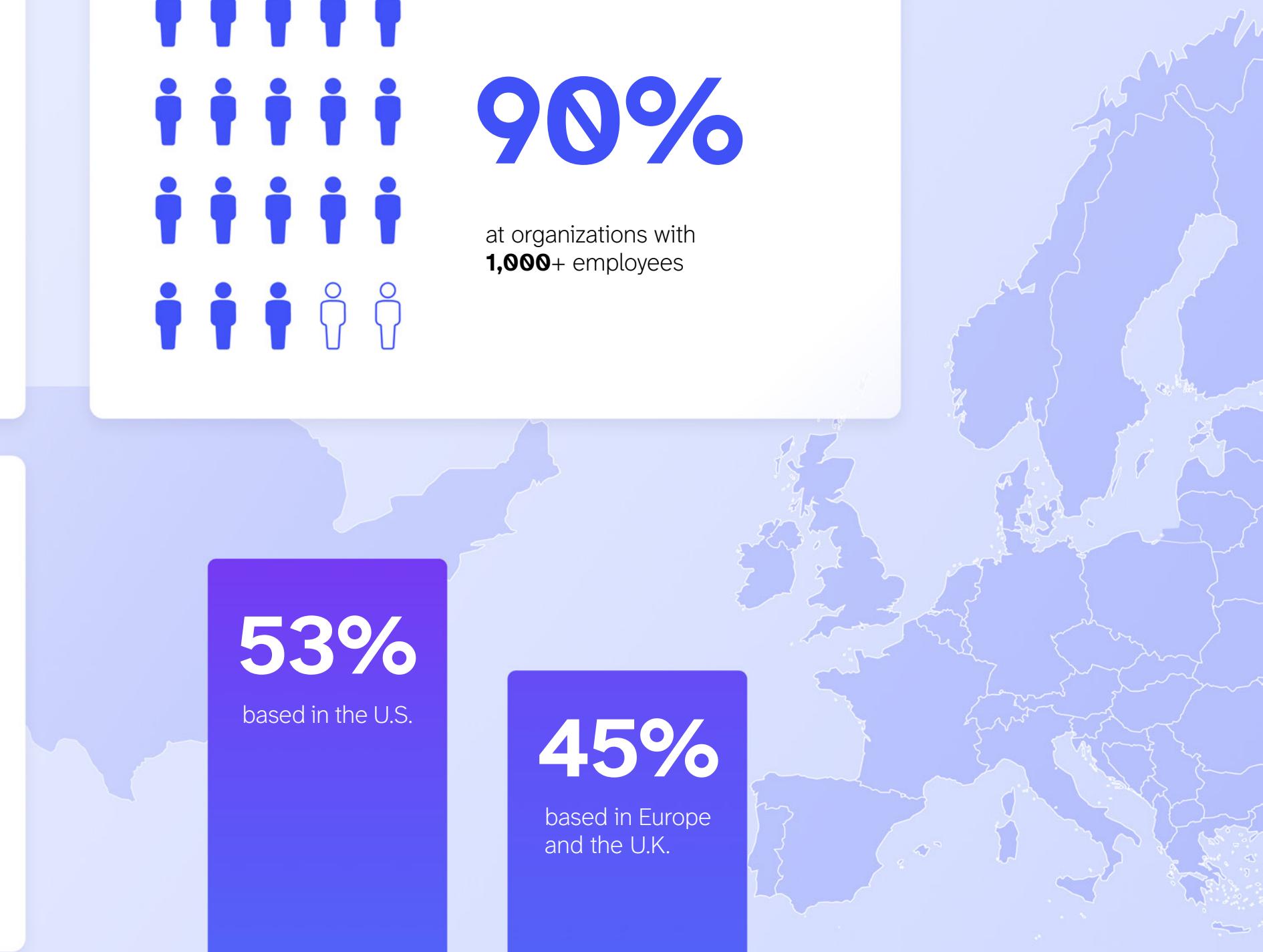
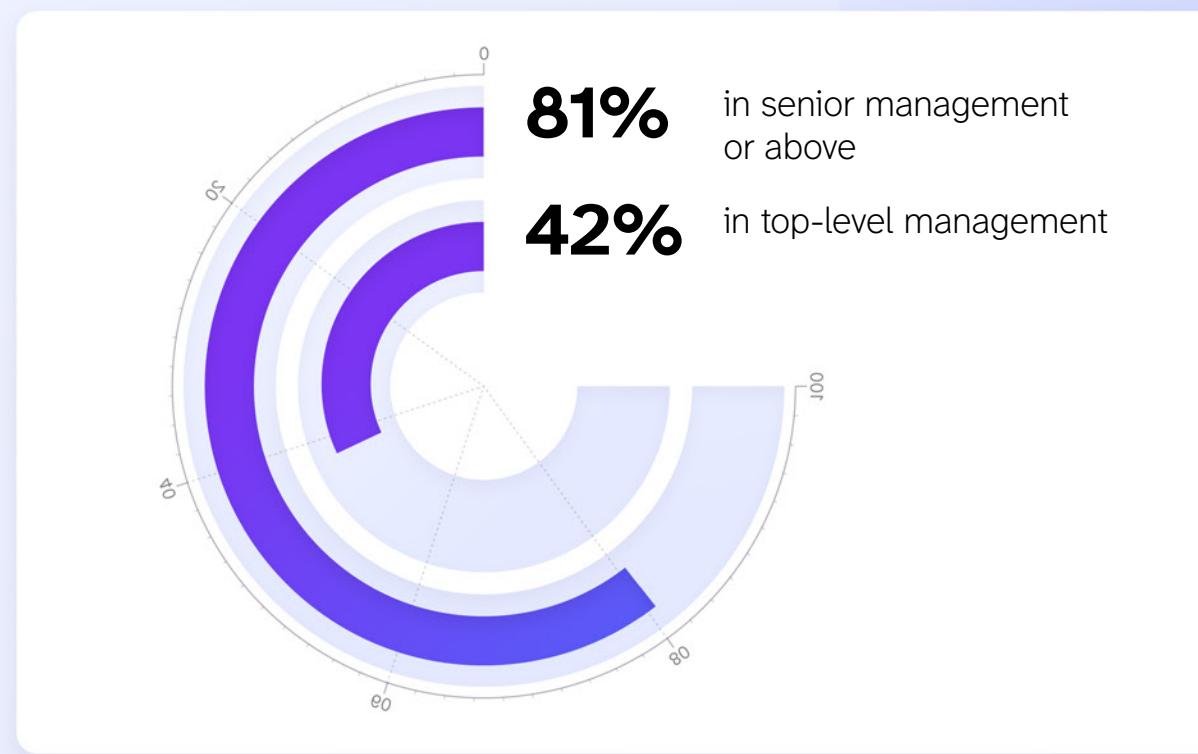
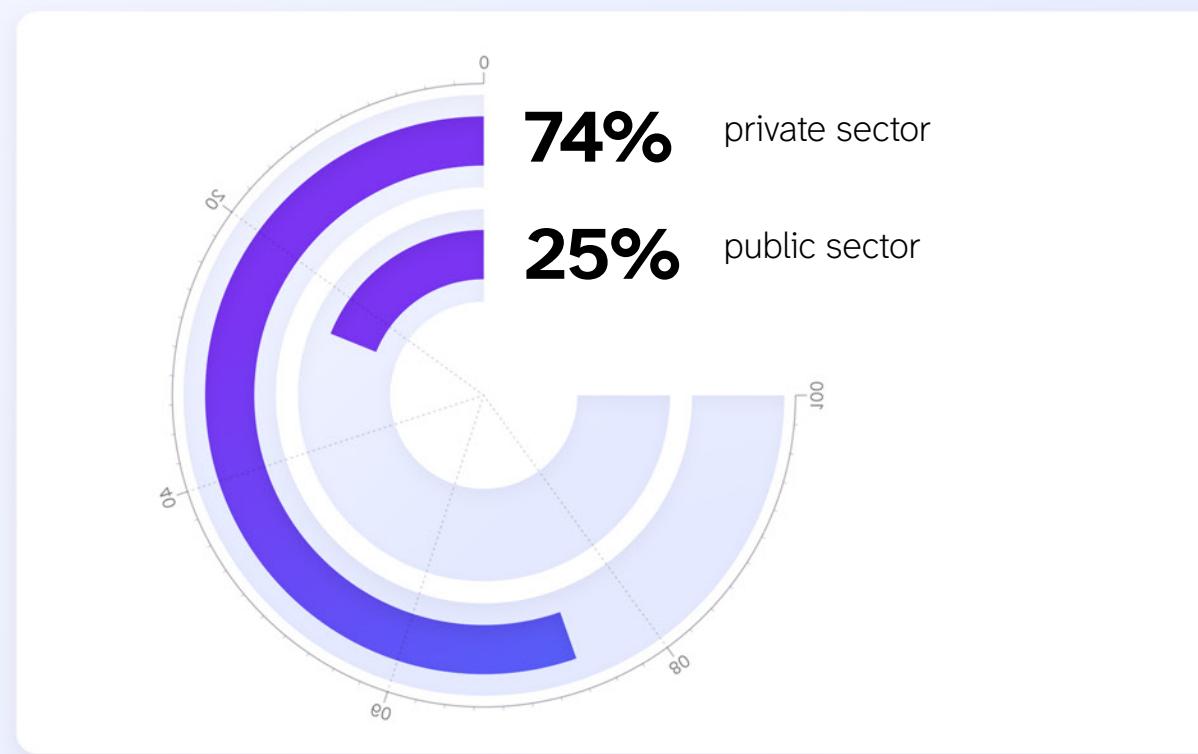
Methodology

For more in-depth data and analysis, explore the [full Seventh Annual State of Digital Accessibility Report: 2025-2026.](#)



As part of our commitment to advancing digital inclusion, Level Access commissions annual research on the state of digital accessibility to guide industry progress. The quantitative research upon which this 2025-2026 report is based was performed by independent market research specialist Vanson Bourne. A total of 1,622 professionals were surveyed during July and August 2025.

A snapshot of our respondents



What executives should do now

- 1 Champion digital accessibility as a business priority.
- 2 Fund role-specific training and AI-powered tooling.
- 3 Require regular reporting tied to business goals.

Conclusion

Digital accessibility is not a niche initiative: it's a strategic imperative.

Our research shows that organizations investing in intelligent tools, embedding accessibility into day-to-day workflows, and fostering a culture of inclusion are not only reducing legal risk, but also driving measurable business outcomes.

The path forward is clear: accessibility must be integrated into every stage of digital experience creation to ensure compliance, scalability, and equity for all users.



Explore the full report

Want to dive deeper into the findings from our latest market research survey?
[Download the full report here.](#)