

Digital accessibility by numbers



More than 1 in 5 UK customers have digital access needs, and with compelling financial, legal, moral, and usability benefits, accessibility should be on every brand's radar.

Here are the numbers you need to know:

85%

of brands agree:
'businesses lose out
when they don't cater
to digital access
needs'.

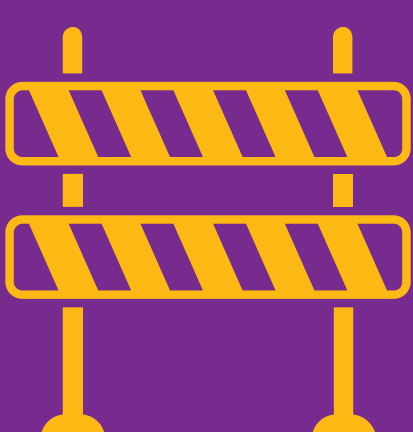
Brands that aren't designing inclusive products miss out on a **£274 billion** opportunity.

\$6.9 billion is lost to accessible ecommerce competitors annually.



Great CX for all

We polled 100+ UK professionals working in digital design and development to understand their progress on accessibility. Here's what we learnt.



43%

say 'no clear ownership'
is the biggest barrier to
accessibility.

16%

say the biggest
challenge is the 'lack
of people or skills'.

Only 4%

of digital products
meet accessibility
guidelines.

44%

say their products
will meet technical
compliance within the
next 12 months.



52%

say the biggest driver for
digital accessibility is the
universal usability benefits.

27%

say meeting **legal requirements**
is the biggest driver.

65%

of brands have not
tested their sites and
apps with customers
with access needs.

