



2025

Accessibility Report The State of European eCommerce











About This Study

In the summer of 2025, the accessibility team at QualiBooth conducted an in-depth digital accessibility audit of the top 500 eCommerce websites in Europe.

The purpose was to provide objective insights, comparative benchmarks, and guidance for organizations striving to create more inclusive digital experiences.

Our study identified top performing retailers and best practices. And these are the results.

Top European eCommerce Websites by Accessibility Score

Rank	Company	Country		Accessibility Score
1	On Running	Switzerland		100
2	Ikea	Sweden		99
3	Mango	Spain		98
4	Sports Direct	United Kingdom		97
5	Bonprix	Germany		97
6	John Lewis	United Kingdom		96
7	Very	United Kingdom		96
8	Baur	Germany		96
9	Asos	United Kingdom		95
10	Leroy Merlin	France		95

*Average accessibility score from 0-100 after extensive testing of Europe's top 500 online retailers using QualiBooth's Accessibility Toolkit on June 19 2025

Accessibility scores reflect performance at the time of testing and may vary over time and context.

All websites were tested independently, without financial or commercial relationships influencing the process. Inclusion in this study should not be interpreted as an endorsement or indication of affiliation with QualiBooth.

For questions and additional information, please contact info@qualiboorth.com or visit www.qualiboorth.com.

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1. Foreword by Ken Kralick, QualiBooth CEO



Over 1.3 billion people - that's one in five globally - live with a disability. It's no surprise, then, that digital accessibility has become part of today's political, regulatory, and business conversations.

At its core, web accessibility means designing and developing digital experiences that everyone can perceive, navigate, and use - regardless of visual, auditory, motor, cognitive, or neurological differences. It also ensures compatibility with assistive technologies such as screen readers, voice recognition, and alternative input devices.

After decades at the helm of global eCommerce brands, I know that digital accessibility compliance can be a stressful and scrappy thing. Scrambling before audits, confusing reports, unclear guidelines, getting stressed emails from legal. No thanks!

Recognizing the need for clearer guidance in this complex landscape, we conducted a comprehensive study of the 500 leading European e-commerce sites, evaluating their accessibility performance against globally recognized standards. This research was designed to provide organizations with practical benchmarks and clear insights that have been notably absent from the accessibility conversation.

I have experienced firsthand the challenges of reactive accessibility management, and the path forward is clear: organizations that proactively integrate accessibility into their development processes don't just avoid the stress and costs of reactive compliance - they create fundamentally better digital experiences for all users.

We welcome continued dialogue with organizations dedicated to building inclusive digital experiences. Please don't hesitate to reach out to continue the conversation.

Sincerely,

A handwritten signature in black ink that reads "Ken Kralick". The signature is written in a cursive, slightly slanted style.

Ken Kralick
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2. Introduction and Key Findings

The QualiBooth accessibility team audited the top 500 e-commerce websites in Europe, assigning each a score from 0 to 100. Scores were based on automated scans, manual testing, and user interviews to reflect real-world usability for people with disabilities. Higher scores indicate stronger alignment with the Web Content Accessibility Guidelines (WCAG) 2.2, the global standard set by the World Wide Web Consortium (W3C).

The audits covered mission-critical userflows, including the desktop and mobile versions of:

- Homepages
- Product listing and detail pages
- Cart and checkout processes

More details on the methodology is provided in Section 3 below.

One of the key findings of our analysis was that highly accessible websites typically exhibited:

1. **Logical information architecture:** sites with clear heading structures, HTML landmarks and intuitive menu navigation.
2. **Robust keyboard operability:** the most accessible sites allowed users to complete all core journeys - from navigation to checkout - using only a keyboard.
3. **Strong visual accessibility:** the appropriate use of alternative text for images, sufficient color contrast, and scalable, readable typography.
4. **Flawless form usability:** forms featured clear labels, helpful error messaging and consistent, predictable design.
5. **Mobile-first design:** accessibility scores were, on average, 15% higher for websites built with a mobile-first approach.

Additionally, we identified persistent areas of weakness such as:

1. **Dynamic and interactive content:** carousels, modal windows, and persistent navigation bars sometimes interfere with keyboard focus or trap screen-reader users.
2. **Multimedia accessibility:** captions, transcripts, and audio descriptions are inconsistently implemented across video and audio content.
3. **Authentication processes:** CAPTCHAs and cognitively demanding password reset flows remain common, contrary to WCAG 2.2 standards.
4. **Cross-platform consistency:** desktop experiences often present accessibility regressions compared with mobile environments.
5. **Large Language Model (LLM) visibility:** the relationship between WCAG compliance and LLM visibility is clear, and organizations who embrace accessibility standards will benefit from increased citation footprint.

We found that:

1. Norway (77), the United Kingdom (75) and Ireland (71) on average had the highest accessibility scores.
2. Despite some outstanding individual performers, France (64), Spain (63) and Germany (57) generally lagged behind.
3. Home and garden (73), food and drink (64) and general shopping websites (63) generally score higher than sectors such as pets (56) or arts and entertainment (47).
4. Websites in the automotive and industrial verticals on average rank lowest (43 and 36 respectively).
5. The choice of ecommerce platform has no direct impact on accessibility scores.
6. Accessibility scores were highest for Home pages (73) and lowest for product listing pages (60).

The findings underscore that while achieving a strong accessibility score is possible for large, complex eCommerce websites, accessibility remains an iterative process requiring ongoing monitoring and remediation. With the enforcement of the European Accessibility Act as of June 2025, organizations operating in the European digital market must

demonstrate a proactive and systematic approach to accessibility. Failure to do so exposes them to legal, reputational and financial risks.

External studies consistently show that poor accessibility -particularly in forms and checkout processes -leads to higher abandonment rates. Enhancing accessibility in these areas is not only a compliance priority but also a proven driver of improved conversion and customer retention.

Key supporting studies include:

- **Forrester Research (Microsoft):** 69% of customers with accessibility needs will abandon inaccessible sites.
- **Baymard Institute (2023):** Checkout form usability and accessibility are top drivers of cart abandonment.
- **Click-Away Pound Survey (UK, 2021):** 73% of users with disabilities have abandoned a site due to accessibility barriers.
- **W3C/WAI Case Studies:** Businesses, including large eCommerce properties, have reported increased conversion rates after improving accessibility

3. Methodology

Scope of Analysis

The study evaluates 500 of the top European e-commerce websites, based on extensive testing against current WCAG 2.2 criteria. The analysis, conducted from April to June 2025, involved manual and automated testing methods using QualiBooth's accessibility testing software. It highlights both areas of excellence and persisting challenges, with implications for compliance under the European Accessibility Act (EAA).

Each website was evaluated through interviews, automated scans, and manual tests, resulting in an accessibility score from 0 to 100 that reflects its real-world usability for people with disabilities. The audit included the desktop and mobile versions of:

- Homepages
- Product listing pages
- Product detail pages
- Cart and checkout flows

Both automated and guided scores were derived from QualiBooth’s accessibility testing platform, Agora, to ensure consistency. The testing evaluated compliance with WCAG 2.2 standards.

- For automated scans, URLs were provided to the tool and scanned without human intervention.
- For guided scans, accessibility professionals navigated the same URLs, scrolled through each page to ensure full content load (including lazy loading, dynamically loaded elements, cookie notices, modal windows and CAPTCHAs).
- Pages that were blocked from software scans or were unavailable for technical reasons were marked as N/A

Scoring Mechanism

Pages started with a score of 100, with deductions based on issue count and severity. In addition, human guided scans typically exposed more content, often producing slightly lower scores than automated scans.

A score of over 85 is high and commendable, indicating few accessibility problems. A score of 60 to 84 highlights partial compliance, suggesting there are areas for improvement. Finally, a score of under 60 is low and denotes significant accessibility issues.

This software-based testing provides an automated assessment against WCAG 2.2 standards. A score of 100 in this report does not imply that a site is 100% accessible, nor does a score of 100 imply 100% compliance.

It’s important to note that complete accessibility evaluation requires:

1. Software-based testing to efficiently detect common issues.
2. A full manual audit by a trained professional to assess nuances such as context, usability, cognitive load and assistive technology compatibility that cannot be fully evaluated through automation alone.





4. Top Performers and Emerging Trends

1. Strengths Among Top Performers

Our study identified top performing retailers, some of whom achieved remarkable accessibility scores of 95 and above (e.g., On Running, IKEA, Mango, Sports Direct, Bonprix).

Top European eCommerce Websites by Accessibility Score

Rank	Company	Country		Accessibility Score
1	On Running	Switzerland		100
2	Ikea	Sweden		99
3	Mango	Spain		98
4	Sports Direct	United Kingdom		97
5	Bonprix	Germany		97
6	John Lewis	United Kingdom		96
7	Very	United Kingdom		96
8	Baur	Germany		96
9	Asos	United Kingdom		95
10	Leroy Merlin	France		95
11	Morrisons	United Kingdom		95
12	Marks & Spencer	United Kingdom		95
13	Dell	US & Ireland		94
14	H&M	Sweden		93
15	Alternate	Germany		91
16	DocMorris	Germany		90
17	Rewe	Germany		86
18	Next	United Kingdom		86
19	Jumbo	Netherlands		82
20	Apple	US & Ireland		82
21	Asda	United Kingdom		81
22	Auchan	France		80

23	Argos	United Kingdom		79
24	Carrefour	France		78
25	Zalando	Germany		77
26	Wilko	United Kingdom		76
27	Ebay	US & Ireland		74
28	Phone House	Spain		74
29	Zara	Spain		74
30	Sainsbury's	United Kingdom		74
31	Nike	US & Netherlands		74
32	Currys	United Kingdom		74
33	Coopérative U	France		73
34	Amazon	US & Luxemburg		72
35	Darty	France		72
36	Decathlon	France		71
37	MediaMarkt	Germany		70
38	Adidas	Germany		68

**Average accessibility score from 0-100 after extensive testing of Europe's top 500 online retailers using QualiBooth's Accessibility Toolkit.
Last update: June 19 2025*

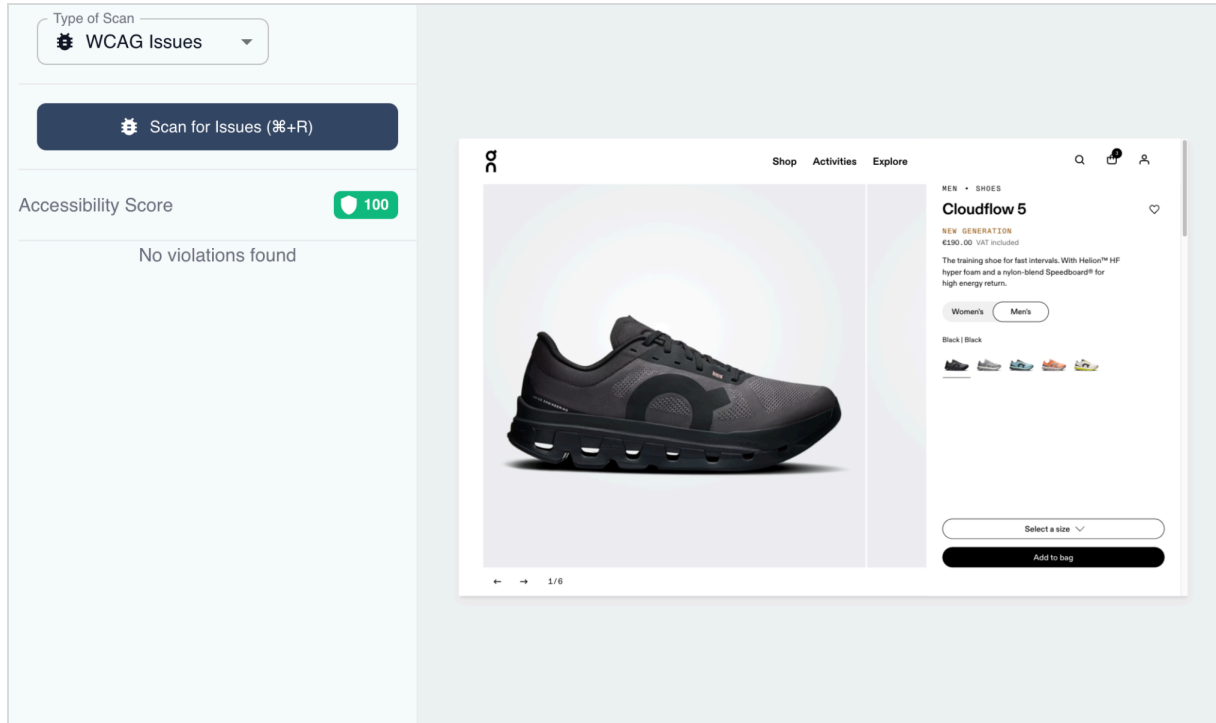
It's important to note that these tests were run externally, and for the purposes of this study, the accessibility team at QualiBooth had to make assumptions based upon markers observed on the pages tested. As mentioned, based on our analysis, these sites achieve consistently high accessibility scores in part due to:

- **Information architecture and navigation:** clear use of headings, landmarks, and logical menu structures that enhance screen reader compatibility.
- **Keyboard operability:** core user journeys - homepage navigation, product search, and checkout -are accessible without reliance on a mouse.
- **Visual accessibility:** appropriate use of text alternatives, high color contrast ratios, and scalable typography.

- **Form usability:** well-labeled input fields, accessible error messaging, and consistent form design.
- **Mobile optimization:** increasing adoption of touch-friendly design aligning with WCAG 2.2 standards.

High-performing organizations go well beyond clean code in their approach to accessibility. Based on our qualitative interviews, several additional best practices emerge.

- High performers treat accessibility as a cultural and strategic priority, not merely as a technical requirement. They embed accessibility into their corporate social responsibility (CSR) and mission statements, holding themselves accountable to long-term roadmaps. Leadership commitment is key: many appoint senior executives with responsibility for accessibility across physical and digital environments, who then establish dedicated teams or squads to drive progress.
- High performers acknowledge the risk of unconscious bias and proactively mitigate it by combining automated testing with manual reviews to uncover and correct barriers. They recognize that accessibility must be built in “by design,” balancing business objectives with the ethical and regulatory imperative of inclusion.
- High performers integrate accessibility testing directly into development workflows. This, they say, ensures that compliance is not an afterthought, but a continuous, measurable process.



The product detail pages of On Running’s desktop and mobile experiences scored a perfect 100 Accessibility score when tested against WCAG 2.2 standards. The score was determined with automated scans and confirmed with a manual audit of the same pages.

2. Persistent Areas of Weakness

Leading retailers show vulnerabilities in more complex areas such as:

1. **Dynamic and interactive content:** Carousels, modal windows, and persistent navigation bars sometimes interfere with keyboard focus or trap users.
2. **Multimedia accessibility:** Captions, transcripts, and audio descriptions are inconsistently implemented across video and audio content.
3. **Authentication processes:** as some content delivery networks tighten restrictions on LLM access, we are seeing a resurgence of cumbersome authentication pages, contrary to WCAG 2.2 standards.
4. **Cross-platform consistency:** Mobile experiences often present accessibility regressions compared with desktop environments.

5. **External partner accountability:** certain external partners like agencies or contractors are sometimes not held to the same accessibility standards as internal teams.

6. **Organizational management:** A single “accessibility champion” isn’t enough. Top performing organizations had a central QA function with authority, and a culture where every team member, internal or external, takes responsibility for accessibility.

The screenshot shows a Dell product page for a Dell 14 Laptop (Model: DC14250). The page is divided into several sections:

- Product Information:** Includes the product name, model number, and a main image of the laptop. There are also smaller thumbnail images of the laptop from different angles.
- Navigation:** At the top, there are tabs for "Product", "Services", "Software", and "Accessories". The "Services" tab is currently selected.
- Price and Action:** The price is listed as €629.00, and there is an "Add to Basket" button.
- Service Options:** A dropdown menu is open, showing three service options:
 - Basic Onsite Service after remote diagnosis with Hardware-Only Support, 12 Month(s):** This option is highlighted with a red box and is marked as "Included". It has a "Years" dropdown menu set to "1 Year".
 - 1 Year:** Costs +€40.66. Includes "Save 30% on a 3-year plan until 18th Sept" and "Dell Recommended".
 - 1 Year:** Costs +€96.54.
- Accidental Damage Protection (ADP):** Three options are shown, all for "1 Year" and "NO DEDUCTIBLE":
 - ADP for +€20.00.
 - ADP for +€40.66.
 - ADP for +€96.54, which includes "Accidental Damage included in Dell Care Premium".
- Disclaimer:** A small text block at the bottom states: "By selecting the Accidental Damage Protection insurance from AIG above, you agree that you are 18 years of age or older, have your main residence in Ireland and have read and agree to the key facts and terms and conditions including the key features, which include details of the cover, relevant exclusions (such as the fact that cover is limited to 1 claim per year of cover), the process for claims and policy. Prices shown above include insurance premium tax (at the applicable rate). Years selected must match term-length." A "Contact Us" button is also visible.























Interactive controls such as dropdown menus that are not nested are often an issue and cause focus problems for assistive technologies

3. National and sectoral differences

National differences

When assessing average accessibility scores by country, our study revealed significant discrepancies. What stood out was a strong correlation between Human Development Indicators (HDIs) and digital accessibility scores, suggesting a link between economic development, consumer protection and institutional governance.























Average Accessibility Score, by Country



Rank	Country		Accessibility Score*
1	Norway		77
2	United Kingdom		75
3	Ireland		71
4	Austria		69
5	Italy		67
6	Netherlands		66
7	Sweden		65
8	France		64
9	Finland		63
10	Belgium		63
11	Denmark		63
12	Spain		63
European Average			62
13	Hungary		61
14	Slovenia		60
15	Portugal		59
16	Czech Republic		58
17	Poland		57
18	Germany		57
19	Bulgaria		50
20	Greece		47
21	Romania		45

Accessibility Statement Coverage

Accessibility statements are public declarations outlining a website's commitment to digital inclusion, its level of conformance with accessibility standards and how users can report issues or request accommodations. While accessibility statements are legally required for most public-sector websites and, from June 2025, many private-sector services in the EU under the European Accessibility Act, they are increasingly seen as a best practice worldwide.

Accessibility Statement Coverage, by Country

Rank	Country		Accessibility Statement Coverage
1	United Kingdom		67%
2	France		65%
3	Ireland		42%
4	Belgium		36%
5	Norway		34%
6	Austria		33%
7	Spain		32%
8	Denmark		31%
9	Italy		31%
10	European Average		30%
11	Germany		29%
12	Sweden		27%
13	Netherlands		24%
14	Slovenia		24%
15	Portugal		23%
16	Finland		21%
17	Poland		19%
18	Greece		11%
19	Hungary		11%
20	Czech Republic		10%
21	Romania		6%
22	Bulgaria		4%

 THE BODY SHOP Store 

[PROMOTIONS](#) [FAVORITES](#) [FACIAL](#) [CORPORAL](#) [CAPILLARY](#) [MAKEUP](#) [FRAGRANCES](#) [GIFTS](#) [INGREDIENTS](#) [TIPS](#) [ABOUT US](#)

Status of Compliance

This website is partially compliant with WCAG 2.2 Level AA requirements.
See the 'Non-Accessible Content' section below for more details.

Preparation of this Statement

This statement was prepared on: 07/07/2025.
It is based on:

- An independent audit conducted by AIOPSGROUP , a Valantic company, and
- Continuous monitoring with artificial intelligence through QualiBooth , which allows real-time detection and resolution of accessibility issues.

Last revised: 07/07/2025

Content Not Accessible

The following content does not fully comply with WCAG 2.2 AA:

- **Form fields without appropriate labels.**
Some form fields lack visible or correctly associated labels, making them difficult to use with assistive technologies such as screen readers.
- **Buttons without identifiable text.**
Some buttons lack visible text or accessible labels that clearly indicate their function, which poses a barrier for users with visual impairments.
- **Insufficient color contrast**
Some interface elements do not meet the minimum contrast requirements defined by WCAG, compromising readability for users with reduced vision or color blindness.
- **Links without clear description or visual differentiation.**













The Body Shop is a great example of digital accessibility by clearly displaying accessibility statements on its online stores.

Sectoral differences

When it came to scoring brands by vertical industry, our study revealed that home and garden, food and drink and general shopping websites ranked comparatively higher than sectors such as health, fitness, style and fashion. Websites in the business and industrial verticals ranked lowest in terms of accessibility, in part due to more complex purchasing workflows.

Our study also highlights how international technology companies tend to perform well but not at the top tier. This suggests that scale and technological sophistication do not necessarily translate into superior accessibility outcomes.

Average Accessibility Score, by Industry Vertical:

Industry Vertical		Accessibility Score
Home and Garden		73
Sports		65
Food and Drink		64
Shopping		63
European Average		62
Hobbies and Interests		61
Technology and Computing		61
Health and Fitness		60
Style and Fashion		60
Pets		56
Art and Entertainment		47
Automotive and Vehicles		43
Business and Industrial		36

Low and medium-performing websites tend to apply accessibility selectively rather than embedded across the digital experience. Generally, these websites:

- Provide basic alt text on product images.
- Offer captioning on some videos (though often auto-generated, not accurate).
- Maintain mobile responsiveness (but without fully considering accessibility needs like large touch targets).
- Link an accessibility statement — though often generic, outdated, or incomplete

In addition, we noted low performers tend to have websites with:

- **Inconsistent alt text:** either missing entirely, automatically generated, or unhelpful (e.g. “image123.jpg”).
- **Poor color contrast:** stylish designs that prioritize branding over readability (e.g., light gray text on white backgrounds).

- **Keyboard traps:** interactive elements (menus, modals, carousels) that can't be reached or exited using only the keyboard.
- **Forms without proper labels:** fields lack clear instructions, error messages are vague, and required inputs are not announced to screen readers.
- **Over-reliance on automation:** using overlays/widgets that give a false sense of compliance but don't address underlying code issues.
- **Dynamic content without ARIA support:** pop-ups, sliders, and dropdowns that aren't properly announced by assistive technologies.
- **Non-structured HTML:** skipping heading levels, improper nesting, or excessive divs, making navigation confusing for screen readers.

5. Country and Regional Rankings

1. Top 10 Sites in the United Kingdom

The image shows a WCAG scanner interface on the left and a screenshot of the John Lewis website on the right. The scanner interface includes a 'Type of Scan' dropdown set to 'WCAG Issues', a 'Scan for Issues (⌘+R)' button, and an 'Accessibility Score' of 100. Below the score, there are two issues listed under the 'Medium' severity level, each with '1 element' affected. The first issue is 'Landmarks should have a unique role or role/label/title (i.e. accessible name) combination' and the second is 'All page content should be contained by landmarks'. The background screenshot shows the John Lewis website product page for a 'Barbour Dunoon Cotton Regular Fit Tartan Shirt, Midnight Oak Tartan, M', priced at £79.95. The page includes navigation menus, a search bar, and product details like size selection and 'Add to basket' buttons.

John Lewis' site scored particularly high on their product listing and detail pages. Their check out experience was also top par.

Rank	Store	Accessibility Score
1	johnlewis.com	96
2	very.co.uk	96
3	asos.com	95
4	morrison.com	95
5	marksandspencer.com	95
6	ikea.com	92
7	apple.com	87
8	next.co.uk	86
9	asda.com	81
10	argos.co.uk	79

2. Top 10 Sites in Germany

Type of Scan
WCAG Issues

Scan for Issues (⌘+R)

Accessibility Score 90

ALL (10) High (7) Medium (3)

1. All touch targets must be 24px large, or leave sufficient space

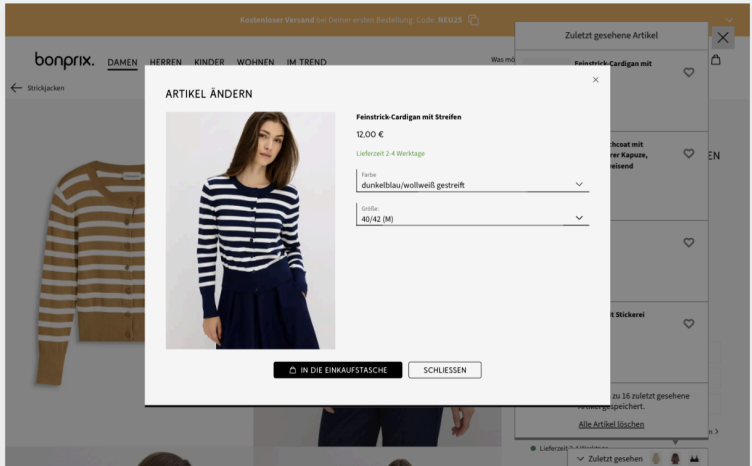
High 4 elements

2. Elements must meet minimum color contrast ratio thresholds

High 3 elements

3. All page content should be contained by landmarks

Medium 3 elements



Modal windows do not impact bonprix's accessibility experience, demonstrating that great user experience need not be achieved at the expense of digital accessibility.

Rank	Store	Accessibility Score
1	bonprix.de	97
2	baur.de	96
3	alternate.de	91
4	docmorris.de	90
5	rewe.de	86
6	hm.com	81
7	ikea.com	81
8	zalando.de	77
9	apple.com	75
10	mediamarkt.de	70

3. Top 10 Sites in France

The screenshot shows a WCAG scanner interface on the left and a screenshot of the Leroy Merlin website on the right. The scanner interface includes a 'Type of Scan' dropdown set to 'WCAG Issues', a 'Scan for Issues (%+R)' button, and an 'Accessibility Score' of 98. Below the score, there are filters for 'ALL (2)', 'High (1)', and 'Medium (1)'. Two issues are listed:

1. ARIA dialog and alertdialog nodes should have an accessible name (High, 1 element)
2. Aside should not be contained in another landmark (Medium, 1 element)

The website screenshot shows the Leroy Merlin homepage with a search bar, navigation menu, and a product listing for 'Rouleau de laine de verre URSA SERENITY 40 kraft, Ep.300mm, 2.6x1.2m, R=7.5'. The product price is 40,25 € with a 30% discount. The page also features a 'Code promo' field, a 'Sous-total' of 40,25 €, and a 'Total' of 40,25 €. Payment options like 'oney', 'PayPal', and 'Moy' are visible at the bottom.

Leroy Merlin is an example of a highly accessible website with strong keyboard navigation and dynamic content management.

Rank	Store	Accessibility Score
1	leroymerlin.fr	95
2	ikea.com	95
3	asos.com	95
4	apple.com	89
5	zalando.fr	83
6	zara.com	82
7	auchan.fr	80
8	carrefour.fr	78
9	nike.com	73
10	coursesu.com	73

4. Top Sites in the Nordics

The image shows a WCAG Issues scanner interface on the left and a screenshot of the Prisma website on the right. The scanner interface includes a 'Type of Scan' dropdown set to 'WCAG Issues', a 'Scan for Issues (⌘+R)' button, and an 'Accessibility Score' of 99. Below the score, it lists 'ALL (1)' and 'High (1)' issues. The first issue is '1. Frames must have an accessible name', marked as 'High' severity and affecting 1 element. The scanner also provides a description: 'Ensure <iframe> and <frame> elements have an accessible name' and lists applicable standards: WCAG 2.0 A, WCAG 4.1.2, SECTION 508, SECTION 508 §22(i), EN 301 549, and EN 9.4.1.2. The website screenshot shows the Prisma logo, a search bar, and navigation links. The main content features an iPhone advertisement with the text 'Rajoitettu erä nyt ennakkotilattavissa!' and a pink banner for 'Kuumimmat ALE-kampanjat juuri nyt'.

Finland's Prisma, Sweden's CDON and Norway's XXL all received exceptionally high accessibility scores, an achievement attributed to incorporating accessibility design and testing in all of their development workflows.

Rank	Store	Country	Accessibility Score
1	ikea.com	Norway	99
2	ikea.com	Finland	99
3	prisma.fi	Finland	98
4	cdon.se	Sweden	98
5	xxl.no	Norway	98
6	ikea.com	Denmark	98
7	k-ruoka.fi	Finland	97
8	oda.no	Norway	96
9	ikea.com	Sweden	95
10	apotek1.no	Norway	92

5. Top Sites in Spain

The screenshot displays the accessibility audit interface for the Mango website. On the left, the 'Type of Scan' is set to 'WCAG Issues'. Below this, there is a 'Scan for Issues (⌘+R)' button. The 'Accessibility Score' is shown as 98. A list of issues is displayed, with the first issue being: '1. ARIA hidden element must not be focusable or contain focusable elements', categorized as 'High' with 1 element. The main content area shows the Mango website interface, including navigation links (WOMEN, MEN, TEEN, KIDS, HOME), the MANGO logo, and search, login, wishlist, and bag icons. The product page features four images of a model wearing a red dress, a product title 'ONLINE EXCLUSIVE FLARED-SLEEVE SATIN DRESS', a price of € 69.99, a color selection of 'Fuchsia', and a size selection dropdown. The description mentions 'Satin fabric. Midi design. A-line design. Draped neckline. Flared sleeves. Side zip closure.' and includes a 'See details' link.

The mobile and desktop versions of Mango's website performed well throughout manual and automated tests.

Rank	Store	Accessibility Score
1	ikea.com	98
2	mango.com	98
3	alcampo.es	94
4	leroymerlin.es	88
5	asus.com	86
6	hm.com	84
7	decathlon.es	76
8	phonehouse.es	74
9	zara.com	74
10	mediamarkt.es	74

6. Top Sites in Italy

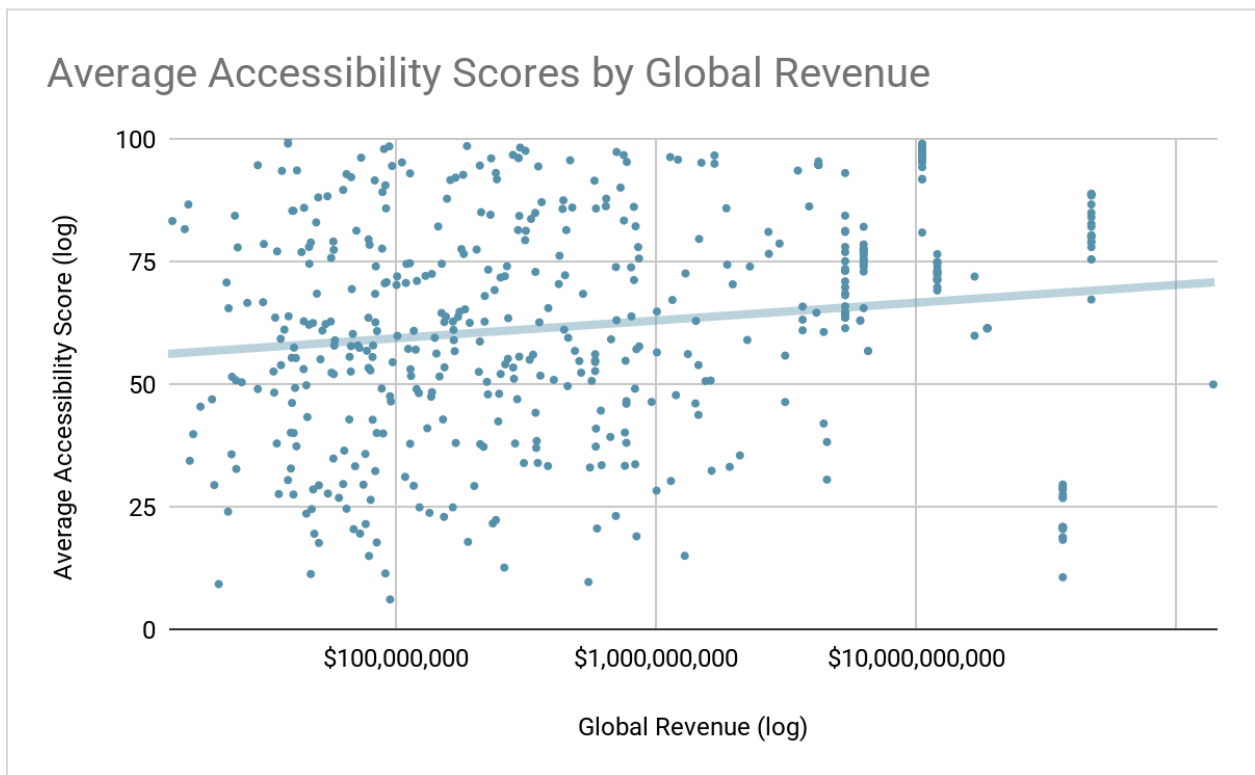
The Italian version of Asos' website is particularly well designed for users with visual disabilities. Landmark elements are clear and numbers in forms are properly formatted for screen-readers.

Rank	Store	Accessibility Score
1	leroymerlin.it	99
2	ikea.com	96
3	asos.com	95
4	qvc.it	93
5	bonprix.it	93
6	decathlon.it	93
7	unieuro.it	87
8	zalando.it	86
9	apple.com	80
10	zara.com	77

6. Accessibility Scores by Global Revenue

Our study reveals that - when it comes to accessibility - size is not an indicator. Websites with large global revenues do not necessarily exhibit higher accessibility scores than smaller sites. This may be partially explained by the fact that the larger a website, the more complex it tends to be and hence the more difficult it is to maintain from an accessibility perspective. In addition, some sites over-optimize by cluttering the keyboard navigation flow with aggressive cross-sell, upsell, and review prompts.

Average Accessibility Score, by Global Revenue:



7. Accessibility Scores by eCommerce Platform

While our data indicates that the choice of ecommerce platform has no major impact on accessibility scores, our study nonetheless denotes minor differences. For example, sites powered by Squarespace (96) and TotalOne (90) achieve very high accessibility scores, while sites built on Intershop (48), PrestaShop (38) and Scayle (31) tend to have lower accessibility scores. However, this difference is mitigated when controlling for other factors such as industry vertical and regional differences.

Differences in accessibility performance can be attributed to several factors.

1. **A reliance on templates:** these vary widely depending on whether they are designed with accessibility in mind.
2. **The total cost of ownership of e-commerce platforms:** higher-cost solutions often correlate with greater investment in development, product, and UX/UI resources, while lower-cost platforms may indicate fewer resources for accessibility initiatives.
3. **Home grown and headless come at a cost:** Websites built on homegrown, headless, or composable platforms tend to score below average, suggesting that organizations using these architectures must exercise greater diligence to ensure compliance and inclusivity.

Average Accessibility Score, by eCommerce Platform:

eCommerce Platform	Accessibility Score
Squarespace	96
TotalOne	90
Oracle Commerce	80
Salesforce Commerce Cloud	79
BigCommerce	76
Sylius	73
Drupal Commerce	68
Shopify Plus	68
HCL Commerce	67
SAP Commerce Cloud	66
Magento	64
Average	64
Grand Total	62
Home Grown	60
commercetools	55
IdoSell	50
Intershop	48
PrestaShop	38
Scayle	31

High-performing websites typically integrate accessibility testing into their eCommerce platform's workflows (e.g., Oracle Commerce) and provide templates that have been vetted for compliance with accessibility standards.

By contrast, websites can fall short when heavy customization prioritizes branding over accessibility, such as rigid color schemes that limit contrast or design flexibility. Accessibility can also be compromised through reliance on third-party integrations - such as social media widgets or customer review tools - that are not optimized for inclusivity.

8. Accessibility Scores by Critical Touchpoint

Product Listing Pages

These pages display filtered product categories (like women's running shoes) in a clear hierarchy: product image, name, color options, and price. Key accessibility requirements include logical navigation flow between elements and properly labeled filter and sort controls.

Product Detail Pages

Critical for conversion, these pages must guide users seamlessly through the decision-to-purchase flow, for example: product details → size/availability selection → add to cart → cart confirmation. Tab order should follow this logical sequence, ensuring users can efficiently navigate the purchasing path without confusion.

Shopping Carts and Checkout

Cart pages should minimize distractions and follow intuitive tab order, for example: cart contents → quantity adjustments → proceed to checkout. During checkout, focus on essential elements only—avoid special offers or promotional content that disrupts the completion flow. Design for keyboard navigation to ensure accessibility across all input methods.

Mobile Experiences

Mobile sites typically achieve higher accessibility scores than their desktop counterparts due to inherent design constraints that favor accessibility principles. The streamlined mobile experience - with simplified navigation, minimized filter options, and reduced visual complexity- naturally creates clearer user pathways and better focus management.

Organizations adopting mobile-first design approaches often see improved accessibility scores across all platforms, as the constraints of mobile development encourage cleaner information hierarchies and more intentional user interface decisions.

9. Accessibility Scores and LLM Visibility

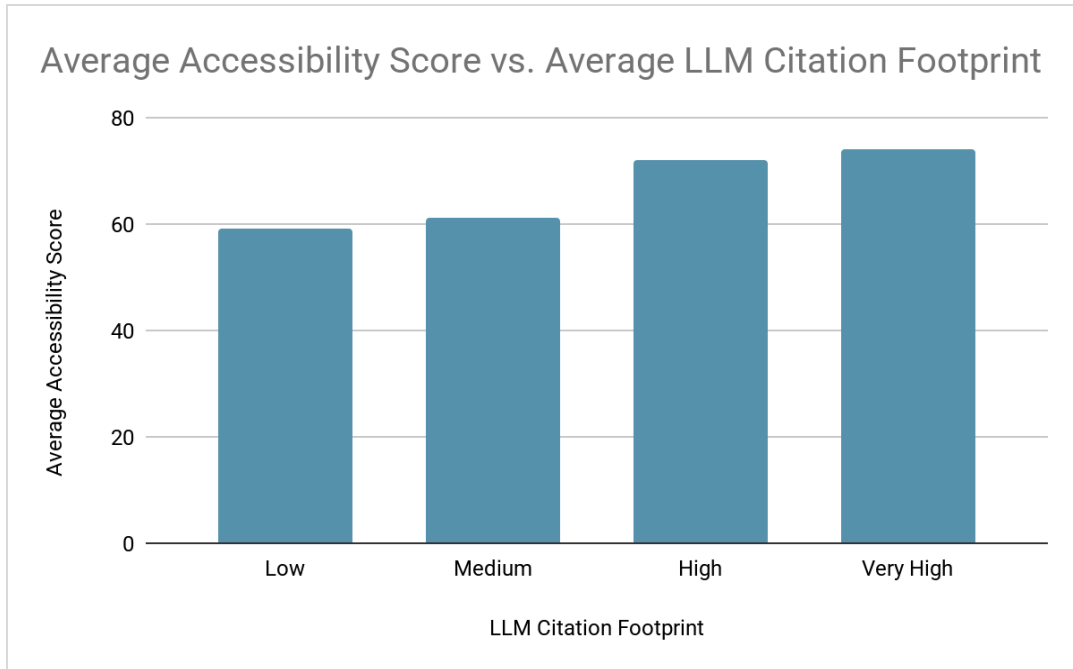
The final part of our research examined the relationship between accessibility scores and visibility in LLMs like ChatGPT, Claude, and Gemini. To measure visibility, we used a proxy called citation footprint. A citation footprint is the degree to which a website domain is represented, referenced, or recallable by an LLM.

When looking at citation footprint, LLMs typically take into account several factors:

1. **Presence in training data:** was text from or about the site widely available and used in the pretraining corpus?
2. **Domain authority and backlinks:** websites with strong SEO and lots of inbound links are more likely to appear in crawled datasets.
3. **Topical prominence:** is the domain a go-to reference in its industry (e.g.,nike.com for sports shoes, apple.com for tech products)?
4. **Language and geography:** some domains may have high recall in their home country/language but little global visibility.
5. **Temporal relevance:** did the site exist and publish content before the model's knowledge cut-off?

We analyzed the correlation between website accessibility scores and LLM visibility by running study domains through ChatGPT, Claude, and Gemini. The results revealed a striking pattern: websites with higher accessibility scores consistently showed greater visibility in LLMs.

While this correlation does not prove causation, the relationship is clear and significant. Further statistical analysis would be needed to determine the precise nature and strength of this accessibility-LLM visibility connection.



10. Conclusion

Challenges to accessibility compliance often stem from failure to include accessibility features into template designs, a lack of integration with common web development workflows and the absence of real-time monitoring.

QualiBooth's powerful suite of digital accessibility tools respect your brand identity and maximize team efficiency, enabling you to increase realizable market size. To gain insights about how well your website follows WCAG 2.2 criteria, start with a baseline scan using QualiBooth's [free accessibility scanner](#). The findings noted by the scanner will illuminate high-impact issues so that you can prioritize fixes based on page views and user traffic, not just total issue count.

Furthermore, to achieve a highly accessible website, our study suggests that organizations should:

- **Assign ownership:** Designate a dedicated team to lead accessibility efforts
- **Choose proactive tools:** Select comprehensive scanning solutions over quick-fix widgets and overlays























- **Integrate into workflows:** Embed accessibility testing directly into development processes
- **Educate your ecosystem:** Train internal teams, vendors, and agencies on accessibility requirements before projects begin




The key is starting somewhere and building momentum through systematic improvement and recognizing that your organization can turn accessibility into an advantage.

11. Appendix


























1. Website Rankings by Critical Touchpoint

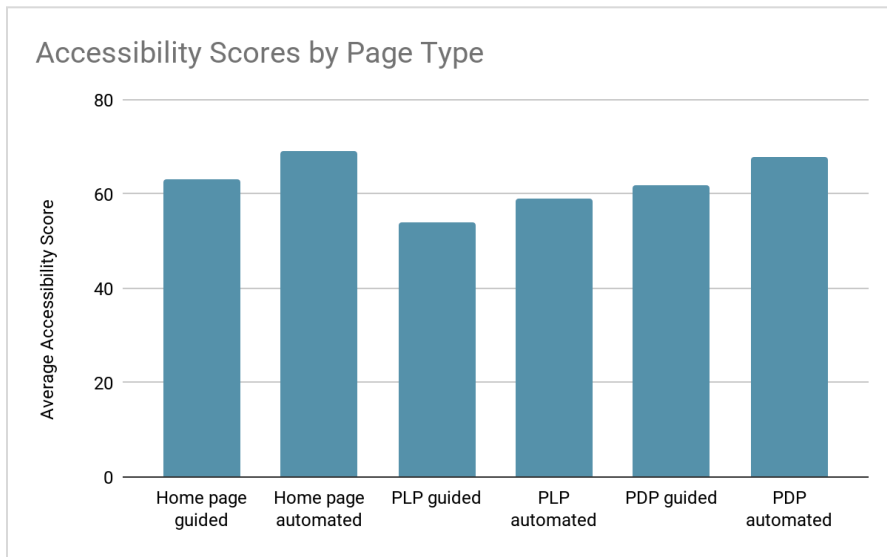
Product Listing Pages

Rank	Country	Store	Product Listing Page - Accessibility Score
1		on.com	100
2		morrison.com	99
3		marksandspencer.com	99
4		ikea.com	99
5		ikea.com	99
6		prisma.fi	99
7		cdon.se	99
8		xxl.no	99
9		ikea.com	99
10		mango.com	99
11		alcampo.es	99
12		bauhaus.si	99
13		ikea.com	99
14		marksandspencer.com	99
15		ikea.com	99
16		bonprix.de	99
17		ikea.com	99
18		leroymerlin.fr	99
19		zara.com	99
20		bonprix.cz	99
21		verkkokauppa.com	99
22		unieuro.it	99
















23		next.ie	99
24		aldi.ie	99
25		dell.com	99











Product Detail Pages

Rank	Country	Store	Product Detail Pages - Accessibility Score
1		on.com	100
2		ikea.com	99
3		cdon.se	99
4		mango.com	99
5		ikea.com	99
6		next.ie	99
7		aldi.ie	99
8		k-ruoka.fi	99
9		sportsdirect.com	99
10		ikea.com	99
11		hm.com	99
12		decathlon.bg	99
13		ikea.com	99
14		ikea.com	99
15		ikea.com	99
16		prisma.fi	98
17		xxl.no	98
18		marksandspencer.com	98
19		0815.at	98
20		ikea.com	98
21		very.co.uk	98
22		ikea.com	98
23		ikea.com	98
24		ikea.com	98
25		baur.de	97























Shopping Cart and Check Out Flows

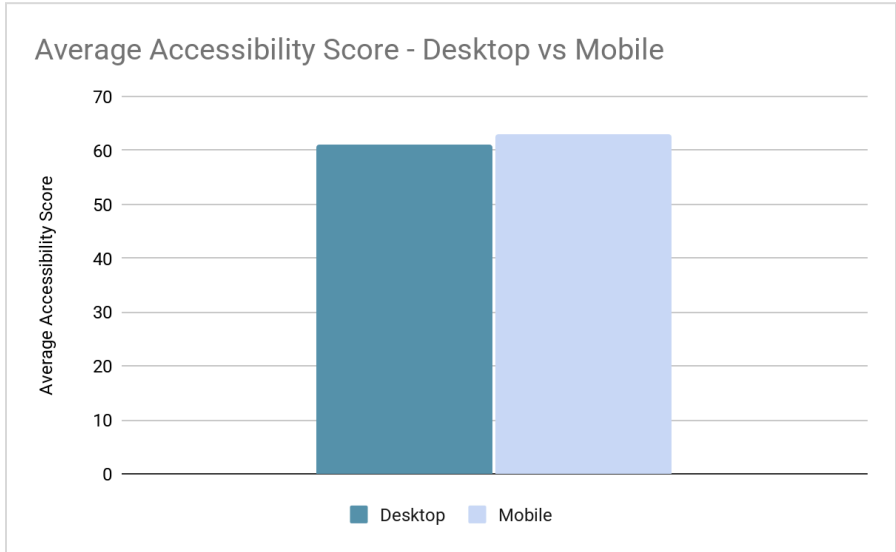
Rank	Country	Store	Check Out Flows - Accessibility Score
1		on.com	100
2		morrison.com	99
3		marksandspencer.com	99
4		argos.co.uk	99
5		ikea.com	99
6		ikea.com	99
7		prisma.fi	99
8		cdon.se	99
9		xxl.no	99
10		ikea.com	99
11		k-ruoka.fi	99
12		ikea.com	99
13		clasohlson.com	99
14		mango.com	99
15		alcampo.es	99

16		decathlon.es	99
17		bauhaus.si	99
18		decathlon.si	99
19		mass.si	99
20		ikea.com	99
21		ikea.com	99
22		harald-nyborg.dk	99
23		petenkoiratarvike.com	99
24		meny.no	99
25		zara.com	99

Mobile Websites

Rank	Country	Store	Mobile Websites - Accessibility Score
1		on.com	100
2		ikea.com	99
3		ikea.com	99
4		prisma.fi	99
5		xxl.no	99
6		cdon.se	99
7		ikea.com	99
8		oda.com	99
9		asos.com	99
10		asos.com	99
11		asos.com	99
12		oda.no	99
13		ikea.com	98
14		k-ruoka.fi	98
15		mango.com	98

16		sportsdirect.com	98
17		alcampo.es	98
18		bonprix.de	98
19		bonprix.cz	98
20		asos.com	98
21		asos.com	98
22		zara.com	98
23		ikea.com	97
24		leroymerlin.fr	97
25		muenzeoesterreich.at	97



2. The Debate: Free vs Paid Accessibility Testing Tools

Free tools like Google Lighthouse offer valuable entry points for accessibility testing but come with significant limitations and trade offs for many organizations.

The Benefits

Free tools eliminate budget barriers and integrate easily into existing workflows. For example, Google Lighthouse runs directly in Chrome DevTools, making accessibility testing accessible to any developer. These tools effectively detect basic issues like missing alt text, color contrast problems, and structural violations - providing valuable early wins for teams beginning their accessibility journey.

The Limitations

However, free automated tools typically catch only 20-30% of real accessibility issues. They miss complex interactive elements, keyboard navigation problems, and screen reader compatibility issues. Most critically, they provide point-in-time snapshots without ongoing monitoring, offer minimal fix guidance, and use scoring systems that dilute accessibility signals with other metrics like performance.

The Bottom Line

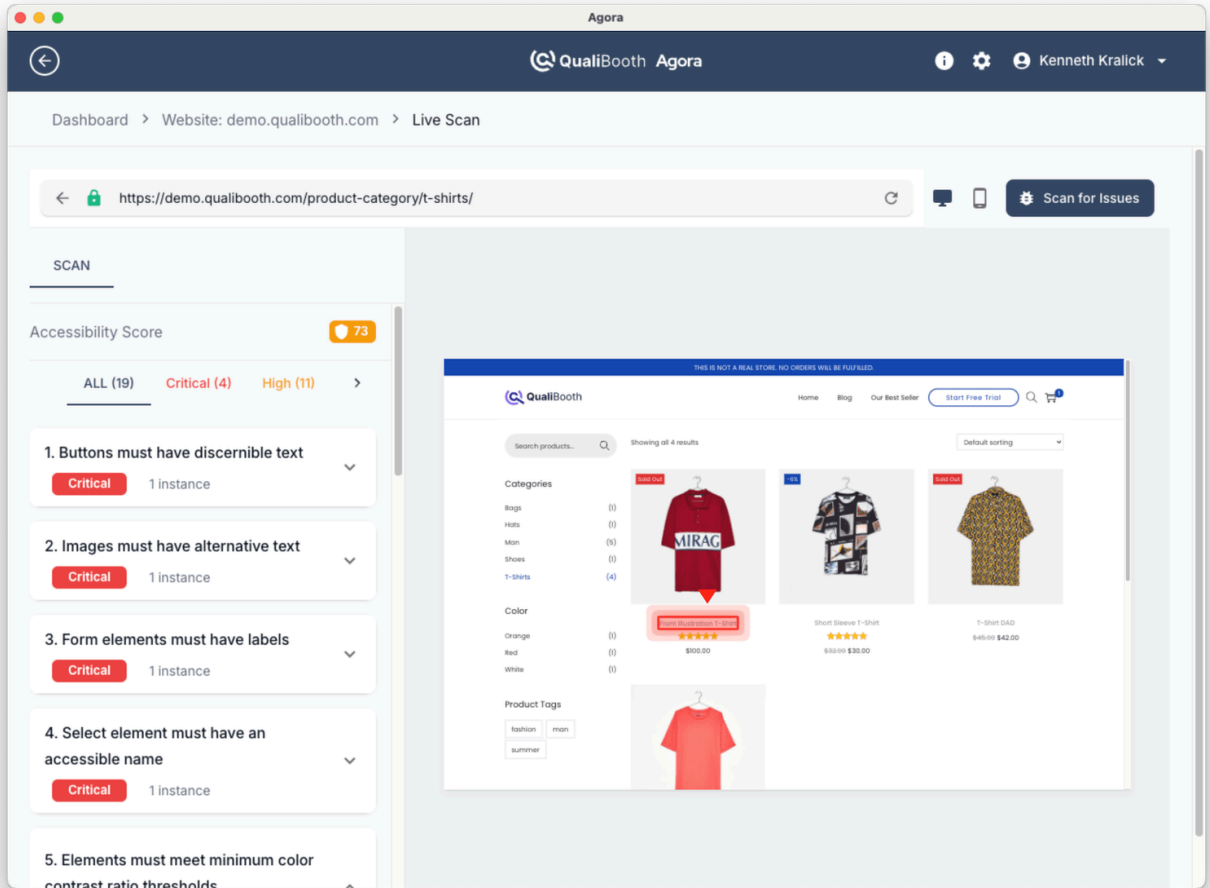
Free tools serve an important educational role but represent just the starting point. Organizations relying solely on these tools often discover their gaps through user complaints or legal challenges - when fixes are most expensive. Effective accessibility strategies use free tools as one component alongside specialized platforms, user testing, and continuous monitoring systems.

3. About QualiBooth

QualiBooth is a leader in digital accessibility solutions, partnering with major retailers, financial institutions, and public sector organizations across Europe. The company not only provides compliance tools but also actively contributes to accessibility best practices and industry standards.

Agora, the advanced version of QualiBooth's accessibility toolkit, combines automated scanning with guided expert review workflows. Unlike basic scanners, Agora can replicate real-world browsing behaviors - including bypassing CAPTCHA blockers, exposing dynamic content, and mimicking user scrolling patterns - giving brands a holistic view of accessibility readiness that reflects actual customer experiences.

QualiBooth's approach goes beyond compliance scoring. The toolkit empowers brands to improve usability, reduce legal risks, and enhance market inclusivity. For more information, visit www.qualiboost.com.



QualiBooth's Agora accessibility application streamlines the discovery process and detects up to 20% more issues than other solutions.