



EAA Preparedness Report:

How Businesses Are Responding
to the European Accessibility Act

Introduction



The European Accessibility Act (EAA) is a landmark regulation reshaping how organizations build and deliver digital products and services in the European Union (EU).

This report synthesizes insights from a recent multi-industry survey of 120 digital professionals across Europe and North America, evaluating their readiness for the EAA's 2025 compliance deadline.

The data reveals a sector at a transitional stage, **aware of the regulatory pressures but still navigating the complexities** of full-scale implementation. While most organizations (82.5%) offer services in the EU and 76.1% prioritize digital commerce, only **27.8% feel somewhat confident they will meet compliance deadlines**.

Let's explore these findings in more detail to understand where companies stand, what barriers they face, and where they urgently need support.

Methodology

This report presents insights from a 22-question survey conducted throughout the first quarter of 2025. We targeted professionals responsible for accessibility, product development, and compliance. Respondents included Developers (14.6%), Product Managers (9.1%), and other roles, across sectors like Software/Technology (33.3%) and Education (18.5%).

Survey respondents ranged from small- to medium-sized businesses (10 to 249 employees) to enterprises with over 1,000 employees. While most organizations (58.18%) operate pan-regionally, Germany (16.4%) was the most frequently cited country where respondents do business.

Interpreting the Data

Please note that not all survey participants answered every question. As a result, the percentages reported throughout this document are calculated based on the number of responses to each specific question, rather than the total number of survey participants. This approach provides an accurate reflection of the response distribution per question, but base counts may vary across the dataset.

Key Findings



When organizations across Europe and beyond were asked about their EAA readiness, the survey findings made one thing clear: **most aren't standing still, but they're still finding their way forward.**

From Awareness to Action But Gaps Remain

It begins with a promising signal: over **two-thirds** of respondents are already *somewhat* or *fairly familiar* with the European Accessibility Act. Yet, familiarity doesn't always translate to certainty.

A striking **31.2% remain unsure** if the EAA applies to them, a gap that highlights the **urgency for clearer guidance and tailored interpretation**, particularly in multi-national or cross-functional teams.

This reflects a pattern reported by [AbilityNet](#), where 45% of organizations that responded to a survey reported they were unsure if the EAA applied to them. This additional data suggests that uncertainty about applicability remains an issue, even if levels of uncertainty may vary across sectors and samples.

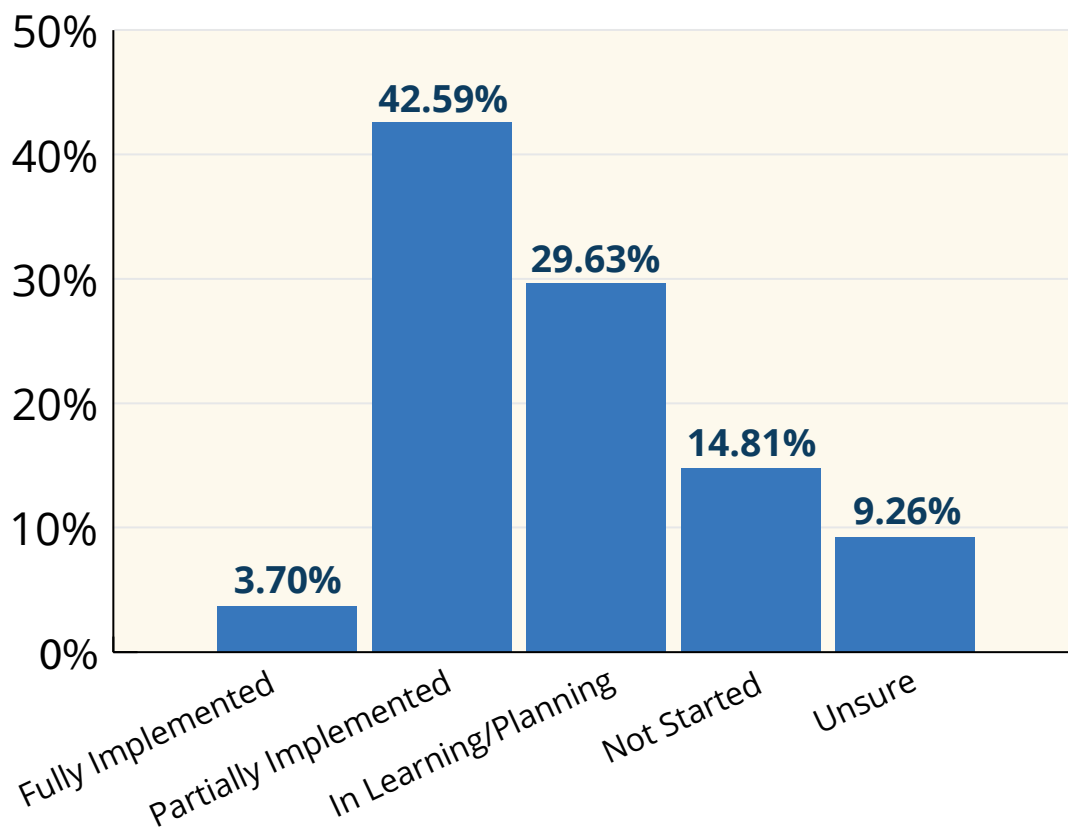
Building Accessibility, Piece by Piece

Implementation is underway but it's uneven, and the gap between intent and execution remains substantial. **Just over 42% of organizations say they've partially implemented accessibility requirements**, signaling meaningful progress is underway. However, this also highlights that a **compliance strategy is still a work in progress** for many.

Let's take a closer look reveals the fragmented state of readiness:

- Only **3.7%** have **fully implemented** EAA-related accessibility changes, a small but commendable minority already confident they have made the necessary preparations to meet and maintain conformance with EAA's requirements.
- Meanwhile, **nearly 30% are still in the *learning or planning stage***, actively gathering knowledge but not yet implementing a strategy.
- Another **14.8% have not yet started implementation**, and **9.3% are unsure** where their organization stands.

What Stage is Your Organization at in Implementing Accessibility Measures Required by the EAA?



This fragmented landscape mirrors [APACE's survey in publishing](#), which found that despite strong awareness, **only 37.4% of e-book publishers reported accessibility implementation.**

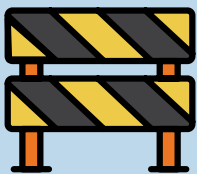
Confidence is Cautious and Unevenly Distributed

The contrast between market ambition and regulatory assurance is stark. While **27.8% say they feel somewhat confident** they'll meet the EAA compliance deadlines, just **18.5% are extremely confident**, a small but telling segment that underscores the lack of deep-rooted confidence across the industry.

Even more concerning, **nearly 13% are not at all confident**, and almost **1 in 10 remain unsure** of where they stand. These numbers reveal a reality that goes beyond cautious optimism: for many, there's still **a lack of clarity, ownership, or strategic alignment** when it comes to execution.

The takeaway is clear: while the intent to comply exists, **confidence is lagging capability**, and without a structured roadmap, organizations risk falling short of meeting and maintaining conformance.

Barriers Blocking Progress



So, what's holding teams back? The challenges are telling. **Over half cite a lack of resources (54.7%) and uncertainty about where the EAA does or does not apply (52.8%)** as primary barriers.

The picture becomes even clearer when paired with budgeting insights: **35.7% hadn't determined their 2025 accessibility budget at the time of the survey**, and of those who had, the most common allocation was under \$50,000 USD (26.8%).

While this may be proportionate for some small- to mid-sized firms, it's modest by comparison to accessibility investments reported in larger enterprises, particularly in North America, where budget ranges often exceed six figures. These difference reflect a combination of perceptions of regulatory pressure, regional funding models, and organizational accessibility maturity.

This trend aligns with the APACE survey, which found that over **90% of publishers lacked public funding** to support training or upgrades. This suggests that the need for financial support transcends sectors and reveals how accessibility still competes for prioritization in annual planning cycles.

Teams, Tools, and Accountability in Progress

Despite resource challenges, many organizations are laying the necessary groundwork. Nearly **half (43.4%) have dedicated accessibility teams**, and **another quarter are forming them**, a meaningful step toward sustained responsibility.



Meanwhile, **57.4% use third-party tools** to support accessibility compliance efforts, although **14.8% are unaware of what's in place**, signaling an opportunity to improve internal transparency and tool literacy.

Auditing practices clearly reflect how seriously accessibility is embedded into an organization's operations, and the survey responses tell a story of progress but not consistency.

A promising **27.3% of respondents say they audit their digital assets with each major content update or more frequently**, a strong sign that some organizations are building accessibility into their core publishing and release workflows.

Another **20% conduct audits more often than once a year**, signaling a proactive mindset among a growing group of accessibility-aware teams. However, not all practices show the same level of rigor:

- **10.9% limit audits to an annual basis**, which may not be sufficient for fast-moving digital environments.
- **14.5% rely on ad-hoc audits**, which could indicate reactive rather than strategic approaches.
- **Another 10.9% review accessibility only when someone reports a problem**, which indicates that they take a reactive approach to accessibility.
- Alarmingly, **16.4% report never auditing their digital assets at all.**

Across all approaches, **64.8% run internal audits**, often supported by **automated tools (38.9%)**, reflecting a growing **culture of accountability and reliance on scalable solutions**.

Yet the inconsistency in cadence reveals a deeper challenge: without standardized, routine evaluation, even organizations with good intentions may miss critical issues. To meet and maintain conformance with EAA requirements, **systematic and frequent accessibility reviews must become the norm, not the exception**.

Belief in the Business Case But Support is Needed

Most organizations see accessibility not just as a requirement, but as a benefit. Over 70% believe EAA compliance will improve customer engagement, a powerful validation of its business value.

But to get there, organizations are asking for help: nearly two-thirds want clear, practical resources, and over half seek expert-led workshops or webinars. The call for support is loud (and actionable) despite the increase in EAA-focused events and resources provided by the accessibility community.

A Sector in Motion

The data reveals a clear narrative: organizations take EAA compliance seriously but face tangible hurdles, especially around clarity on what's needed, team capacity to meet requirements, and internal funding to support efforts. While awareness is growing, confidence remains modest, and many are still solidifying their strategies for 2025 and beyond.

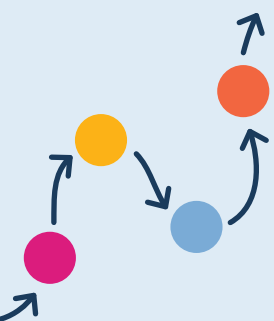
To bridge this gap, there is an opportunity for industry stakeholders, including regulators, accessibility solution providers, and subject matter experts, to come together to create clear guidance on implementing strategy and practice for EAA conformance that applies across all EU member states and to all covered products and services.



Successful efforts to strengthen the accessibility standards framework to support meeting EEA requirements, through updates to EN 301 549 and other standards, will help toward this goal.

Organizations must recognize the business growth opportunities accessible digital products and services bring by investing in accessibility strategies and providing staff with the knowledge, skills, and tools needed to implement them. At the same time, acting now will help avoid the risks of nonconformance, including loss of access to markets and fines or other penalties imposed by EU member states.

Next Steps: Turning Readiness into Results



The path toward EAA compliance isn't linear, but for organizations ready to move from awareness to execution, the next steps are clear. The data tells a story of momentum waiting for structure, not hesitation.

Here's how to build that structure and unlock lasting progress:

① Start with Strategy. Don't Let Uncertainty Stall Progress

Without a plan, even the most motivated teams struggle to act. A plan starts with understanding where you are and where you need to be.

- **Map the EAA's requirements to your specific product and service offerings**, identifying what's in scope and what's not, seeking legal and technical accessibility expertise where needed to support this process.
- **Set timelines for assessing the current state and implementing necessary accessibility improvements** that align with applicable deadlines and break them down into manageable milestones.

② Equip Teams with the Right Tools and the Right Knowledge

Many teams want to move faster but lack direction or clarity on what to prioritize. That's where **targeted resources** come in. Gather resources that support the adoption of accessibility in processes and activities across the product or service development lifecycle. Make sure that accessibility advice and tool support are tailored to your tech stack, whether it's a CMS, e-commerce platform, or mobile app framework.

Combine this with engagement with subject matter experts through activities such as:

- Webinars
- Office hours
- Collaborative coding or design sessions
- Observation of usability testing with disabled people
- Other activities that allow teams to engage with experts, ask questions, share solutions, and apply accessibility concepts in real time

③ Make Accessibility Reviews a Habit, Not a Hurdle

For digital service development, once accessibility becomes a routine part of design, content, and code updates, momentum builds naturally. Use **internal reviews alongside automated tools and feedback from people with disabilities gained through usability testing and other sources** to ensure nothing slips through the cracks, especially as products evolve. Establish **benchmarking practices** to track improvements over time and align accessibility with quality assurance.

④ Build Accessibility into Your Culture

Accessibility awareness isn't a one-time training; it's a mindset shift. Integrate EAA requirements directly into **product roadmaps, requirements specification, and design, development, and testing processes**.

Talk about accessibility in research, design, and sprint planning, not just in the context of testing and compliance. The more it's embedded into day-to-day conversations; the more accessible thinking becomes second nature.

Your Path to EAA Readiness Starts Here.

To stay compliant and competitive, you and your team should assess your strategy, fill the gaps, and ensure your digital products meet the European Accessibility Act's requirements.

NEXT STEPS



Watch: [Time's \(Almost\) Up: The European Accessibility Act Is Nearly Here](#). TPGi experts break down what the EAA requires, where organizations are falling short, and what practical steps you can take to accelerate readiness.



Download our EAA Guide to learn the steps you can take to ensure you meet and maintain compliance with the EAA.



Book a consultation with our accessibility specialists to assess your current state and build a clear plan toward using EAA as a driver for improved products and services.

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