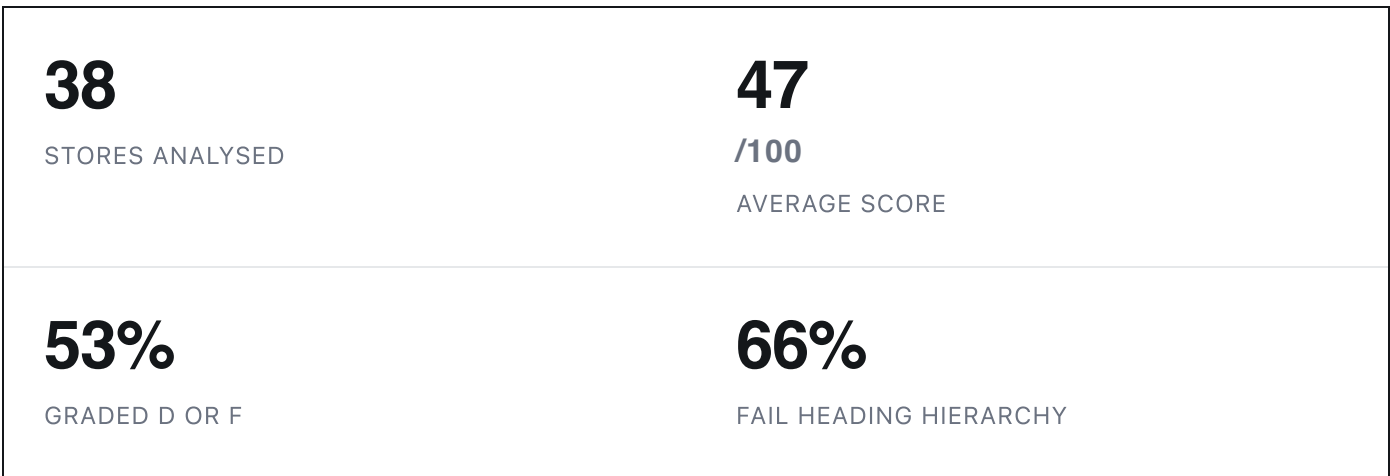


# The State of EU E-commerce Accessibility

We scanned 38 European online stores against WCAG 2.1 A/AA — the standard behind the European Accessibility Act. Here's what we found.

[Download the PDF](#)

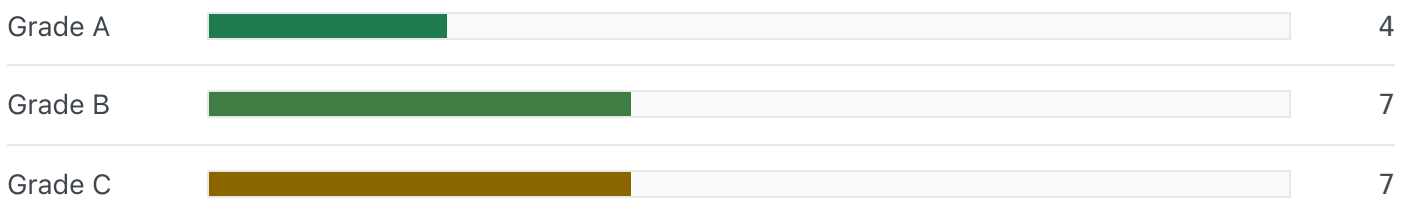
Updated 2026-06-14



## The headline

Europe's online stores are **not ready**. The average homepage scores just **47/100** on an automated WCAG 2.1 A/AA check, and **53% are graded D or F**. The single most common failure is **heading hierarchy**, affecting **66%** of the stores we could scan. With the European Accessibility Act now enforceable, these are not cosmetic issues — they are legal exposure.


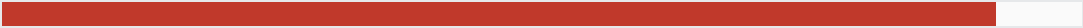
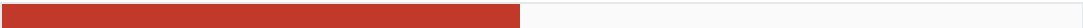
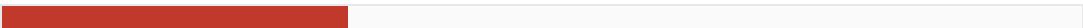
## Grade distribution



Grade D		2
Grade F		18

## The most common failures

Share of scanned stores failing each WCAG check (homepage):

Heading Hierarchy		25
Link Text		23
Form Labels		12
Alt Text		8

## Best and worst

### Best in class

**A** [asambeauty.com](#) 100/100

**A** [ellos.se](#) 100/100

**A** [fahrrad.de](#) 100/100

**A** [spartoo.com](#) 100/100

**B** [cdiscount.com](#) 80/100

### Needs the most work

**F** [hidden](#) — run a scan 5/100

**F** [hidden](#) — run a scan 5/100

**F** [hidden](#) — run a scan 6/100

**F** [hidden](#) — run a scan 8/100

**F** [hidden](#) — run a scan 11/100

# What this means for the EAA

The European Accessibility Act requires e-commerce services sold into the EU to meet accessibility standards aligned with WCAG 2.1 AA. Non-compliance carries enforcement and penalty risk that varies by member state. An automated homepage scan catches only ~30–40% of issues — so a low score is a near-certain sign of deeper problems, and even a high score warrants a manual audit.

Method: automated WCAG 2.1 A/AA scan of each store's public homepage. See [methodology](#). Citable data: [data.json](#). Not legal advice.