

Countdown to EAA Compliance: The Final Stretch for e-Commerce Accessibility

CurbCutOS Helps Retailers Prepare for the Fast-Approaching Deadline

BOISE, ID, UNITED STATES, June 4, 2025 /EINPresswire.com/ -- With less than a month remaining before the European

Accessibility Act (EAA) takes effect, digital accessibility has never been more urgent for e-commerce businesses. [CurbCutOS](#), a leader in enterprise accessibility solutions, is providing retailers with the expertise and tools they need to meet compliance requirements while boosting customer engagement, conversion rates, and long-term brand value.



The Time to Act Is Now: Digital accessibility in e-commerce is no longer just a compliance requirement, it's a fundamental driver of business success. As the EAA enforcement date approaches, retailers that have yet to prioritize accessibility face mounting legal risks, operational setbacks, and lost revenue opportunities. Consider the latest data:

- In 2024, global retail e-commerce sales reached an estimated \$6 trillion, while the disability community and their allies represent \$13 trillion in disposable income.
- E-commerce leads in accessibility failures: Studies confirm that e-commerce websites have the highest number of accessibility issues compared to other industries, averaging 350.1 issues per page.

For global retailers, these figures make one thing clear: accessibility is no longer just a compliance checkbox, it's a catalyst for business growth. Companies that prioritize accessibility today will not only safeguard themselves against financial and legal risks but also gain a competitive edge by tapping into a vast and underserved market.

The Consequences of Delayed Action: Retailers selling in the EU must comply with the EAA by its enforcement date of June 28, 2025. Failure to meet accessibility standards could result in legal and financial penalties, disruptions to business operations, and reputational risks in an increasingly values-driven marketplace.

The Partner for Proactive Compliance: CurbCutOS is committed to helping retailers transform

accessibility challenges into growth opportunities. From accessibility audits to implementation support, our team provides scalable solutions that ensure compliance while enhancing the overall customer experience. Don't wait until the deadline, strategic accessibility planning today means lasting business success tomorrow. Visit www.curbcutos.com to learn more.

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