

STORE2X STUDY · ACCESSIBILITY REPORT

Accessibility in E-Commerce 2026: How Accessible Shop Systems Really Are

Original Lighthouse analysis: how good the accessibility of shops really is, by system, in the age of the EAA.

KEY FINDING

Accessibility is patchy across all shop systems: website builders provide the best baseline, but the theme and implementation remain decisive, not the system alone.

94

median score for Wix & Squarespace

88

for Shopify

Published on August 21, 2026 · Based on: HTTP Archive × Lighthouse, June 2026

By Richard Roth and Till Täubrich

AT A GLANCE

Key takeaways

94 median score for Wix & Squarespace top of the field (out of 100)	88 for Shopify solid mid-field	77 for VTEX, bottom of the field only 6.7% reach ≥ 90
86.4% of PrestaShop shops fail on contrast the single most common issue	42% of Shopify shops reach ≥ 90 for Wix it is 80%	2025 EAA in force accessibility becomes mandatory

Since the European Accessibility Act (EAA) took effect, digital accessibility is no longer optional for many online shops but a legal requirement. But how accessible are shops today, depending on which system they run on? For this report we linked the shop system detection of the HTTP Archive with the automated Lighthouse accessibility checks and analysed, for 15 common shop systems, how well their shops score, as of June 2026. The result is sobering: no system delivers broadly accessible shops out of the box.

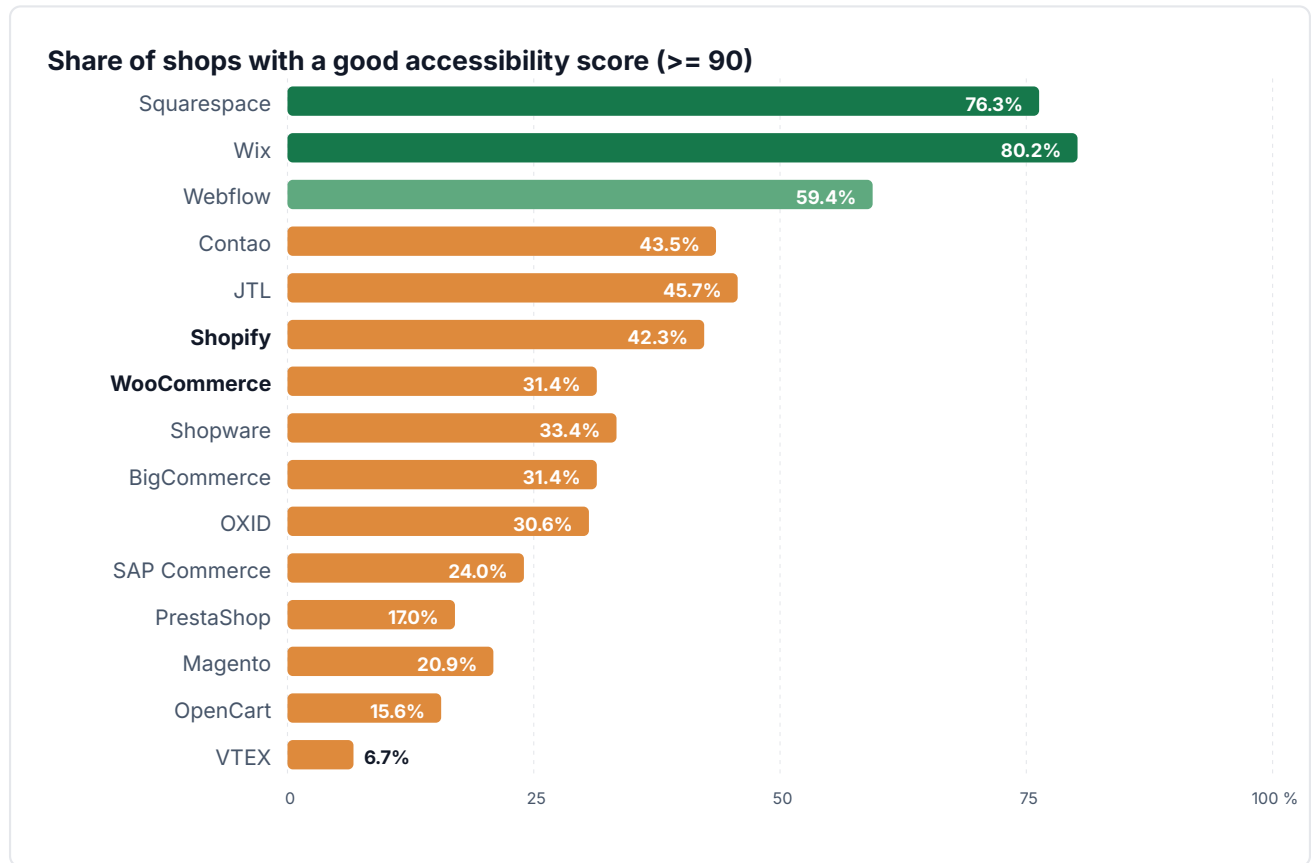
RESULTS

The key results

- Website builders lead: Wix and Squarespace reach a median score of 94 out of 100, Webflow 91. They deliver the best accessibility by default.
- Shopify sits solidly in the middle (median 88), level with JTL, ahead of WooCommerce (86), Shopware (85), Magento (81) and bottom-placed VTEX (77).
- Not a single system has a majority of fully passing shops: even for Wix, 80 percent reach a score of 90 or more, for Shopify it is 42 percent, for Magento only 21 and for VTEX 7 percent.
- By far the most common problem is insufficient colour contrast: depending on the system, 51 to 89 percent of shops fail the contrast check (WooCommerce 82.5 percent, PrestaShop 86.4 percent, OpenCart 88.7 percent).
- Next come unrecognisable link texts (48 to 86 percent) and missing image alt text (5 to 43 percent), both classic, easily fixable errors.
- Important context: Lighthouse only tests automatically and therefore covers only part of the WCAG criteria. A good score is a good foundation, but not proof of legal compliance.

VISUALIZATION

The numbers at a glance



DATA TABLE

All values in detail

Shop system	Median score	Score ≥ 90	Contrast fails	Link-text fails	Shops (n)
Squarespace	94	76.3%	51.4%	50.0%	507
Wix	94	80.2%	21.9%	48.8%	611
Webflow	91	59.4%	70.3%	70.9%	340
Contao	88	43.5%	71.2%	64.0%	191
JTL	88	45.7%	72.4%	58.4%	486
Shopify	88	42.3%	67.4%	63.1%	41,450
WooCommerce	86	31.4%	82.5%	77.1%	21,108
Shopware	85	33.4%	72.1%	59.5%	861
BigCommerce	85	31.4%	71.0%	71.1%	1,589
OXID	84	30.6%	66.2%	62.5%	216
SAP Commerce	82	24.0%	61.0%	62.2%	649
PrestaShop	82	17.0%	86.4%	81.1%	6,497
Magento	81	20.9%	74.7%	72.6%	8,035
OpenCart	81	15.6%	88.7%	80.3%	2,074

Shop system	Median score	Score >= 90	Contrast fails	Link-text fails	Shops (n)
VTEX	77	6.7%	73.2%	85.5%	1,463

Median score = Lighthouse accessibility (0 to 100). Failure rates = share of shops that do not pass the respective check. n = analysed shops (global top 1M).

Results in detail

Why accessibility becomes mandatory in 2026

With the European Accessibility Act (EAA), transposed into national laws such as Germany's BFSG, many online shops have been legally required to be digitally accessible since 28 June 2025. At its core this covers sales to consumers; there are exemptions for micro-enterprises.

In practice this means a shop must be operable for people with visual, auditory or motor impairments, oriented on the WCAG criteria. Accessibility has thus moved from a nice-to-have to a legal and economic must, because a shop that cannot be used loses real customers.

Website builders provide the best baseline

At the top are the website builders: Wix and Squarespace reach a median accessibility score of 94, Webflow 91. For Wix, even 80 percent of all shops reach a score of 90 or more.

The reason is structural. Builders constrain design components, colour systems and markup more tightly and leave less room for error. Where merchants can design less freely, fewer barriers arise, a disadvantage in flexibility that turns into an advantage here.

Shopify and the commerce systems in the middle

Shopify reaches a solid median of 88, level with JTL and ahead of WooCommerce (86), Shopware (85) and Magento (81). That is a decent but not outstanding foundation: only 42 percent of Shopify shops reach a score of 90 or more.

The reason lies in the freedom of these systems. Freely designable themes and third-party apps are their strength, but they shift responsibility for accessibility onto merchants and agencies. The system provides the baseline; the theme decides the outcome.

The perennial problem: colour contrast

One error dominates across all systems: insufficient colour contrast between text and background. Between 51 and 89 percent of shops fail this check, 86.4 percent for PrestaShop and even 88.7 percent for OpenCart.

This is particularly frustrating because contrast is one of the easiest errors to fix. Often, adjusting the design tokens for text colours, buttons and states is enough. Close behind come unrecognisable link texts (such as icon-only links without a label) and missing alt text on product images.

Migration and relaunch as an opportunity

Because the outcome depends mainly on the theme and the implementation, a system switch or relaunch is the economically smartest moment to tackle accessibility. Anyone building a new theme anyway can get contrast, semantic markup, focus states and alt text right from the start.

That is considerably cheaper than retrofitting accessibility into a shop that has grown and been customised over years. At store2x we therefore treat accessibility as an integral part of migration and theme development, not as a later add-on.

Limitations of the analysis

Lighthouse tests automatically and therefore captures only part of the WCAG success criteria; aspects such as meaningful keyboard operation, screen-reader experience or plain language can only be measured partially or not at all automatically. A good score is a strong indication, but not proof of conformance.

In addition, we analyse the globally highest-traffic shops per system (top 1 million by CrUX rank). Smaller shops in the long tail are likely to score worse on average. Systems with a very small sample are excluded, and the values are a snapshot from June 2026.

What this means for your shop

The most important finding is not the ranking but the level: accessibility is patchy across all systems. There is a reason website builders like Wix and Squarespace lead. They constrain themes and components more tightly and leave less room for contrast and structure errors. Classic commerce systems with freely designable themes shift exactly this responsibility onto merchants and agencies.

In practice this means: the shop system is only the baseline, what matters is the theme, the templates and the actual implementation. That is precisely why a migration or relaunch is the ideal moment to build in accessibility from the start, rather than retrofitting it expensively later. The most common errors (contrast, link texts, alt text) are predictable and fixable with manageable effort.

Methodology

The basis is our own analysis: we linked the technology detection of the HTTP Archive with the Lighthouse results of the same dataset, as of June 2026, mobile crawl, home pages. We analysed shops that rank within the global top 1 million by CrUX rank, i.e. the higher-traffic shops per system; the real picture in the long tail is likely worse. The median score is the Lighthouse accessibility score (0 to 100). The failure rates indicate the share of shops that do not pass the respective WCAG-related check (among shops where the check applies). Systems with fewer than 150 analysable shops are excluded. Important: Lighthouse tests automatically and therefore captures only part of the WCAG success criteria. A good score does not prove a legally compliant, fully accessible offering; it is an indicator, not a certificate of conformance.

Sources

- [European Accessibility Act \(EAA\)](#)
- [Lighthouse Accessibility – Scoring \(Google\)](#)
- [WCAG 2.1 – Web Content Accessibility Guidelines \(W3C\)](#)
- [HTTP Archive – technology detection & data](#)

About store2x

store2x migrates online shops to Shopify without data or ranking loss, and optimises them for performance and SEO. This study was produced by Richard Roth and Till Täubrich.

Free analysis: store2x.com