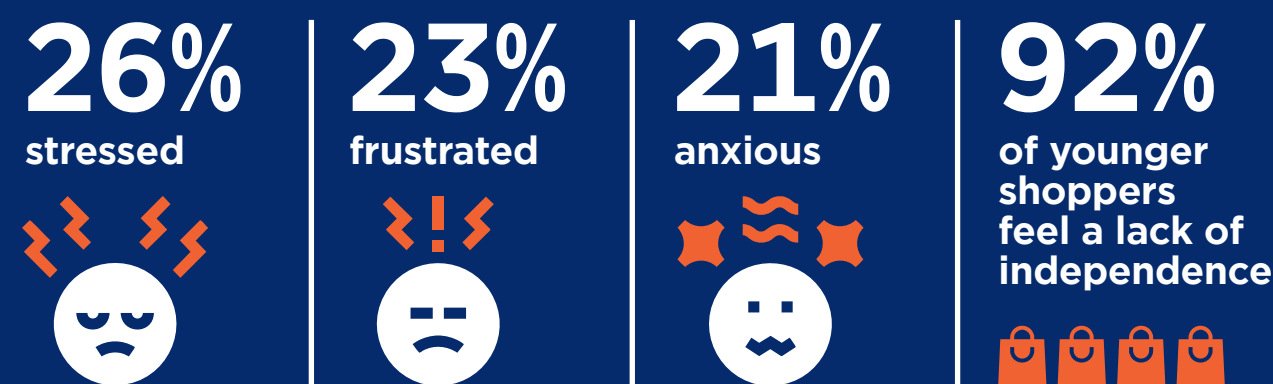


# Accessibility: the hidden barrier in food shopping

Food shopping should be simple — but for **7 in 10 visually impaired people**, it's a challenge. Over a third regularly avoid it due to accessibility barriers.

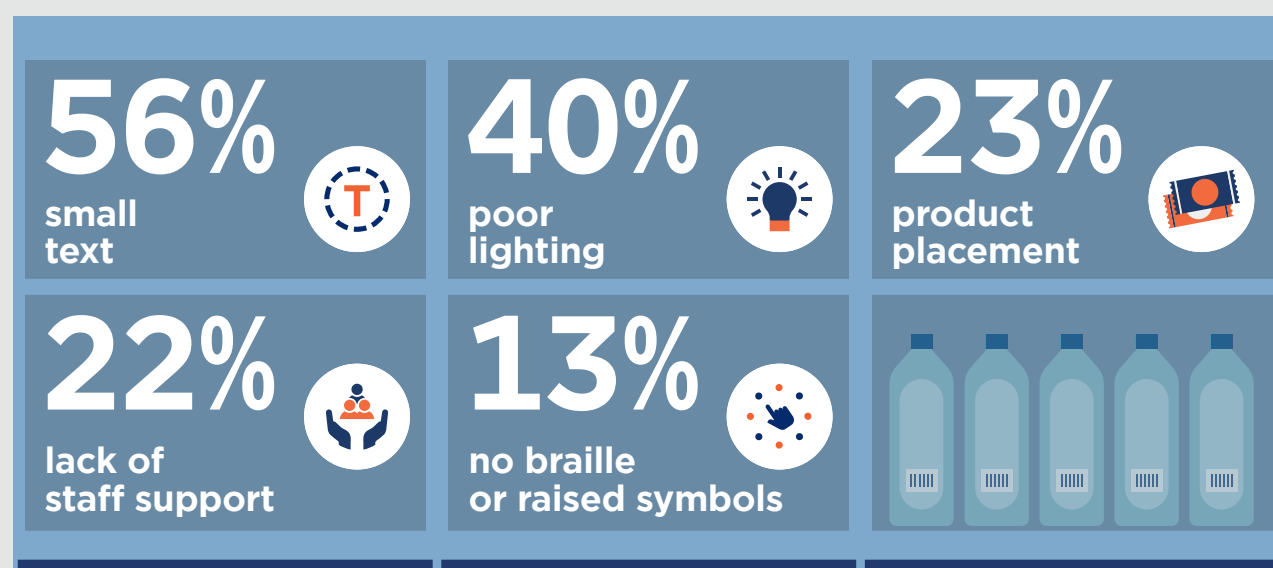


## How accessibility gaps make shoppers feel



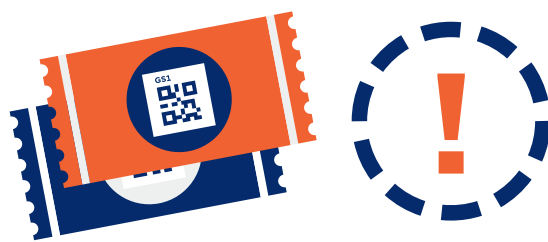
Behind every accessibility gap is an emotional toll that erodes confidence, safety and independence.

## Top barriers to accessible shopping



These barriers don't just make shopping harder than it should be — they drive avoidance and limit choice.

## Consequences & impact



### Safety risks



### Social impact



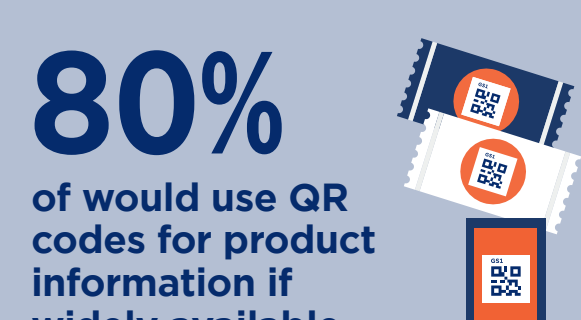
Accessibility isn't just convenience — it's about giving all shoppers the freedom, confidence and independence they deserve.

## Demand for change



Accessibility isn't optional — it's expected and shoppers are calling for action.

## Missed opportunities for business



### QR codes powered by GS1: making shopping accessible for everyone

QR codes powered by GS1 turn packaging into a gateway to inclusion. Built on global standards, they connect shoppers to trusted product information in a format that works seamlessly with screen readers and assistive apps.

These next generation barcodes offer retailers and brands a scalable solution that restores independence and confidence for millions of people living with sight loss, helping industry meet growing consumer demand for inclusive design.

[gs1uk.org/QRcodes](https://gs1uk.org/QRcodes)