# **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







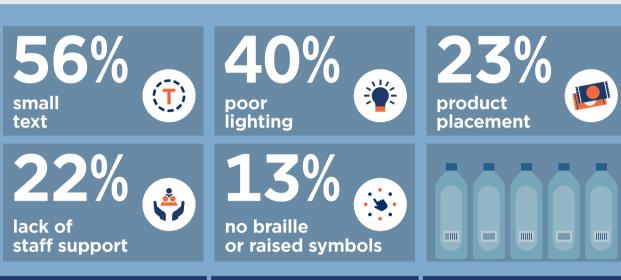
of younger shoppers feel a lack of independence



safety and independence.

Behind every accessibility gap is an emotional toll that erodes confidence,

## Top barriers to accessible shopping



- they drive avoidance and limit choice.

These barriers don't just make shopping harder than it should be

# & impact

Consequences





Safety risks

bought food with unwanted ingredients



reactions due

to unreadable

labels

had to ask strangers for help





**Demand for change** 

### retailers have not invested enough in technology to support visually



for business

agree brands and

mpaired shoppe

believe little or no

thought is given

to designing

packaging for people with

want government

support mandatory

action to make

accessibility

in stores

Missed opportunities

### more likely to stick to familiar

**80**% of would use QR codes for product

information if widely available

buy from stores

solutions

offering accessibility



63%

Yet only

brands - limiting

discovery

the chance

have ever had





QR codes powered by GS1: making shopping accessible for everyone

Built on global standards, they connect shoppers to trusted product information in a format that works seamlessly with screen readers and

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.

QR codes powered by GS1 turn packaging into a gateway to inclusion.



assistive apps.

31 October and 7 November 2025.



UK adults with visual impairment, including at least 100 with severe or worse impairment, between