

Web Accessibility
study NL 2025

National analysis within the framework of
European Accessibility Act



#access4all

RISIKOMONITOR

 Digitaal
Toegankelijk

01
Introduction 03

02
Executive Summary 03

03
Legal Information 05

04
Framework 07

05
Key Figures, Industry data 09

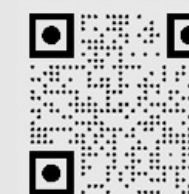
Domain registrars 15

Organic Traffic Data 18

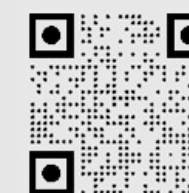
Registrants 21

Hosting Providers 23

Accessibility Data 24



Publisher website
www.risikmonitor.cloud



Study page
www.risikomonitor.com/studie



Expert Partner
www.digitaaltoegankelijk.nl

Social media channels

x.com/risikomonitorcom

facebook.com/risikomonitorcom

linkedin.com/company/risikomonitorcom/

Contact email

office@risikomonitor.com

The addressable market

As of 28 June 2025, the Accessibility Act entered fully into force in the Netherlands. This has resulted in significant changes to technical accessibility requirements, particularly in the consumer market. Due to the applicable exemption provisions, approximately 20% of the NL market is subject to the law. Micro-enterprises are generally exempt.

Currently, 27% of the European population is affected by some form of disability. According to the latest figures from Eurostat, this equates to approximately 101 Million individuals. Statistics Netherland last reported the total number of registered persons with disabilities in 2022, amounting to 3,5 Mio / 32% of Populaion. Of these, 50.80% were identified as women. The demographic distribution indicates a significant concentration among individuals aged 55 and older, comprising 54% of the total.

In total, nearly eight million .nl domains were automatically assessed for compliance with accessibility requirements under the current legal framework. The evaluation was conducted by risikomonitor.com GmbH on our behalf. The analysis covered the period from 17 June to 18 August 2025, and was carried out across all industry sectors to ensure a comprehensive market overview.

The following pages outline the current state of the Netherlands market with regard to web accessibility, identify the dominant market forces, and present the anticipated primary and secondary revenue potential within this segment.

Inquiries

For written inquiries regarding this study, the information service of risikomonitor.com GmbH is available to you via the following communication channels

office@risikomonitor.com

Publisher

risikomonitor.com gmbh
Krautgartweg 190/11
2722 Weikersdorf am Steinfelde
E-Mail: office@risikomonitor.com
FN 578509 z

Contact Person

Jasmin Low-Beer, BA
office@risikomonitor.com

Published by

risikomonitor.com GmbH
in cooperation with

risikomonitor.com GmbH, as well as the contributors to this publication, have carefully researched and prepared its contents. Despite extensive quality assurance measures, errors cannot be entirely ruled out. The aforementioned contributors therefore assume no liability for the accuracy, completeness, or timeliness of the information provided. In particular, they accept no liability for any direct, indirect, past, or future damages of any kind arising from the direct or indirect use of the content provided.

The product and the data contained therein are protected by copyright. All rights are reserved by risikomonitor.com GmbH, with exclusive usage rights held by Netherlands. Reproduction, distribution, public access, and modification of the content are permitted, provided the reproduction is accurate and the source "" is correctly cited. In cases of partial use, presentation of excerpts, or other modifications of data such as tables, graphics, or texts, an appropriate notice must be provided indicating that the content has been edited.

The Accessibility Act in the Netherlands (the Dutch implementation of the European Accessibility Act, Directive (EU) 2019/882) aims to improve the accessibility of digital products and services. New regulations entered into force on 28 June 2025. Companies are required to implement accessible solutions for consumer products and services covered by the Act; otherwise, administrative penalties may be imposed by the designated Dutch authorities (e.g., ACM for e-commerce and e-communications, AFM for financial services, and the Media Authority for audiovisual services). A wide range of products are affected (e.g., computers and smartphones, e-book readers, ATMs, ticket and other vending machines, self-service terminals), as well as certain electronic services (e-commerce, electronic communications, banking/financial e-commerce, audiovisual media)

Is accessibility universally mandatory as of 28 June?

Obligations apply only to the products and consumer services that fall within the directive's scope. Micro-enterprises that provide services (**fewer than 10 FTEs and ≤ €2 million annual turnover or balance-sheet total**) are exempt; above these thresholds—and where services are offered to consumers—accessibility is required.

Transitional rules also apply: service contracts agreed before 28 June 2025 may continue unchanged until they expire, but no later than 28 June 2030; Member States may allow self-service terminals already in use to remain in service until end-of-life (capped at 20 years)

When Is a Digital Service Considered Accessible?

Accessible webshops are developed and designed in such a way that people with various impairments can still use them without restrictions. In addition to individuals who are deaf or blind, this also includes people who are less familiar with using computers or are not as proficient because they did not grow up with them. Statistically, this primarily includes the 70+ age group. Information must be made available through at least two communication channels and in an understandable manner—for example, in written form and via speech output.

Accessible websites include, for example, the provision of alternative text for images, subtitles for videos for the hearing impaired, text-to-speech functionalities, options for increasing contrast, or operability via keyboard.

What is the Accessibility Statement?

The European Accessibility Act (Directive (EU) 2019/882) has been transposed in the Netherlands via the Implementatiewet toegankelijkheidsvoorschriften producten en diensten. As of 28 June 2025, providers of the covered products and consumer-facing services must meet accessibility requirements and provide accessible information about use, compatibility, and support/feedback. For products, a EU Declaration of Conformity and technical documentation are required. Organisations typically evidence digital conformance against EN 301 549 (which incorporates WCAG), with most aiming for WCAG 2.2 AA in practice.

Technical Regulations

The following applicable technical standards are applied.

WCAG 2.0 Level A & AA Rules, WCAG 2.1 Level A & AA Rules, **WCAG 2.2 Level A & AA Rules**, **WCAG 2.x level AAA rules**, cat.text-alternatives, wcag2a, wcag244, wcag412, section508, section508.22.a, TTV5, TT6.a, **EN-301-549**, EN-9.2.4.4, EN-9.4.1.2, ACT

Key Statistical Data

As of 01 August 2025, the baseline dataset (N) comprised 7,091,279 .nl domains, representing near-census coverage of the .nl domain population. Consequently, no statistical sampling/weighting was applied.

The accessibility assessment followed the W3C Web Content Accessibility Guidelines (WCAG) 2.2 recommendation catalogue and was conducted 01–14 August 2025

Passing automated tests, does not mean your systems are compliant

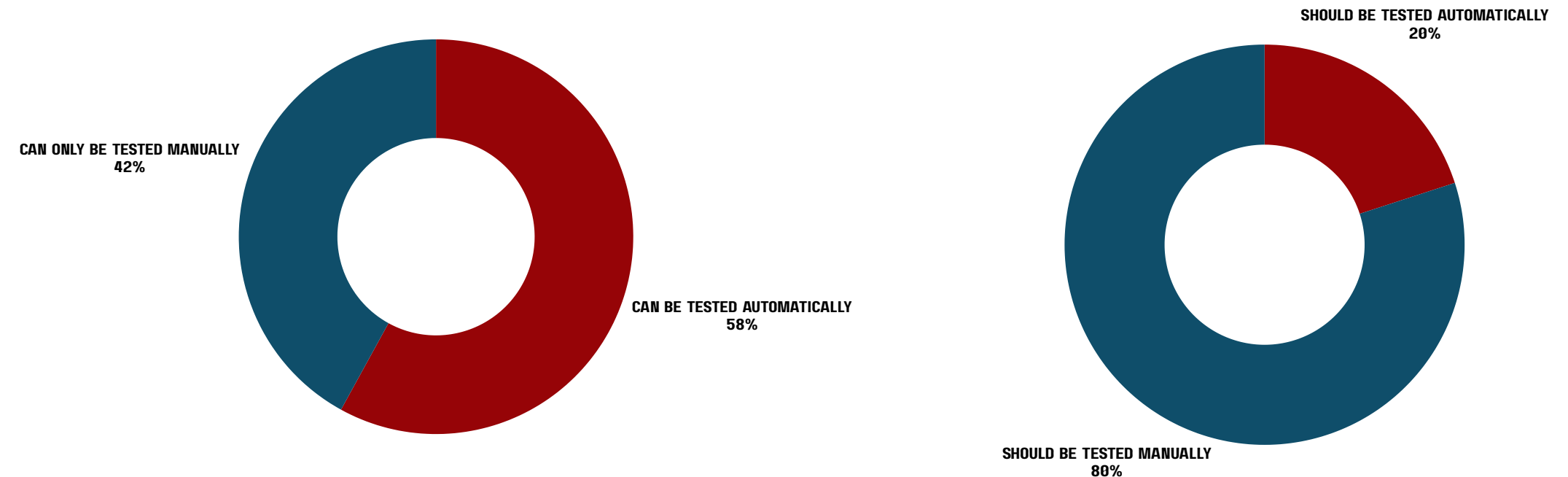
For analysing these websites, we used automated accessibility testing. But passing automated testing does not prove compliance. Even state of the art enterprise software can only detect up to 58% of accessibility issues. For Dutch (semi-)governmental organizations it is mandatory to audit at least 80% of the WCAG criteria manually.

How can you audit accessibility?

Manual testing is required to find all issues. Preferably testing is conducted by or with people with a disability to ensure proper prioritisation. The W3C Foundation published international standards on how such a manual audit should be conducted. These reporting guidelines are called the WCAG-EM. When the WCAG-EM guidelines are used to conduct the accessibility audit, you are ensured that the report is on par with international standards and can be used to show compliance.

Can you audit accessibility yourself?

You can, and should, test accessibility yourself. But to show compliance and give assurance to users that your systems are safe to use and properly accessible, it is strongly advisable to let a certified company audit your systems and write the final WCAG-EM report. Your internal testing can then be used to regularly check if new updates are accessible. Market standard is to audit your systems at least every 3 years.



Registrars for .nl domains

In the Netherlands, the .nl country code top-level domain is administered by SIDN (Stichting Internet Domeinregistratie Nederland). Registrars accredited by SIDN manage and distribute .nl domains and may in turn use resellers for distribution. The registrar is generally considered the entity through which a domain (internet address) is purchased. Based on the accompanying chart, approximately 7.26 million .nl domains were included in the statistics; 4,870,987 domains (67.06%) are attributable to the top 10 registrars.

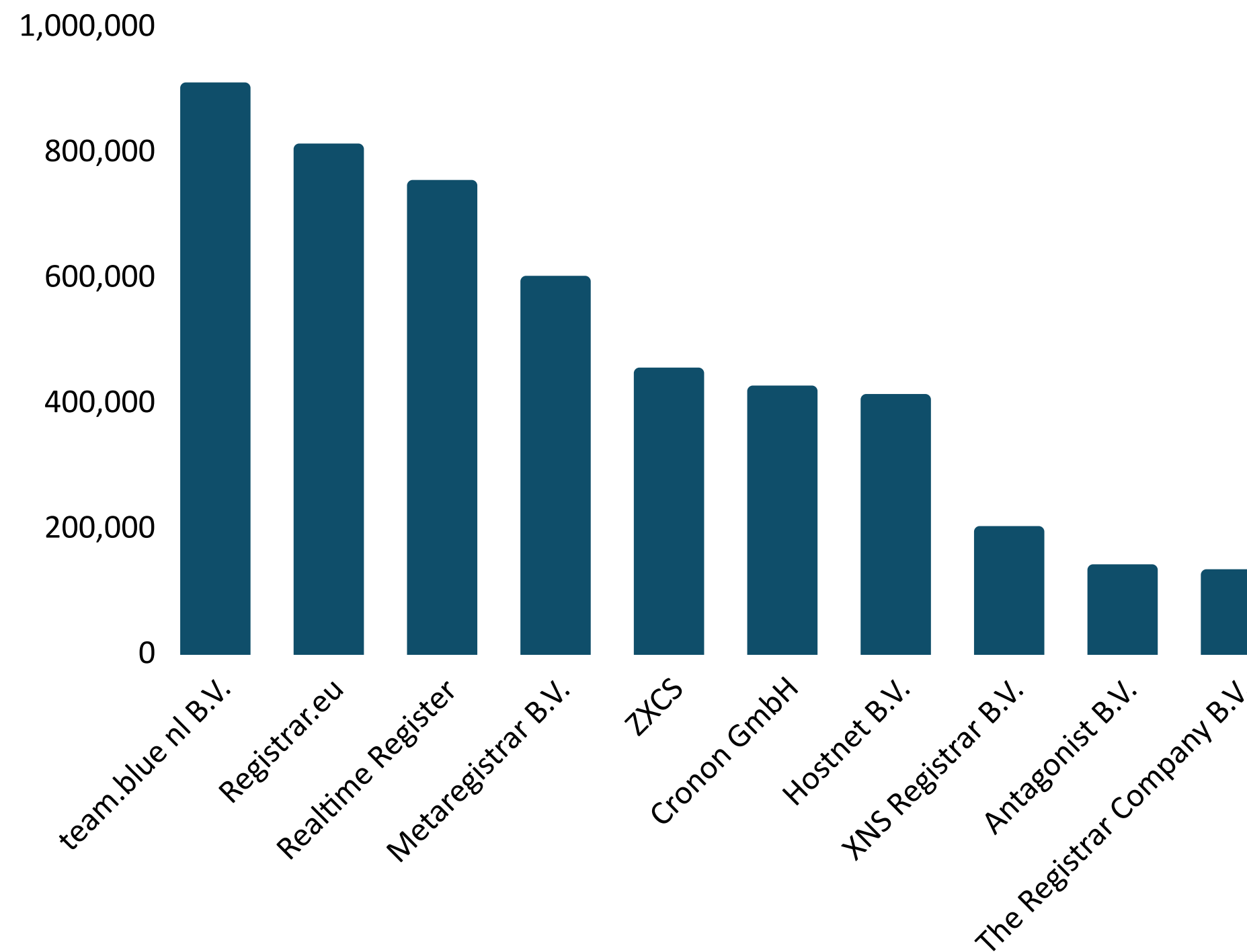
TOP 10 Registry Companies in the Netherlands:

LfdNr	Domain_registrar_name	Price	Country	Owner	Country	Count	Quote
1	team.blue nl B.V.	€12,00	NL	team.blue	BE	911,830	12.55%
2	Registrar.eu	Reseller	NL	Combell NV	BE	814,425	11.21%
3	Realtime Register	Reseller	NL			756,341	10.41%
4	Metaregistrar B.V.	Reseller	NL			603,523	8.31%
5	ZXCS	Reseller	AT			457,231	6.29%
6	Cronon GmbH	Reseller	DE	STRATO AG → United Internet AG	DE	428,589	5.90%
7	Hostnet B.V.	Reseller	DE	group.ONE	SE	415,122	5.72%
8	XNS Registrar B.V.	Reseller	DE			204,561	2.82%
10	Antagonist B.V.	€25,08	AT	group.ONE	SE	143,608	1.98%
10	The Registrar Company B.V.	Reseller	DE	Today Holding B.V.	NL	135,757	1.87%
						4,870,987	67.06%

The top 10 registrars account for a cumulative market penetration of 67.06%. The observed price range for new registrations—excluding promotional offers—lies between €12 and €25.08 per year including taxes and fees (where list prices were available). When bundled with other products—particularly in connection with web-hosting packages—the costs are only slightly higher. Through cross-selling in areas such as email services, web space, and additional domains, the overall spend per customer typically exceeds the standalone domain fee.

Registrars for .NL domains

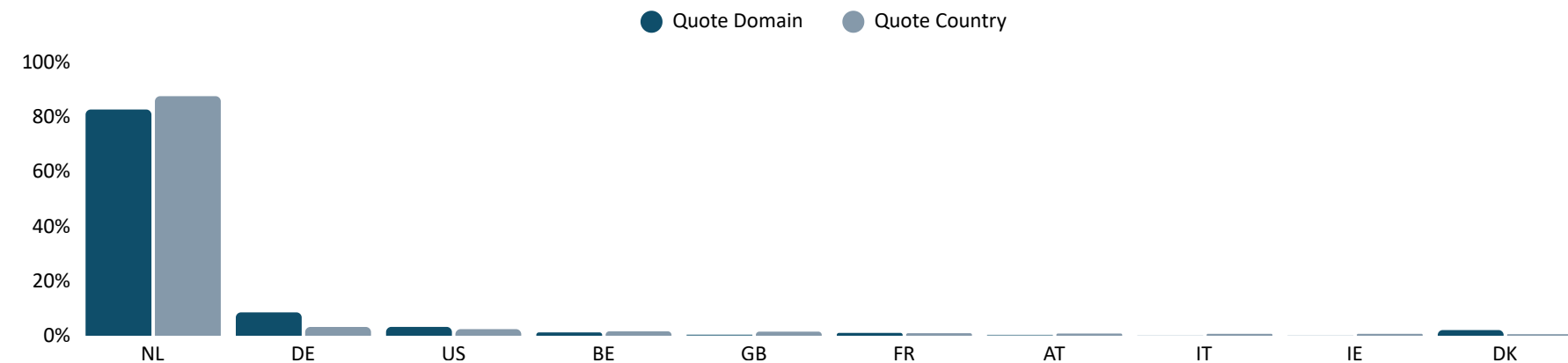
The following is a representation in the form of a bar chart showing the market-dominant companies, led by Team blue NL, Registrar.eu, and Realtime Register.



Geographical distribution of registrars

87.30% of registrars have their company headquarters in the Netherlands; Germany is the largest foreign base. Adding 2.97% in Germany and smaller shares in the US (2.17%), Belgium (1.37%), United Kingdom (1.26%), France (0.69%), Netherlands (0.57%), Italy (0.46%), Ireland (0.46%), and Denmark (0.34%), these countries together account for 97.59% of registrar head offices. Measured by the total number of domains, Netherlands-based registrars manage 82.43% of all .nl domains, followed by Germany (8.30%), the United States (2.99%), and Denmark (1.83%). This indicates that .nl domain trading is overwhelmingly domestic; by domain volume, the Netherlands handles roughly ten times Germany's share.

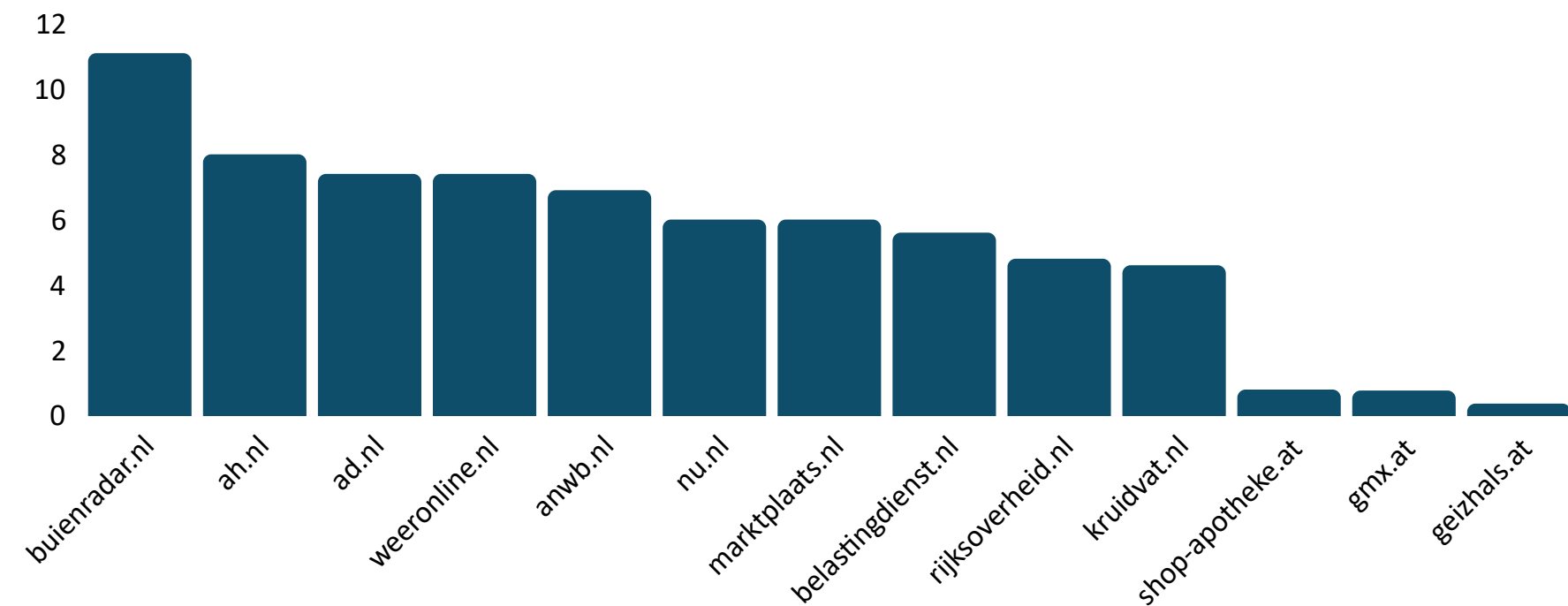
Country	Count	total Domain	Quote Domain	Quote Country
NL	763	5,987,521	82.43%	87.30%
DE	26	602,786	8.30%	2.97%
US	19	217,448	2.99%	2.17%
BE	12	71,359	0.98%	1.37%
GB	11	10,785	0.15%	1.26%
FR	6	58,219	0.80%	0.69%
AT	5	7,056	0.10%	0.57%
IT	4	1,637	0.02%	0.46%
IE	4	1,368	0.02%	0.46%
DK	3	133,100	1.83%	0.34%
	853	7,091,279	97.62%	97.59%



Highest traffic data from .nl domains

Organic traffic is a key performance indicator (KPI) that reflects the number of visitors to a website without paid advertising. A primary role in this is played by search engine results (e.g., Google, Yahoo, Bing), which direct visitors to websites based on the search terms they enter.

.nl domain	Ø Traffic pM in Mio.
buienradar.nl	11.1
ah.nl	8
ad.nl	7.4
weeronline.nl	7.4
anwb.nl	6.9
nu.nl	6
marktplaats.nl	6
belastingdienst.nl	5.6
rijksoverheid.nl	4.8
kruidvat.nl	4.6



Manual testing on most visited domains

We manually audited the accessibility of most visited domains' home page. We used WCAG 2.1 A + AA guidelines. We focussed on the non-interference criteria. These WCAG criteria identify critical accessibility errors that are dangerous or render the system unusable for some users. Also, we checked if the home pages had level A errors which cannot be automatically tested. These are listed as High prio errors.

Overall, we see most sites have worked on accessibility. Almost all most visited sites have an accessibility statement that includes the most important information for users with a disability to safely navigate the website. This shows high awareness of accessibility legislation. Rijksoverheid and Belastingdienst clearly have a strong design system with accessible components. Only Kruidvat implemented specific accessibility features on their home page to improve usability and experience for users with a disability.

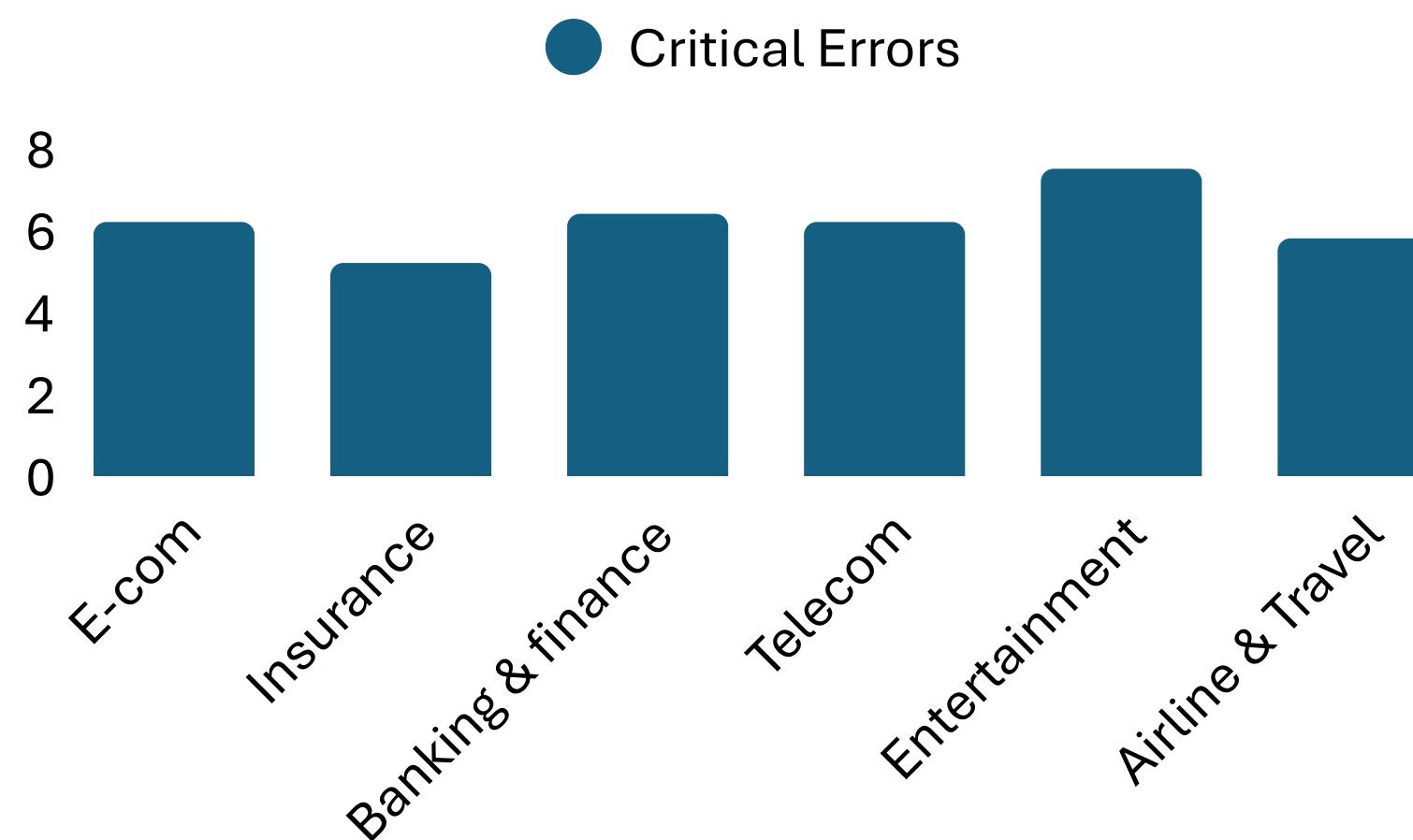
We see large differences between sites. Where Kruidvat, Rijksoverheid, Belastingdienst, Marktplaats and ANWB show to have invested in accessibility, other frequently used websites are dangerous to use for some and have not implemented basic accessibility functions.

.nl domain	Overall accessibility	Additional accessibility support	No critical errors	No high prio errors	Has accessibility statement
kruidvat.nl	✓	✓	✓	✓	✓
anwb.nl	✓	✗	✓	✓	✓
marktplaats.nl	✓	✗	✓	✓	✓
belastingdienst.nl	✓	✗	✓	✓	✓
rijksoverheid.nl	✓	✗	✓	✓	✓
ah.nl	✓	✗	✓	✗	✓
buienradar.nl	✗	✗	✗	✗	✓
ad.nl	✗	✗	✗	✗	✓
nu.nl	✗	✗	✗	✗	✓
weeronline.nl	✗	✗	✗	✗	✗

Industry specific accessibility data

Amongst all industries, six key areas were selected for conducting additional tests. 200 companies were selected randomly from their respective industries based on the Accessibility act requirements on 95% confidence interval. The main industries are as follows:

- E-commerce and Retail
- Insurance
- Banking and financial services
- Telecommunication
- Entertainment and Online Media
- Airlines and Travel



Registrants

A total of 2,348,595 registrants were recorded. This results in an average of slightly more than four domains per entity. Most direct registrants, according to the data, hold a single .nl domain; however, resellers (such as IT companies and marketing agencies) and parent companies hold significantly more.

Rank	Registrant	Domains
1	Private entities	728,238
2	Nomio24 B.V.	618,650
3	NVA Online Advertising B.V.	456,378
4	HomeShow B.V.	419,126
5	Media Village B.V.	378,745
6	DirectDomain (Commercive B.V.)	345,492
7	Takeaway.com	341,330
8	Parknet BV	303,015
9	Nettalk	274,151
10	Thuisbezorgd.NL	242,810
11	Cridea	150,691
TOTAL		4,258,626

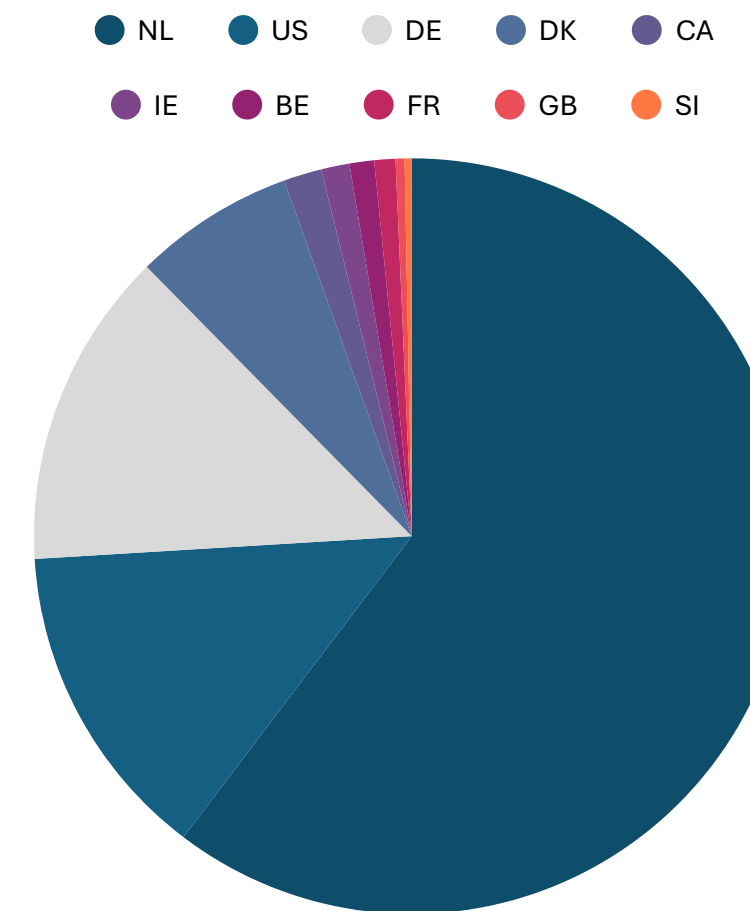
Domain Providers

Domain providers are companies listed as the IP address in the Domain Name System (DNS) address record (A record); this is referred to as domain pointing. The IP address serves as the destination address of the web server where the website or web service associated with the domain is hosted. For .nl domains, 6,563,316 domains could be mapped to a hosting provider via an A record, covering 98.77% of the observed zone. By hosting country, the distribution is led by the Netherlands (3,959,288; 59.58%), followed by the United States (899,745; 13.54%), Germany (891,563; 13.42%), and Denmark (451,532; 6.80%), with Canada, Ireland, Belgium, France, the United Kingdom, and Slovenia each below 2%

The market is headed by Signet B.V., Your Hosting B.V., and One.com A/S (excluding the “no data” bucket). The top 10 providers account for 56.55% of all pointed .nl domains. Including the next listed provider, the group shown in the table represents 4,258,626 domains (58.62%), underscoring the clear concentration among a handful of large platforms (notably Metaregistrar B.V., Stichting DIGI NL, Amazon, Strato, Hetzner, and Cloudflare)

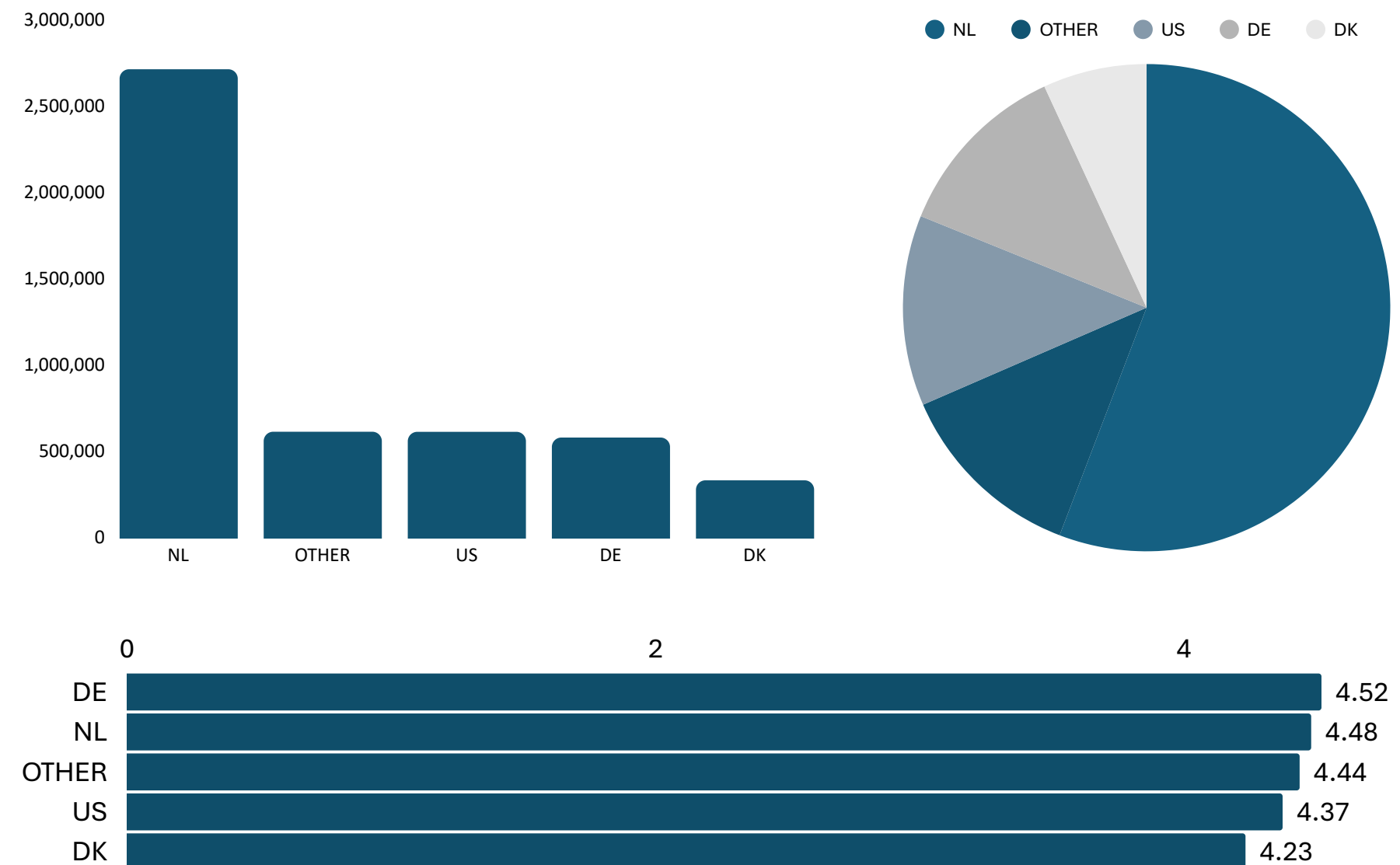
Webhoster	Country	Country	Quote
Signet B.V.	NL	728,238	10.03%
other	no data	618,650	8.52%
Your Hosting B.V.	NL	456,378	6.28%
One.com A/S	DK	419,126	5.77%
Metaregistrar B.V.	NL	378,745	5.21%
Stichting DIGI NL	NL	345,492	4.76%
Amazon.com, Inc.	US	341,330	4.70%
Strato GmbH	DE	303,015	4.17%
Hetzner Online GmbH	DE	274,151	3.77%
Cloudflare, Inc.	US	242,810	3.34%
Previder B.V.	NL	150,691	2.07%
TOTAL		4,258,626	58.62%

LfdNr	Count	Quote
NL	3,959,288	59.58%
US	899,745	13.54%
DE	891,563	13.42%
DK	451,532	6.80%
CA	107,295	1.61%
IE	79,824	1.20%
BE	69,389	1.04%
FR	59,220	0.89%
GB	25,280	0.38%
SI	20,180	0.30%
	6,563,316	98.77%



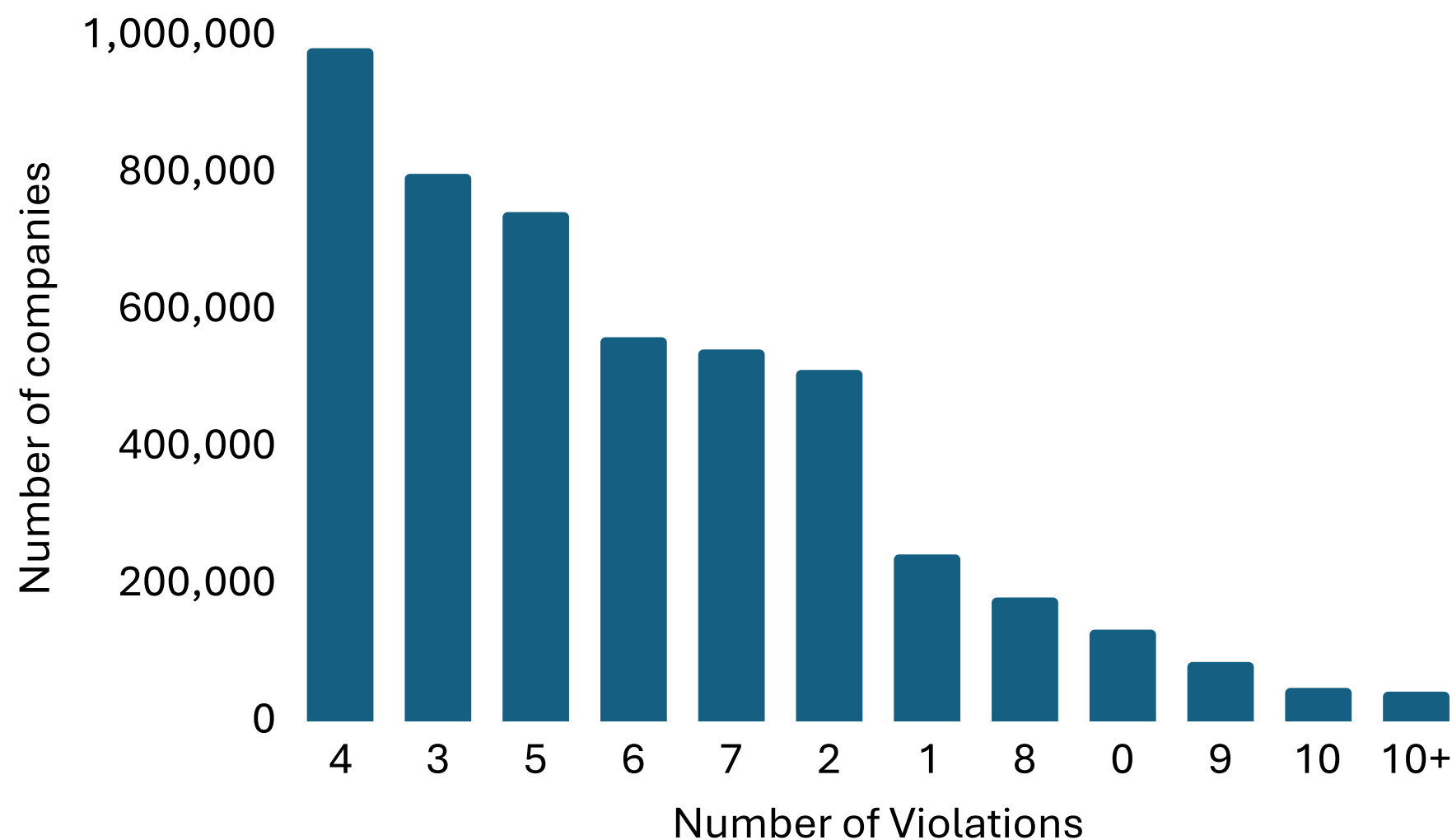
Accessibility data

A review of the full population was conducted (no sampling), covering 4,869,478 domains that were evaluated for accessibility based on their website homepages. Within the disclosed dataset, 100% were transparently identifiable and could be assigned to a specific webhoster country—predominantly hosts from the Netherlands [2,717,418; 55.81%], with a total of 12,176,181 detected errors (out of 21,664,835 overall). The average non-compliance errors indicate that German providers tend to exhibit a higher number of errors [4.52 per homepage], followed by the Netherlands [4.48], Other [4.44], the United States [4.37], and Denmark [4.23].



Accessibility data

In detail, the results show that only 3 out of 100 companies provide accessibility in compliance with legal requirements. Most companies have more than four and fewer than eleven critical errors on their homepage.



Accessibility data

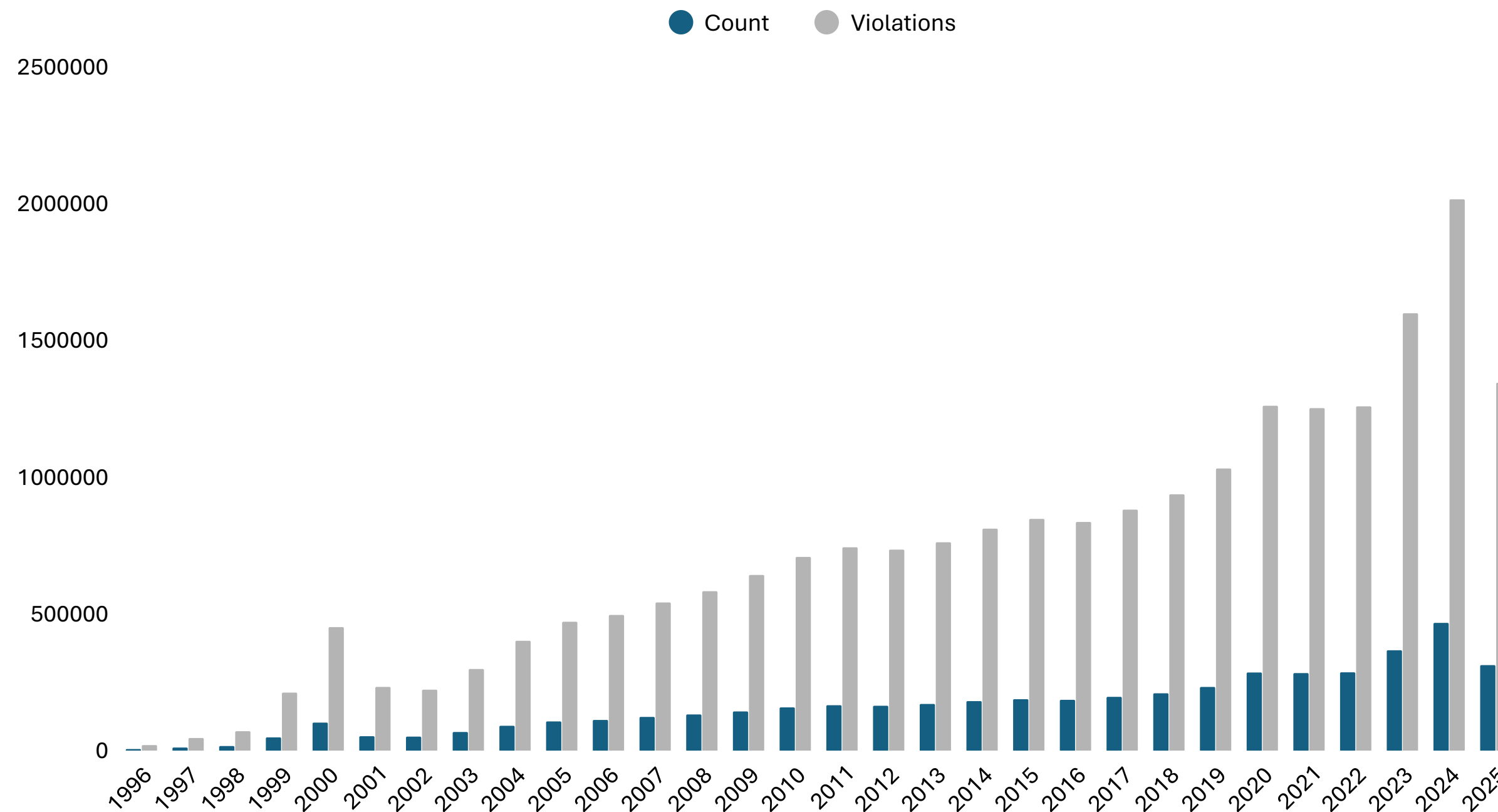
According to the applicable regulations, micro-enterprises are exempt from the accessibility act if they fall within certain criteria. In Netherland this means that **70,836** companies are directly affected—those with a balance sheet total \geq EUR 2 Million, or revenue \geq EUR 2 Million, or more than 10 employees. Of these, **37,468** companies operate a publicly accessible website. A clear classification into B2B or B2C target markets could not be determined due to the presence of mixed-market orientations.

The analyzed sample comprised **7,012** data records, representing **18.71%** of the total. The results reveal a clear trend: the majority of companies exhibit more than five critical accessibility violations.

The sample for Variousa industries

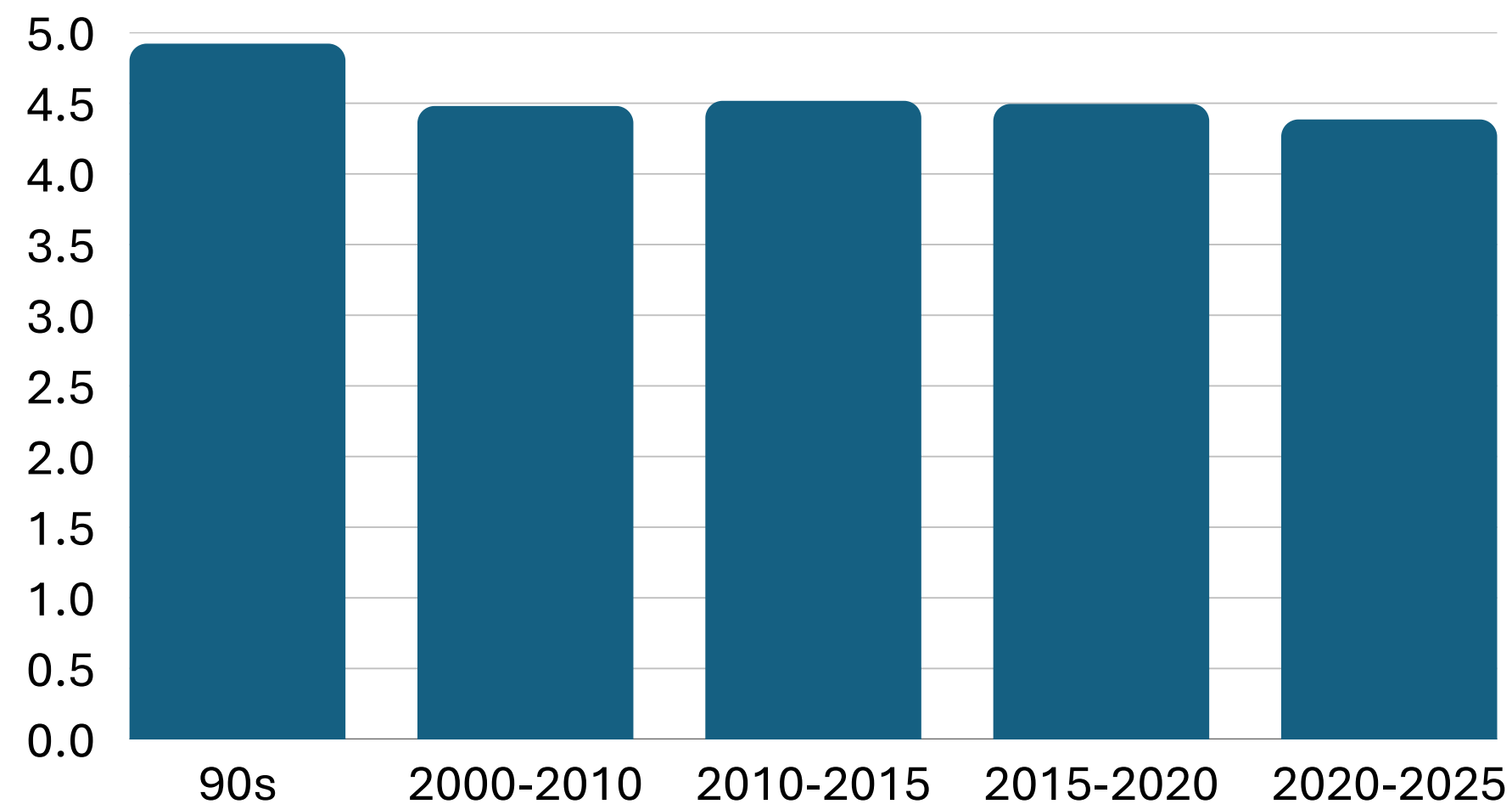
Accessibility data

The company demographics follow an almost Gaussian distribution, peaking in the founding year 2024 with nearly 310,000 companies.



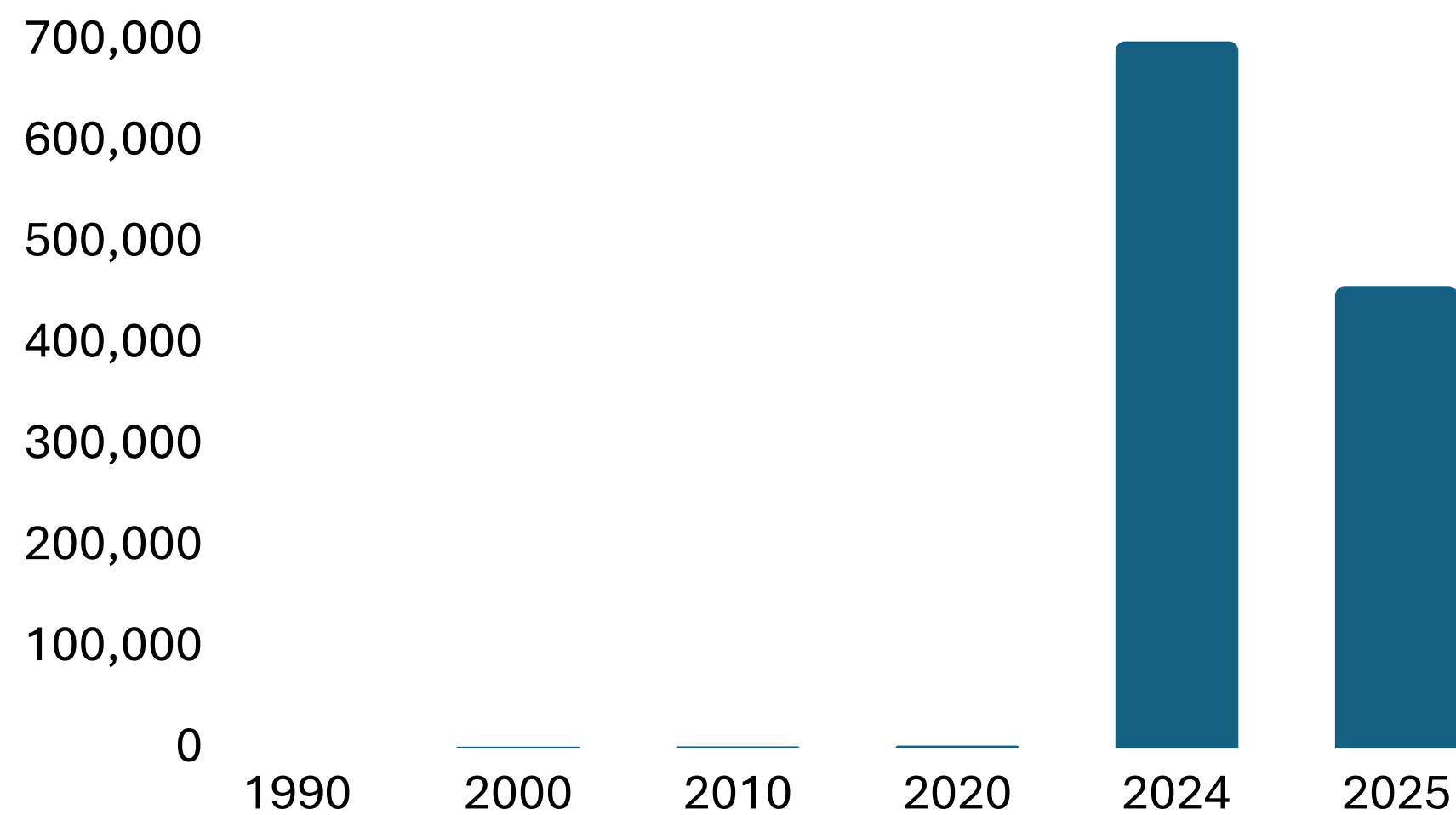
Accessibility data

The trend in non-compliance errors indicates a gradual decline for newer registrations. For comparison: domains registered in 2010–2015 show an average of 4.52 errors per homepage, whereas registrations from 2020–2025 average 4.38—a reduction of ~3.1%. In the most recent cohort, 2024 registrations average 4.33 errors, compared with 4.48 for 2000–2009 (~3.3%). Taken together, this points to a steady improvement in accessibility implementation across the Netherlands, likely reflecting newer frameworks and templates with better defaults.



Accessibility data

Based on the presented population [7,263,525 domains], the registration-year distribution peaks in 2024 [698,402; 9.62%], followed by 2023 [548,203; 7.55%] and YTD 2025 [456,413; 6.28%]. Recent cohorts dominate: 2020–2025 account for 2,973,073 domains (40.93%), 2010–2019 for 2,735,059 (37.65%), 2000–2009 for 1,441,371 (19.84%), while pre-2000 registrations total 114,022 (1.57%). This indicates sustained growth over time with a clear concentration in the most recent years.



Publisher

RISIKOMONITOR

risikomonitor.com gmbh Krautgartweg
190/11 2722 Weikersdorf am Steinfelde
Österreich

Firmenbuchnummer:

FN 575809 z

<https://www.riskmonitor.cloud>
office@risikomonitor.com

Expert Partner



Plompstorengracht 4
3512 CC Utrecht

<https://www.digitaaltoegankelijk.nl>
we@digitaaltoegankelijk.nl