



The Next Growth Market

What Business Leaders Should Know About the \$675 Billion Disability Consumer Opportunity

New research from Disability:IN and the American Institutes for Research (AIR) reveals a powerful consumer segment with substantial purchasing power, discretionary spending, and significant implications for customer experience, innovation, and growth.

Insights Leaders Should Know

The Disability Consumer Market Is an Engine for Growth

The disability consumer market now represents \$675 billion in disposable income, and was \$490 billion in 2018.

Today, people with disabilities account for nearly 7% of all U.S. disposable income, making this one of the most significant consumer market opportunities in the country.

A Powerful Segment Exists Within the Disability Market

The disability consumer market includes \$107 billion in discretionary income available after taxes, essential expenditures, and disability-related health costs.

Discretionary income is concentrated among approximately 10% of working-age people with disabilities, who have an average of \$40,000 in annual discretionary spending power and an average pre-tax income of \$135,805.

Accessibility and Innovation Are Driving Economic Participation

The research points to accessibility and technological advancements as key drivers of increased purchasing power. Increasingly, accessibility is being embedded into mainstream technologies and experiences, including:

- AI-enabled support tools
- Enterprise platforms that support flexible and hybrid work
- Accessible digital infrastructure
- Wearables and assistive technologies
- Expanded mobility innovations
- Live captioning and communication tools

Organizations that treat accessibility as a business strategy may be better positioned to serve and compete for this market opportunity.

The Opportunity Is Likely Much Larger Than \$675 Billion

This analysis focuses on working-age people with disabilities (ages 16–64) and uses the American Community Survey (ACS) definition of disability.

As a result, the study does not capture many consumers with chronic illnesses, cancer diagnoses, neurodivergent cognitive conditions, learning disabilities, or mental health conditions.

\$675 billion points to an expansive total addressable market.



What This Means

The disability consumer market represents a significant opportunity for organizations seeking new avenues for growth. Understanding how consumers with disabilities make decisions, engage with brands, and experience products and services can help organizations identify opportunities to tap into this powerful market.

Considerations for Business Leaders

Strategy & Growth



- How much of this market opportunity is accessible to our organization today?
- Do we understand how consumers with disabilities engage with our products, services, and brand?
- How are consumers with disabilities discovering, evaluating, and choosing brands in our category?
- What opportunities might we be missing within this market?

Product & Innovation



- Are consumers with disabilities represented in our customer research?
- What unmet needs could inform future product, service, or technology investments?
- Where might accessibility and disability inclusive design improve the experience for all customers?

Customer Experience



- Where are customers experiencing friction across key journeys?
- Are there barriers preventing customers from engaging with our products or services?
- Which accessibility improvements would have the greatest impact on acquisition, satisfaction, or loyalty?
- How are we gathering feedback from consumers with disabilities today?



Organizations can work with Disability:IN to uncover consumer insights, validate assumptions, and identify opportunities to strengthen products, customer experiences, and go-to-market strategies.

[Learn more at DisabilityIN.org](https://www.DisabilityIN.org)



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