

# Market Analysis

In order to evaluate XXX's market potential, the following aspects will be examined:

- People with disabilities
- Holidays and budget of people with disabilities

## People with disability

About 15% of the world's population lives with some form of disability, of whom 2-4% experience significant difficulties in functioning<sup>1</sup>. Over 37 million Americans are classified as disabled; about 12% of the total population. More than 50% of those disabled Americans are in their working years, from 18-64<sup>2</sup>.

**Fig. 2.3. Distribution of ages within disability populations**



In Germany, 54.3% of people with disability are over 65 years old. It's a lot compared to other countries<sup>3</sup>.

<sup>1</sup> [http://www.who.int/disabilities/world\\_report/2011/report/en/](http://www.who.int/disabilities/world_report/2011/report/en/)

<sup>2</sup> U.S. Census Bureau, American Community Survey, 2011

<sup>3</sup> World Report on Disability, WHO, 2011

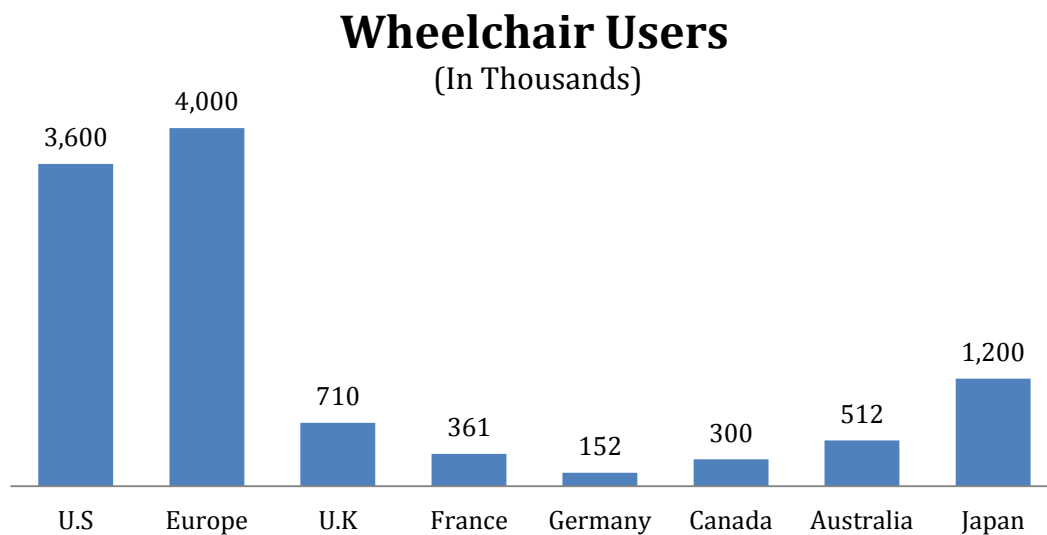
**Table 2.3. Global ageing trends: median age by country income**

Country income level	Median Age (years)			
	1950	1975	2005	2050
High-income countries	29.0	31.1	38.6	45.7
Middle-income countries	21.8	19.6	26.6	39.4
Low-income countries	19.5	17.6	19.0	27.9
World	23.9	22.4	28.0	38.1

We can see that the median age of people with disabilities is becoming higher and higher<sup>4</sup>.

As for the number of wheelchair users worldwide, According to the US Census Bureau, there are **3.6 million** wheelchair users in the US. Estimates of the number of wheelchair users in Europe are similar to the ones in the US. **UK** - 710,170; **France** - 361,500; **Germany** - 152,400<sup>5</sup>.

In addition to wheelchair users, there are 11.6 million people who use a cane, a walker or crutches for mobility assistance in the U.S, of which **7 million are aged 65 and above**<sup>6</sup>



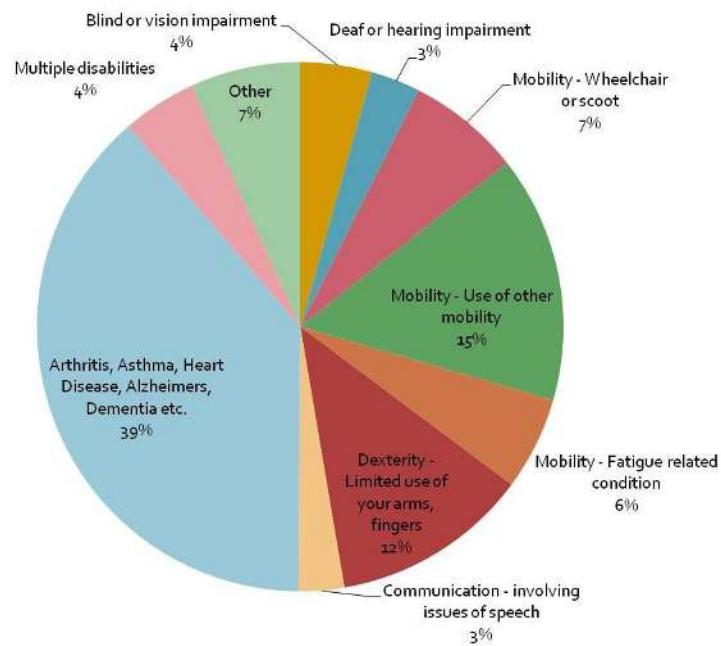
<sup>4</sup> World Report on Disability, WHO, 2011

<sup>5</sup> <http://www.newdisability.com/wheelchairstatistics.htm>

<sup>6</sup> <http://www.census.gov/prod/2012pubs/p70-131.pdf>

## Disabilities & Holidays

According to a study<sup>7</sup>, 7% of people that use wheelchair travel.



Another study found that 71% of adults with disabilities, or more than 22 million people, travel at least once in a two-year period. Overall, adults with disabilities take about 2 trips every 2 years, or approximately 63 million total trips. While traveling, the typical adult with a disability spends \$430, which means travel expenditures among the disability population top \$27 billion over the course of 2 years. On an annual basis, adults with disabilities spend approximately \$13.6 billion on travel.

## Income of People with Disabilities

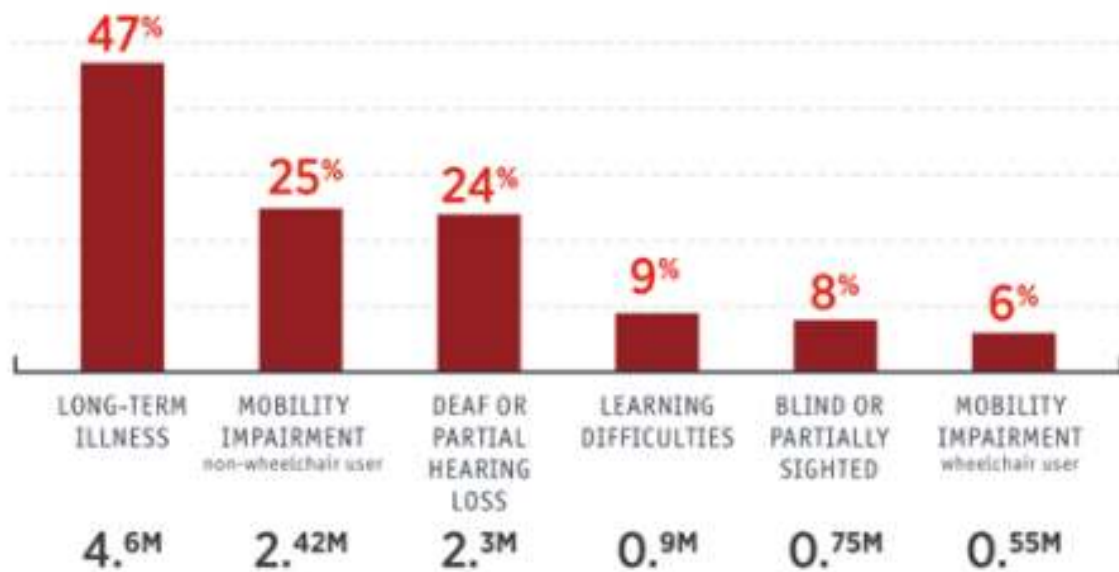
This statistic represents the distribution of disabled persons in the U.S. aged between 15 and 64 years, in 2010, by personal income. In 2010, 37.3 percent of the Americans with a severe disability had a personal income between 5,000 and 14,999 U.S. dollars, whereas 25.9 percent of the people with no severe disability had an income less than 5,000 U.S. dollars<sup>8</sup>.

<sup>7</sup> <http://accessibletourismresearch.blogspot.co.il/2009/12/numbers-of-people-with-disabilities-who.html>

<sup>8</sup> <https://www.statista.com/statistics/240467/personal-income-of-disabled-people-in-the-us/>

Personal income	Severe disability	No severe disability
Less than \$5,000	28%	25.9%
\$5,000 to \$14,999	37.3%	21.5%
\$15,000 to \$24,999	16.4%	14.6%
\$25,000 to \$49,999	12.5%	22.7%
\$50,000 to \$74,999	3.8%	9.1%
\$75,000 to \$99,999	1.3%	3.3%
\$100,000 or more	0.8%	2.8%

The illustration below clearly suggests that in the UK only 6% of the total number of disabled visitors is wheelchair users<sup>9</sup>.



According to another study, 33% of households with a disabled person could not afford to pay for a week's annual holiday, compared with 20% of households without a disabled person<sup>10</sup>.

<sup>9</sup> <http://www.visitsunlimited.org.uk/accessible-tourism-statistics-uk/>

<sup>10</sup> <http://www.papworthtrust.org.uk/sites/default/files/Disability%20Facts%20and%20Figures%202016.pdf>