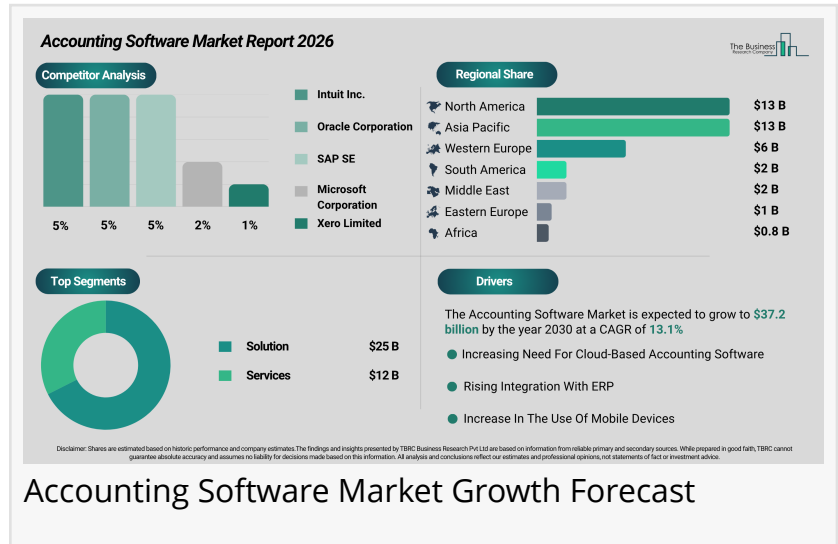


# Accounting Software Market to Reach \$37.16 Billion by 2030: Solution Segment Leads, Intuit Over 13% CAGR

*The Business Research Company's Accounting Software Market to Reach \$37.16 Billion by 2030: Solution Segment Leads, Intuit Over 13% CAGR*

LONDON, GREATER LONDON, UNITED KINGDOM, October 9, 2026

/EINPresswire.com/ -- "The accounting software sector is evolving rapidly, driven by technological advancements and changing business needs. As organizations seek efficient financial management tools, this market is positioned for substantial expansion. Below, we explore the market's size, growth drivers, key players, segments, and emerging trends that define its trajectory through 2030.



## Accounting Software Market Growth Forecast

“

Expected to grow to \$37.34 billion in 2030 at a compound annual growth rate (CAGR) of 13.2%”

*The Business Research Company*

Forecast and Scale of the [Accounting Software Market](#) by 2030

The accounting software market is projected to surpass \$37 billion in value by 2030. It forms a significant piece of the broader Financial Services Software arena, which is anticipated to reach around \$275 billion by the same year. Within the Information Technology industry, forecasted at \$13,788 billion by 2030, accounting software constitutes nearly 0.3% of the total market worth. This growth reflects

a compound annual growth rate (CAGR) of 13%.

Request A Free Sample Of The [Accounting Software Market Report](#)

[https://thebusinessresearchcompany.com/sample\\_request?id=76969161&type=smp&name=Accounting%20Software%20Market%20Report%202026&utm\\_source=EINPresswire&utm\\_medium=Paid&utm\\_campaign=Oct\\_PR](https://thebusinessresearchcompany.com/sample_request?id=76969161&type=smp&name=Accounting%20Software%20Market%20Report%202026&utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Oct_PR)

Primary Forces Behind the Expansion of the Accounting Software Market

Cloud adoption is playing a pivotal role in market growth, as businesses move to cloud-based accounting to gain real-time access to financial data from any location. This shift supports flexible work environments and reduces the costs tied to traditional on-premises setups, making accounting software more accessible to small and medium enterprises. Furthermore, automatic updates and backups improve system reliability and help maintain compliance with evolving regulations. Cloud platforms also facilitate smoother collaboration between accountants and clients, enabling companies to scale their usage conveniently.

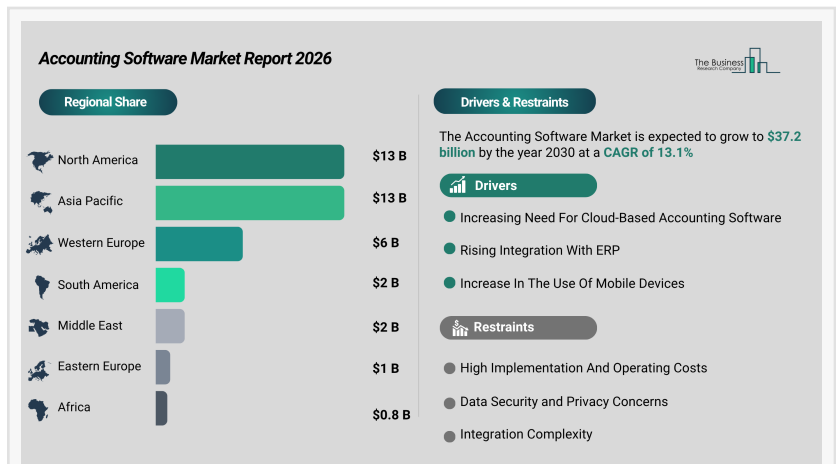
Another strong growth catalyst is the increasing integration of accounting software with enterprise resource planning (ERP) systems. This integration streamlines data flow across accounting, procurement, inventory, and HR modules, minimizing manual work and errors. It offers a holistic, real-time perspective on business performance, aiding better decision-making. Organizations are leaning towards integrated solutions to enhance operational efficiency and regulatory compliance, which is fueling demand in the market.

Access The Detailed Accounting Software Market Report Here

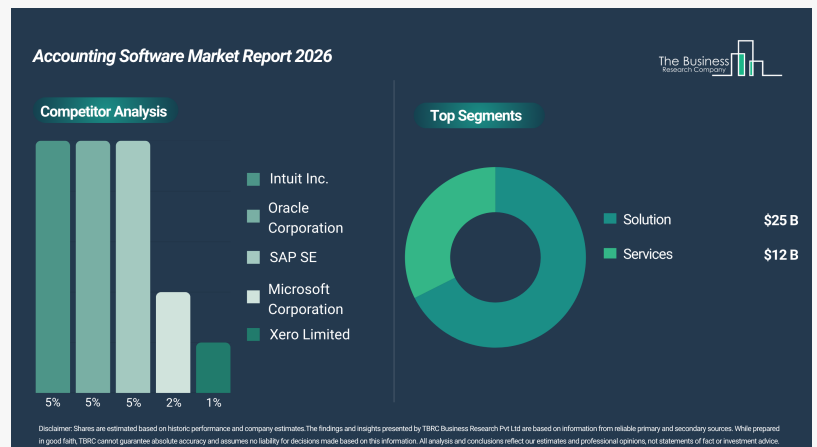
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## The Role of Mobile Technology in Boosting Accounting Software Usage

The rise in mobile device adoption is another key driver, enabling users to manage finances on the go. Mobile accounting applications provide functionalities such as expense tracking, invoicing, and cash flow monitoring, which are particularly valuable for freelancers and small business owners requiring flexible tools. Features like receipt scanning and real-time alerts simplify accounting processes, while expanding smartphone penetration worldwide widens the potential user base.



## Accounting Software Market Overview



## Accounting Software Market

## Dominant Segments Steering the Accounting Software Market

Within the market, the solution segment is expected to lead by 2030, accounting for 68% of the market or approximately \$25 billion. This segment benefits from preferences for centralized financial management platforms that support automated invoicing and accounts payable/receivable processes. Businesses expanding across borders also drive demand for multi-currency and multi-entity accounting solutions. Innovation in predictive financial analytics and intelligent cash flow management further propels this segment's growth.

Other ways the accounting software market is divided include:

- By type: spreadsheets, commercial accounting software, enterprise accounting software, and custom accounting software.
- By deployment mode: on-premise and cloud.
- By enterprise size: large enterprises and SMEs.
- By industry vertical: BFSI, retail and ecommerce, manufacturing, IT and telecom, healthcare, government and public sector, energy and utilities, media and entertainment, among others.

## North America's Leading Position in the Accounting Software Market

North America is forecasted to be the largest regional market for accounting software by 2030, reaching \$13.1 billion from \$7.3 billion in 2025 with a CAGR of 12%. This growth is fueled by widespread adoption of digital financial management platforms, automated tax preparation, investment in cloud-based ERP systems, and a growing need for real-time financial insights that support decision-making.

## Country-Level Outlook Highlights the United States' Market Strength

The United States will dominate the accounting software market in 2030, with an estimated value of \$12.1 billion, up from \$6.6 billion in 2025, growing at a CAGR of 13%. The expansion is driven by increasing use of AI-powered bookkeeping and financial automation tools, demand from SMEs for scalable accounting platforms, deeper software integration with payroll, CRM, and payment processing systems, and a strong emphasis on compliance, audit readiness, and operational efficiency.

## Major Players Competing in the Accounting Software Arena

The accounting software market is shaped by global enterprise software providers and specialized financial management developers. Their strategies focus on cloud-based platforms, AI-driven automation, real-time reporting, built-in tax and compliance features, and enhanced cybersecurity. Differentiators among competitors include the ability to meet regulatory requirements, seamless integration with ERP and banking systems, scalability, and turning data into actionable financial insights.

The Business Research Company identifies Intuit Inc. as the global sales leader in 2025 with a 5% market share. Intuit's small business and consumer division offers a comprehensive portfolio of cloud-based accounting, bookkeeping, payroll, invoicing, tax preparation, and financial management tools tailored for SMEs, accountants, and self-employed professionals.

## Market Fragmentation and Competitive Shares of Top Companies

In 2025, the top ten players controlled 22% of the total accounting software market revenue, reflecting moderate fragmentation. Barriers to entry include evolving financial regulations, high standards for data privacy and security, customer demand for cloud-based solutions, and the need for software to integrate easily with enterprise systems. Leading companies maintain their dominance through broad software portfolios, strong customer bases, global partnerships, and continuous innovation in cloud accounting and financial management technologies.

Market shares held by leading companies in 2025 include:

- Intuit Inc.: 5%
- Oracle Corporation: 5%
- SAP SE: 5%
- Microsoft Corporation: 2%
- Xero Limited: 1%
- MYOB Group Pty Ltd: 1%
- Infor Inc.: 1%
- Zoho Corporation Pvt. Ltd.: 1%
- Epicor Software Corporation: 1%
- Unit4 Business Software Limited: 0.4%

## Recent Innovations Reshaping the Accounting Software Market

The integration of native accounting tools is revolutionizing the market by automating workflows, enhancing data accuracy, and enabling real-time financial management. In July 2026, Fresha showcased this trend by launching native integrations with Xero and QuickBooks. These integrations offer real-time data synchronization, automated bank reconciliation, and unified financial management, helping users maintain accurate books, generate reports faster, and streamline operations.

## Key Growth Opportunities within Solutions and Services

The solution and services segments together are expected to add over \$17 billion in value by 2030, with solutions growing by \$11 billion and services by \$6 billion from 2025 to 2030. This growth is driven by automated financial tools, rising demand for real-time analytics and reporting, efficient management of tax, payroll, and compliance, growing cloud adoption among SMEs, increasing use of AI and machine learning to optimize financial tasks, and greater demand for professional support services. These trends reflect a focus on accuracy, efficiency, and data-driven decision-making across the broader financial software ecosystem.

## Strategic Priorities Steering the Accounting Software Market

Companies are focusing on advancing cloud-based accounting for improved financial transparency and scalability. They are investing in AI-powered technologies to boost automation and accuracy. Expanding digital accounting solutions that aid compliance and business growth remains a priority, alongside combining analytics with automation to streamline financial

management.

### Key Players Defining the Accounting Software Market Landscape

The market's prominent contributors include Intuit Inc., Oracle Corporation, SAP SE, Microsoft Corporation, Xero Limited, MYOB Group Pty Ltd, Infor Inc., Zoho Corporation Pvt. Ltd., Epicor Software Corporation, Unit4 Business Software Limited, FreshBooks Inc., Blackbaud Inc., Wave Financial Inc., Tipalti Inc., Reckon Limited, The Sage Group plc, Patriot Software LLC, FreeAgent Central Ltd., Plooto Inc., Aplos Software LLC, AccountMate Software Corporation, Deskera Holdings Limited, Saasu Pty Ltd., ZarMoney Inc., Cougar Mountain Software Inc., Kashoo Cloud Accounting Inc., and Red Wing Software Inc.

### Accounting Software Market Ecosystem Participants

Raw material and technology suppliers include Microsoft Corporation, Oracle Corporation, IBM, Amazon Web Services, Google LLC, SAP SE, Salesforce, Adobe Inc., Intel Corporation, AMD, Dell Technologies, Hewlett Packard Enterprise, Lenovo, Cisco Systems, NVIDIA, ServiceNow, Broadcom, Nutanix, NetApp, Pure Storage, Snowflake, MongoDB, Cloudflare, and Red Hat.

Wholesalers and distributors supporting this market are companies such as Ingram Micro Inc., TD Arrow Electronics, Avnet, CDW Corporation, SHI International, Insight Enterprises, Softchoice, ALSO Holding AG, Bechtle AG, Computacenter, Redington Limited, Westcon Group, Exclusive Networks SA, D&H Distributing, ScanSource, Esprinet, Cancom SE, EET Group, Logicom, ASBIS Enterprises, Mindware FZ LLC, Crayon Group Holding, and SoftwareONE Holding AG.

End users of accounting software include Epicor Software Corporation, Infor Inc., Workday Inc., BlackLine Inc., AvidXchange, Wave Financial, Acumatica, OneStream Software, Unit4 N.V., Deltek Inc., Iris Software Group, MYOB Group, Reckon, KashFlow Software, FreeAgent Holdings, Brightpearl, Patriot Software, AccountEdge Pro, and Busy Infotech Pvt. Ltd.

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- Updated graphics and tables

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