

Accounting Software - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

Accounting Software Market Analysis

The accounting software market was valued at USD 21.56 billion in 2025 and estimated to grow from USD 23.47 billion in 2026 to reach USD 35.86 billion by 2031, at a CAGR of 8.85% during the forecast period (2026-2031). Cloud-first strategies, real-time regulatory reporting mandates and embedded artificial-intelligence features continue to redefine competitive advantage, with cloud deployments already anchoring 67.43% of revenue in 2024. Vendors are expanding mobile, API-centric suites that integrate banking, treasury and spend-management functions, helping enterprises compress monthly close cycles and unlock working-capital insights. At the same time, talent shortages inside finance departments accelerate software adoption because automation substitutes repetitive bookkeeping labor. Finally, emerging ESG audit-trail requirements force organizations to refresh legacy systems in favor of solutions that generate immutable environmental and social disclosures.

Global Accounting Software Market Trends and Insights

Cloud-First Finance-Stack Adoption

Organizations are abandoning on-premise installations in favor of cloud architectures that synchronize accounting, treasury and operational data in real time, cutting infrastructure costs and improving cash-flow visibility. The shift also unlocks seamless fintech integrations-payments, expense cards and short-term liquidity-once unattainable on legacy systems.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

Hyper-Automation of Bookkeeping Workflows

Machine-learning extraction and robotic process automation now classify transactions, reconcile banks and process invoices with 98% accuracy, allowing accounting firms to absorb more clients without proportional head-count increases. The resulting productivity gains lower total ownership costs for small businesses and offset the industry-wide talent deficit.

Data-Sovereignty and Privacy Regulations

Rules such as GDPR compel local data residency, forcing vendors to maintain multi-region clouds and inflating implementation budgets. Enterprises hesitate to migrate sensitive ledgers until contractual clauses guarantee encryption, access controls and in-country storage options, delaying project timelines .

Other drivers and restraints analyzed in the detailed report include:

AI-Led Anomaly Detection and Compliance Mobile-First Accounting Experience Demand Scarcity of AI-Ready Accounting Talent

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Cloud solutions generated 68.08% revenue in 2025, and their 10.15% CAGR signals that the on-premise share will continue to erode. The model's pay-as-you-grow pricing eliminates capital expenditure and embeds automatic updates that strengthen security posture. Seamless API connectivity with banks and payroll providers further cements adoption. Large enterprises wedded to legacy ERPs still favor hybrid strategies for latency-sensitive workflows, yet even they pilot cloud subsidiaries to reduce close cycles. Growing data-residency options and regional datacenters mitigate prior compliance objections, suggesting that the cloud slice of the accounting software market will near saturation by decade-end.

On-premise platforms retain niche relevance in highly regulated sectors where offline processing is mandatory or where bespoke customizations lock systems in place. However, maintenance overhead and scarce mainframe skills push CFOs to earmark modernization budgets. Vendors exploit this transition by offering migration toolkits that map historical ledgers into multi-tenant architectures, shortening cut-over periods to weeks. As a result, the accounting software market size tied to on-premise deployments is projected to contract despite overall industry expansion.

Large organizations captured 54.10% of 2025 revenue by deploying global-consolidation suites capable of multi-currency and multi-entity reporting. Yet SMEs drive the fastest 10.85% CAGR because intuitive cloud modules and AI-driven data capture reduce the need for dedicated IT staff. Subscription tiers align costs with transaction volume, ensuring affordability even during early growth stages.

Entrepreneurial ecosystems in Asia-Pacific and Latin America further catalyze SME demand as mandatory e-invoicing forces digital upgrades. Vendors releasing starter packages with embedded chatbot support lower adoption barriers and convert manual spreadsheet users into subscribers. Consequently, the accounting software market share commanded by SMEs will steadily rise, narrowing the historic gap with enterprise deployments.

Accounting Software Market is Segmented by Deployment Type (On-Premise, and Cloud-Based), Organization Size (Large Enterprises, and Small and Medium Enterprises (SMEs)), End-User Industry (BFSI, Manufacturing, Retail and E-Commerce, Professional Services, IT and Telecom, and Healthcare), Application (Payroll Management, Billing and Invoicing, and More), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Geography Analysis

North America contributed 38.35% revenue in 2025 on the back of high cloud readiness, mature payments rails and well-funded technology budgets. United States enterprises allocate larger per-employee spend on finance applications compared with global averages, spurring rapid vendor innovation and partnering ecosystems. Canada mirrors this trend, supported by harmonized taxation frameworks that simplify cross-border deployment.

Europe follows, where GDPR compliance and sustainability-reporting mandates stimulate platform refreshes. Multi-lingual interfaces and European e-invoicing standards such as Peppol drive product localization. However, slower decision cycles temper growth relative to Asia-Pacific.

Asia-Pacific charts the fastest 10.45% CAGR, propelled by India's and Indonesia's compulsory e-invoicing rollouts and by Japan's soft-mandate for electronic preservation of ledgers. SMEs leapfrog desktop software, adopting mobile-first cloud suites that integrate domestic e-wallets and QR code payments. Local datacenter investments by global vendors mitigate data-sovereignty hesitance and unlock public-sector procurements.

Latin America sees momentum in Brazil and Mexico, where real-time invoice clearance has existed for years, leading businesses to extend automation beyond tax reporting to full ERP-finance clouds. Middle East and Africa post steady gains aligned to economic diversification drives and expanding fintech ecosystems, though connectivity and talent shortages moderate adoption pace.

List of Companies Covered in this Report:

Intuit Inc. The Sage Group plc SAP SE Oracle Corporation (subsidiary: NetSuite Inc.) Microsoft Corporation Xero Limited Infor, Inc. (a.k.a. Infor Global Solutions, Inc.) Epicor Software Corporation Unit4 N.V. (parent Unit4 Holding B.V.) Zoho Corporation Private Limited MYOB Group Pty Ltd 2ndSite Inc. (doing business as FreshBooks) Wave Financial Inc. KashFlow Software Limited FreeAgent Holdings plc (operating entity: FreeAgent Central Ltd) Patriot Software Company, LLC Odoo SA Saasu Pty Ltd Red Wing Software, Inc. Reckon Limited

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

- 4.1 Market Overview
- 4.2 Market Drivers

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.2.1 Cloud-first finance-stack adoption
- 4.2.2 Hyper-automation of book-keeping workflows
- 4.2.3 AI-led anomaly detection and compliance
- 4.2.4 Mobile-first accounting experience demand
- 4.2.5 Real-time A/R-A/P financing via open-banking rails
- 4.2.6 ESG-grade audit trails driving software refresh
- 4.3 Market Restraints□□□
- 4.3.1 Data-sovereignty and privacy regulations
- 4.3.2 Legacy-system switching costs
- 4.3.3 Scarcity of AI-ready accounting talent
- 4.3.4 Fragmented e-invoicing mandates across borders
- 4.4 Value Chain Analysis
- 4.5 Regulatory Landscape
- 4.6 Technological Outlook
- 4.7 Porter's Five Forces Analysis
- 4.7.1 Bargaining Power of Suppliers
- 4.7.2 Bargaining Power of Buyers
- 4.7.3 Threat of New Entrants
- 4.7.4 Threat of Substitutes
- 4.7.5 Competitive Rivalry
- 4.8 Industry Ecosystem Analysis
- 4.9 Key Use Cases and Case Studies
- 4.10 Assessment of Macroeconomic Trends
- 4.11 Investment Analysis

5 MARKET SIZE AND GROWTH FORECASTS (VALUE)

- 5.1 By Deployment Type
 - 5.1.1 On-premise
 - 5.1.2 Cloud-based (SaaS)
- 5.2 By Organization Size
 - 5.2.1 Large Enterprises
 - 5.2.2 Small and Medium Enterprises (SMEs)
- 5.3 By End-user Industry
 - 5.3.1 BFSI
 - 5.3.2 Manufacturing
 - 5.3.3 Retail and E-commerce
 - 5.3.4 Professional Services
 - 5.3.5 IT and Telecom
 - 5.3.6 Healthcare
- 5.4 By Application
 - 5.4.1 Payroll Management
 - 5.4.2 Billing and Invoicing
 - 5.4.3 Expense Tracking
 - 5.4.4 Tax Management
- 5.5 By Geography
 - 5.5.1 North America
 - 5.5.1.1 United States

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.5.1.2 Canada
- 5.5.1.3 Mexico
- 5.5.2 South America
 - 5.5.2.1 Brazil
 - 5.5.2.2 Argentina
 - 5.5.2.3 Colombia
 - 5.5.2.4 Rest of South America
- 5.5.3 Europe
 - 5.5.3.1 Germany
 - 5.5.3.2 United Kingdom
 - 5.5.3.3 France
 - 5.5.3.4 Italy
 - 5.5.3.5 Spain
 - 5.5.3.6 Russia
 - 5.5.3.7 Netherlands
 - 5.5.3.8 Rest of Europe
- 5.5.4 Asia-Pacific
 - 5.5.4.1 China
 - 5.5.4.2 Japan
 - 5.5.4.3 South Korea
 - 5.5.4.4 India
 - 5.5.4.5 Australia
 - 5.5.4.6 Singapore
 - 5.5.4.7 Rest of Asia-Pacific
- 5.5.5 Middle East and Africa
 - 5.5.5.1 Middle East
 - 5.5.5.1.1 Saudi Arabia
 - 5.5.5.1.2 United Arab Emirates
 - 5.5.5.1.3 Rest of Middle East
 - 5.5.5.2 Africa
 - 5.5.5.2.1 South Africa
 - 5.5.5.2.2 Egypt
 - 5.5.5.2.3 Rest of Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration
- 6.2 Strategic Moves
- 6.3 Market Share Analysis
- 6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)
 - 6.4.1 Intuit Inc.
 - 6.4.2 The Sage Group plc
 - 6.4.3 SAP SE
 - 6.4.4 Oracle Corporation (subsidiary: NetSuite Inc.)
 - 6.4.5 Microsoft Corporation
 - 6.4.6 Xero Limited
 - 6.4.7 Infor, Inc. (a.k.a. Infor Global Solutions, Inc.)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.4.8 Epicor Software Corporation
- 6.4.9 Unit4 N.V. (parent Unit4 Holding B.V.)
- 6.4.10 Zoho Corporation Private Limited
- 6.4.11 MYOB Group Pty Ltd
- 6.4.12 2ndSite Inc. (doing business as FreshBooks)
- 6.4.13 Wave Financial Inc.
- 6.4.14 KashFlow Software Limited
- 6.4.15 FreeAgent Holdings plc (operating entity: FreeAgent Central Ltd)
- 6.4.16 Patriot Software Company, LLC
- 6.4.17 Odoo SA
- 6.4.18 Saasu Pty Ltd
- 6.4.19 Red Wing Software, Inc.
- 6.4.20 Reckon Limited

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

7.1 White-space and Unmet-Need Assessment

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Accounting Software - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------|-----------|
| | Single User License | \$4750.00 |
| | Team License (1-7 Users) | \$5250.00 |
| | Site License | \$6500.00 |
| | Corporate License | \$8750.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2026-02-28"/> |
| | | Signature | |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

