U.S. Tax & Accounting Services Market — 2024

The U.S. accounting and tax services sector is a robust, recession-resistant industry with consistent demand driven by regulatory complexity, small business formation, and ongoing tax code changes. The market presents strong opportunity for specialized, client-focused firms that combine technology with personalized expertise.

KEY MARKET METRICS

$157B	4.1%	1.3M+	68%
2024 EST.	CAGR 2024–28	SMB SEGMENT	AMONG SMALL BIZ
TOTAL MARKET SIZE	ANNUAL GROWTH RATE	BUSINESSES SERVED	OUTSOURCING RATE

MARKET SEGMENTATION

Tax Preparation	38%	$59.7B
Bookkeeping & Payroll	27%	$42.4B
Advisory & CFO Services	19%	$29.8B
Audit & Compliance	16%	$25.1B

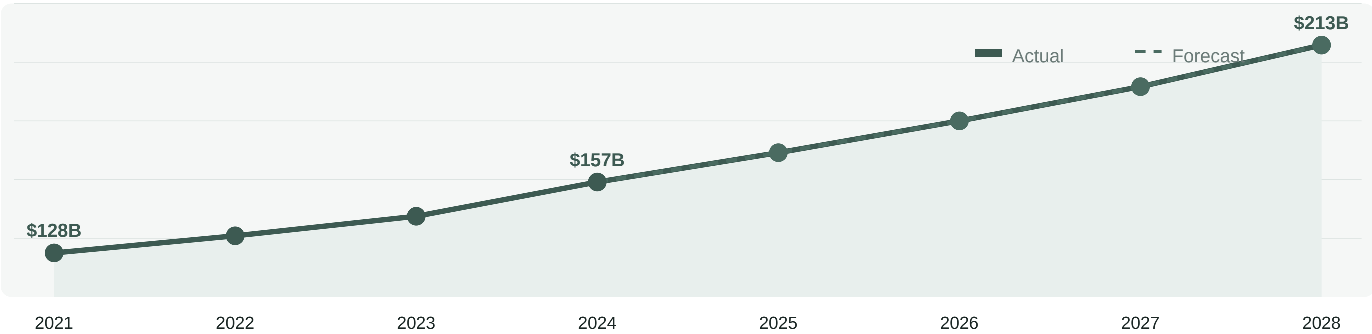
DEMAND DRIVERS

1. **Tax Code Complexity**
   Frequent legislative changes require expert navigation — 74% of small businesses cite tax compliance as their #1 pain point.
2. **SMB Formation Growth**
   Over 5.4 million new businesses registered in 2023, each requiring tax setup, entity selection, and ongoing compliance.
3. **Technology Transition**
   Cloud accounting adoption is accelerating — firms offering integrated tech solutions command 30% premium pricing.

COMPETITIVE LANDSCAPE

Competitor Type	Market Share	Avg. Client Spend	Key Weakness
Big 4 Firms	22%	$85,000+/yr	Inaccessible for SMBs
Regional CPA Firms	31%	$8,000–25,000/yr	Limited tech capability
Franchise Chains	18%	$400–2,500/yr	High volume, low service
Solo Practitioners	20%	$1,200–8,000/yr	Capacity constraints
ILLION Positioning	**—**	**$3,500–18,000/yr**	**Tech-enabled advisory**

GROWTH FORECAST



The full Business Plan includes detailed financial projections,
competitive strategy, operational model, and 5-year revenue forecasts — tailored to your business.