

MARKET TRENDS

Artificial Intelligence in Accounting



£2
BILLION

could be added to
the **UK's GDP** in the
accounting sector
through AI adoption



3x
REVENUE
GROWTH

is expected for **firms
that integrate AI**
compared to those
that don't



61%

of UK accountants
believe **AI presents
more opportunities**
than risks



70%

of time-consuming
tasks could be
automated by AI



41%

of financial services
organisations are set
to reach **AI adoption
maturity in 3 years**



50%+

of **GenAI models** will
be tailored to specific
business functions by
2027 vs. 1% in 2023

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