

Online Accounting Software Market By Enterprise Size (Large Enterprise, Small and Medium-sized Enterprise) , By Deployment Mode (On-premise, Cloud) By End User (BFSI, IT and Telecom, Government, Automotive, Retail and Consumer Goods, Manufacturing, Healthcare, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

<https://marketpublishers.com/r/O531CEF7D37EEN.html>

Date: August 2024

Pages: 245

Price: US\$ 2,601.00 (Single User License)

ID: O531CEF7D37EEN

Abstracts

Online Accounting Software Market

The online accounting software market was valued at \$3.2 billion in 2023 and is projected to reach \$9.5 billion by 2034, growing at a CAGR of 10.3% from 2024 to 2034.

Online accounting software is a cloud-based tool designed to facilitate financial transactions, reporting, and records for businesses & individuals. The software is easily accessible over the internet and allows users to access their financial data such as expense tracking, invoicing, payroll processing, and tax at any time & place. Automation of several accounting activities and saving time by lowering the risk of human error are the key attributes of online accounting software. The software easily integrates with business tools and financial institutions, thereby offering real-time financial insights with high efficiency. Features such as data encryption and regular backups ensure the safeguard of sensitive financial information in the software.

The continuous technological innovations in cloud computing, automation, and AI are the major drivers of the online accounting software market. In addition, the rapid

inclination of businesses toward digitalization to accomplish several tasks is boosting the demand for online accounting software. Blockchain technology is one of the recent trends in the market as it helps in decentralizing the ledger accounts and simplifying the process of maintaining the record of transactions.

However, the threat of data breach remains a major restraint for the market despite the security measures implemented. The software remains highly vulnerable to unauthorized access and leak of sensitive data. For instance, Flagstar Bank in the U.S. underwent a major data breach attack on June 2022, compromising the personal details, banking data, and social security number of approximately 1.5 million customers. The cyberattack occurred due to lack of implementation of robust security protocols by the bank.

Segment Review

The online accounting software market is segmented into enterprise size, deployment mode, end user, and region. On the basis of enterprise size, the market is bifurcated into large enterprise and small & medium-sized enterprise. By deployment mode, it is divided into on-premise and cloud. As per end user, it is classified into BFSI, IT & telecom, government, automotive, retail & consumer goods, manufacturing, healthcare, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa.

Key Findings

On the basis of enterprise size, the large enterprise segment held the highest market share in 2023.

By deployment mode, the on-premise segment acquired high stakes in 2023.

As per end user, the BFSI segment was the highest shareholder in 2023.

Region wise, Asia-Pacific was the highest revenue generator in 2023.

Competition Analysis

The major players operating in the global online accounting software market include Intuit Inc., Xero Limited, Freshbooks Inc., Zoho Corporation Pvt. Ltd., Sage Group plc, Oracle Corporation, Wave Financial Inc., KashFlow Software Ltd, MYOB Australia Pty

Ltd, and FreeAgent Central Limited. These players have adopted various key developmental strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the market.

Additional benefits you will get with this purchase are:

Quarterly Update and* (only available with a corporate license, on listed price)

5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.

Free Upcoming Version on the Purchase of Five and Enterprise User License.

16 analyst hours of support* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)

15% Free Customization* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)

Free data Pack on the Five and Enterprise User License. (Excel version of the report)

Free Updated report if the report is 6-12 months old or older.

24-hour priority response*

Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

End user preferences and pain points

Industry life cycle assessment, by region

Product Benchmarking / Product specification and applications

Product Life Cycles

Scenario Analysis & Growth Trend Comparison

Technology Trend Analysis

Go To Market Strategy

Market share analysis of players by products/segments

New Product Development/ Product Matrix of Key Players

Pain Point Analysis

Regulatory Guidelines

Strategic Recommendations

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Market share analysis of players at global/region/country level

SWOT Analysis

Key Market Segments

By Enterprise Size

Large Enterprise

Small and Medium-sized Enterprise

By Deployment Mode

On-premise

Cloud

By End User

BFSI

IT and Telecom

Government

Automotive

Retail and Consumer Goods

Manufacturing

Healthcare

Others

By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

Latin America

Brazil

Argentina

Mexico

Rest of Latin America

Middle East and Africa

GCC Countries

South Africa

Rest of Middle East and Africa

Key Market Players

Intuit Inc.

Xero Limited

Freshbooks Inc.

Zoho Corporation Pvt. Ltd.

Sage Group plc

Oracle Corporation

Wave Financial Inc.

KashFlow Software Ltd

MYOB Australia Pty Ltd

FreeAgent Central Limited

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: ONLINE ACCOUNTING SOFTWARE MARKET, BY ENTERPRISE SIZE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Enterprise Size
- 4.2. Large Enterprise
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Small And Medium-sized Enterprise
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country

CHAPTER 5: ONLINE ACCOUNTING SOFTWARE MARKET, BY DEPLOYMENT MODE

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By Deployment Mode
- 5.2. On-premise
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. Cloud
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country

CHAPTER 6: ONLINE ACCOUNTING SOFTWARE MARKET, BY END USER

- 6.1. Market Overview
 - 6.1.1 Market Size and Forecast, By End User
- 6.2. BFSI
 - 6.2.1. Key Market Trends, Growth Factors and Opportunities
 - 6.2.2. Market Size and Forecast, By Region
 - 6.2.3. Market Share Analysis, By Country
- 6.3. IT And Telecom
 - 6.3.1. Key Market Trends, Growth Factors and Opportunities
 - 6.3.2. Market Size and Forecast, By Region
 - 6.3.3. Market Share Analysis, By Country
- 6.4. Government
 - 6.4.1. Key Market Trends, Growth Factors and Opportunities
 - 6.4.2. Market Size and Forecast, By Region
 - 6.4.3. Market Share Analysis, By Country
- 6.5. Automotive
 - 6.5.1. Key Market Trends, Growth Factors and Opportunities

- 6.5.2. Market Size and Forecast, By Region
- 6.5.3. Market Share Analysis, By Country
- 6.6. Retail And Consumer Goods
 - 6.6.1. Key Market Trends, Growth Factors and Opportunities
 - 6.6.2. Market Size and Forecast, By Region
 - 6.6.3. Market Share Analysis, By Country
- 6.7. Manufacturing
 - 6.7.1. Key Market Trends, Growth Factors and Opportunities
 - 6.7.2. Market Size and Forecast, By Region
 - 6.7.3. Market Share Analysis, By Country
- 6.8. Healthcare
 - 6.8.1. Key Market Trends, Growth Factors and Opportunities
 - 6.8.2. Market Size and Forecast, By Region
 - 6.8.3. Market Share Analysis, By Country
- 6.9. Others
 - 6.9.1. Key Market Trends, Growth Factors and Opportunities
 - 6.9.2. Market Size and Forecast, By Region
 - 6.9.3. Market Share Analysis, By Country

CHAPTER 7: ONLINE ACCOUNTING SOFTWARE MARKET, BY REGION

- 7.1. Market Overview
 - 7.1.1 Market Size and Forecast, By Region
- 7.2. North America
 - 7.2.1. Key Market Trends and Opportunities
 - 7.2.2. Market Size and Forecast, By Enterprise Size
 - 7.2.3. Market Size and Forecast, By Deployment Mode
 - 7.2.4. Market Size and Forecast, By End User
 - 7.2.5. Market Size and Forecast, By Country
 - 7.2.6. U.S. Online Accounting Software Market
 - 7.2.6.1. Market Size and Forecast, By Enterprise Size
 - 7.2.6.2. Market Size and Forecast, By Deployment Mode
 - 7.2.6.3. Market Size and Forecast, By End User
 - 7.2.7. Canada Online Accounting Software Market
 - 7.2.7.1. Market Size and Forecast, By Enterprise Size
 - 7.2.7.2. Market Size and Forecast, By Deployment Mode
 - 7.2.7.3. Market Size and Forecast, By End User
- 7.3. Europe
 - 7.3.1. Key Market Trends and Opportunities

- 7.3.2. Market Size and Forecast, By Enterprise Size
- 7.3.3. Market Size and Forecast, By Deployment Mode
- 7.3.4. Market Size and Forecast, By End User
- 7.3.5. Market Size and Forecast, By Country
- 7.3.6. UK Online Accounting Software Market
 - 7.3.6.1. Market Size and Forecast, By Enterprise Size
 - 7.3.6.2. Market Size and Forecast, By Deployment Mode
 - 7.3.6.3. Market Size and Forecast, By End User
- 7.3.7. Germany Online Accounting Software Market
 - 7.3.7.1. Market Size and Forecast, By Enterprise Size
 - 7.3.7.2. Market Size and Forecast, By Deployment Mode
 - 7.3.7.3. Market Size and Forecast, By End User
- 7.3.8. France Online Accounting Software Market
 - 7.3.8.1. Market Size and Forecast, By Enterprise Size
 - 7.3.8.2. Market Size and Forecast, By Deployment Mode
 - 7.3.8.3. Market Size and Forecast, By End User
- 7.3.9. Italy Online Accounting Software Market
 - 7.3.9.1. Market Size and Forecast, By Enterprise Size
 - 7.3.9.2. Market Size and Forecast, By Deployment Mode
 - 7.3.9.3. Market Size and Forecast, By End User
- 7.3.10. Spain Online Accounting Software Market
 - 7.3.10.1. Market Size and Forecast, By Enterprise Size
 - 7.3.10.2. Market Size and Forecast, By Deployment Mode
 - 7.3.10.3. Market Size and Forecast, By End User
- 7.3.11. Rest Of Europe Online Accounting Software Market
 - 7.3.11.1. Market Size and Forecast, By Enterprise Size
 - 7.3.11.2. Market Size and Forecast, By Deployment Mode
 - 7.3.11.3. Market Size and Forecast, By End User
- 7.4. Asia-Pacific
 - 7.4.1. Key Market Trends and Opportunities
 - 7.4.2. Market Size and Forecast, By Enterprise Size
 - 7.4.3. Market Size and Forecast, By Deployment Mode
 - 7.4.4. Market Size and Forecast, By End User
 - 7.4.5. Market Size and Forecast, By Country
 - 7.4.6. China Online Accounting Software Market
 - 7.4.6.1. Market Size and Forecast, By Enterprise Size
 - 7.4.6.2. Market Size and Forecast, By Deployment Mode
 - 7.4.6.3. Market Size and Forecast, By End User
 - 7.4.7. Japan Online Accounting Software Market

- 7.4.7.1. Market Size and Forecast, By Enterprise Size
- 7.4.7.2. Market Size and Forecast, By Deployment Mode
- 7.4.7.3. Market Size and Forecast, By End User
- 7.4.8. India Online Accounting Software Market
 - 7.4.8.1. Market Size and Forecast, By Enterprise Size
 - 7.4.8.2. Market Size and Forecast, By Deployment Mode
 - 7.4.8.3. Market Size and Forecast, By End User
- 7.4.9. South Korea Online Accounting Software Market
 - 7.4.9.1. Market Size and Forecast, By Enterprise Size
 - 7.4.9.2. Market Size and Forecast, By Deployment Mode
 - 7.4.9.3. Market Size and Forecast, By End User
- 7.4.10. Australia Online Accounting Software Market
 - 7.4.10.1. Market Size and Forecast, By Enterprise Size
 - 7.4.10.2. Market Size and Forecast, By Deployment Mode
 - 7.4.10.3. Market Size and Forecast, By End User
- 7.4.11. Rest of Asia-Pacific Online Accounting Software Market
 - 7.4.11.1. Market Size and Forecast, By Enterprise Size
 - 7.4.11.2. Market Size and Forecast, By Deployment Mode
 - 7.4.11.3. Market Size and Forecast, By End User
- 7.5. Latin America
 - 7.5.1. Key Market Trends and Opportunities
 - 7.5.2. Market Size and Forecast, By Enterprise Size
 - 7.5.3. Market Size and Forecast, By Deployment Mode
 - 7.5.4. Market Size and Forecast, By End User
 - 7.5.5. Market Size and Forecast, By Country
 - 7.5.6. Brazil Online Accounting Software Market
 - 7.5.6.1. Market Size and Forecast, By Enterprise Size
 - 7.5.6.2. Market Size and Forecast, By Deployment Mode
 - 7.5.6.3. Market Size and Forecast, By End User
 - 7.5.7. Argentina Online Accounting Software Market
 - 7.5.7.1. Market Size and Forecast, By Enterprise Size
 - 7.5.7.2. Market Size and Forecast, By Deployment Mode
 - 7.5.7.3. Market Size and Forecast, By End User
 - 7.5.8. Mexico Online Accounting Software Market
 - 7.5.8.1. Market Size and Forecast, By Enterprise Size
 - 7.5.8.2. Market Size and Forecast, By Deployment Mode
 - 7.5.8.3. Market Size and Forecast, By End User
 - 7.5.9. REST oF Latin America Online Accounting Software Market
 - 7.5.9.1. Market Size and Forecast, By Enterprise Size

7.5.9.2. Market Size and Forecast, By Deployment Mode

7.5.9.3. Market Size and Forecast, By End User

7.6. Middle East And Africa

7.6.1. Key Market Trends and Opportunities

7.6.2. Market Size and Forecast, By Enterprise Size

7.6.3. Market Size and Forecast, By Deployment Mode

7.6.4. Market Size and Forecast, By End User

7.6.5. Market Size and Forecast, By Country

7.6.6. Gcc Countries Online Accounting Software Market

7.6.6.1. Market Size and Forecast, By Enterprise Size

7.6.6.2. Market Size and Forecast, By Deployment Mode

7.6.6.3. Market Size and Forecast, By End User

7.6.7. South Africa Online Accounting Software Market

7.6.7.1. Market Size and Forecast, By Enterprise Size

7.6.7.2. Market Size and Forecast, By Deployment Mode

7.6.7.3. Market Size and Forecast, By End User

7.6.8. Rest of Middle East And Africa Online Accounting Software Market

7.6.8.1. Market Size and Forecast, By Enterprise Size

7.6.8.2. Market Size and Forecast, By Deployment Mode

7.6.8.3. Market Size and Forecast, By End User

CHAPTER 8: COMPETITIVE LANDSCAPE

8.1. Introduction

8.2. Top Winning Strategies

8.3. Product Mapping Of Top 10 Player

8.4. Competitive Dashboard

8.5. Competitive Heatmap

8.6. Top Player Positioning, 2023

CHAPTER 9: COMPANY PROFILES

9.1. Intuit Inc.

9.1.1. Company Overview

9.1.2. Key Executives

9.1.3. Company Snapshot

9.1.4. Operating Business Segments

9.1.5. Product Portfolio

9.1.6. Business Performance

- 9.1.7. Key Strategic Moves and Developments
- 9.2. Xero Limited
 - 9.2.1. Company Overview
 - 9.2.2. Key Executives
 - 9.2.3. Company Snapshot
 - 9.2.4. Operating Business Segments
 - 9.2.5. Product Portfolio
 - 9.2.6. Business Performance
 - 9.2.7. Key Strategic Moves and Developments
- 9.3. Freshbooks Inc.
 - 9.3.1. Company Overview
 - 9.3.2. Key Executives
 - 9.3.3. Company Snapshot
 - 9.3.4. Operating Business Segments
 - 9.3.5. Product Portfolio
 - 9.3.6. Business Performance
 - 9.3.7. Key Strategic Moves and Developments
- 9.4. Zoho Corporation Pvt. Ltd.
 - 9.4.1. Company Overview
 - 9.4.2. Key Executives
 - 9.4.3. Company Snapshot
 - 9.4.4. Operating Business Segments
 - 9.4.5. Product Portfolio
 - 9.4.6. Business Performance
 - 9.4.7. Key Strategic Moves and Developments
- 9.5. Sage Group Plc
 - 9.5.1. Company Overview
 - 9.5.2. Key Executives
 - 9.5.3. Company Snapshot
 - 9.5.4. Operating Business Segments
 - 9.5.5. Product Portfolio
 - 9.5.6. Business Performance
 - 9.5.7. Key Strategic Moves and Developments
- 9.6. Oracle Corporation
 - 9.6.1. Company Overview
 - 9.6.2. Key Executives
 - 9.6.3. Company Snapshot
 - 9.6.4. Operating Business Segments
 - 9.6.5. Product Portfolio

- 9.6.6. Business Performance
- 9.6.7. Key Strategic Moves and Developments
- 9.7. Wave Financial Inc.
 - 9.7.1. Company Overview
 - 9.7.2. Key Executives
 - 9.7.3. Company Snapshot
 - 9.7.4. Operating Business Segments
 - 9.7.5. Product Portfolio
 - 9.7.6. Business Performance
 - 9.7.7. Key Strategic Moves and Developments
- 9.8. KashFlow Software Ltd
 - 9.8.1. Company Overview
 - 9.8.2. Key Executives
 - 9.8.3. Company Snapshot
 - 9.8.4. Operating Business Segments
 - 9.8.5. Product Portfolio
 - 9.8.6. Business Performance
 - 9.8.7. Key Strategic Moves and Developments
- 9.9. MYOB Australia Pty Ltd
 - 9.9.1. Company Overview
 - 9.9.2. Key Executives
 - 9.9.3. Company Snapshot
 - 9.9.4. Operating Business Segments
 - 9.9.5. Product Portfolio
 - 9.9.6. Business Performance
 - 9.9.7. Key Strategic Moves and Developments
- 9.10. FreeAgent Central Limited
 - 9.10.1. Company Overview
 - 9.10.2. Key Executives
 - 9.10.3. Company Snapshot
 - 9.10.4. Operating Business Segments
 - 9.10.5. Product Portfolio
 - 9.10.6. Business Performance
 - 9.10.7. Key Strategic Moves and Developments

I would like to order

Product name: Online Accounting Software Market By Enterprise Size (Large Enterprise, Small and Medium-sized Enterprise) , By Deployment Mode (On-premise, Cloud) By End User (BFSI, IT and Telecom, Government, Automotive, Retail and Consumer Goods, Manufacturing, Healthcare, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

Product link: <https://marketpublishers.com/r/O531CEF7D37EEN.html>

Price: US\$ 2,601.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O531CEF7D37EEN.html>