

U.S. Accounting Services For Startup Market Size, Share & Trends Analysis Report By Type (Bookkeeping, Tax Preparation Services), By Delivery Model (Traditional, Hybrid (Human + AI)), By End Use (E-commerce, BFSI, Healthcare) And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. accounting services for startup market size was estimated at USD 14.34 billion in 2025, and is projected to reach USD 39.09 billion by 2033, growing at a CAGR of 13.5% from 2026 to 2033. A focus on cost efficiency and lean operations is driving the growth of accounting services for startups in the U.S. Early-stage companies typically operate with limited budgets and cannot justify the cost of hiring full-time accountants, controllers, or CFOs.

Outsourced accounting offers a far more affordable alternative by providing expert bookkeeping, tax support, payroll management, and financial planning on a flexible, as-needed basis. The rapid expansion of the U.S. startup ecosystem has become a major driver for the growth of the accounting services market tailored to early-stage companies. The U.S. consistently reports millions of new business applications each year, supported by entrepreneurial interest, digital business models, and easier online company registration processes. This surge creates a large and steady pipeline of new ventures that immediately require foundational accounting support, such as bookkeeping setup, payroll registration, state-level compliance, and tax preparation, making startups one of the most active demand centers for accounting services.

The U.S. has experienced a significant and sustained increase in new business formation since 2018, expanding the potential customer base for accounting firms that

specialize in serving startup clients. Entrepreneurial activity in the U.S. has accelerated rapidly in recent years. New business application volumes surged in 2020, nearly doubling compared to prior years, and the momentum has remained strong, with more than 5 million applications submitted each year since. This sustained wave of startup formation highlights a robust and expanding entrepreneurial landscape. According to the Census Bureau's Business Formation Statistics, approximately 5.21 million new business applications were filed in 2024. This increase, particularly in employer-type formations, indicates a growing number of startups that immediately require essential accounting services such as bookkeeping, payroll setup, and sales tax registration.

The widespread adoption of cloud-based accounting platforms presents a significant growth opportunity in the U.S. startup accounting market. By enabling real-time financial tracking, remote access, and data-driven insights, these technologies reduce operational inefficiencies, enhance accuracy, and support strategic decision-making for startups operating with lean teams. Startups increasingly prioritize scalable, automated, and flexible accounting solutions, creating strong demand for providers that can deliver cloud-enabled services. This trend highlights the potential for continued expansion of technologically advanced accounting offerings, particularly in bookkeeping, payroll, and integrated financial management services, as startups seek cost-effective ways to manage complex financial operations while maintaining agility and compliance.

A major restraint in the U.S. accounting services for startup market is the high price sensitivity of early-stage companies, many of which operate on lean budgets and uncertain revenue streams. Most U.S. startups face significant cash-flow constraints during their first one to three years, making them reluctant to invest in comprehensive accounting or advisory services. Instead, they often rely on DIY financial tools, low-cost software subscriptions, or part-time bookkeepers. This sensitivity limits the ability of accounting firms to offer premium services or long-term retainers, especially when competing with automated platforms that market themselves as cost-effective alternatives for U.S. founders seeking to minimize overhead.

U.S. Accounting Services For Startup Market Report Segmentation

This report forecasts revenue growth at country level and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. accounting services for startup market report based on type, delivery model, and end use.

Type Outlook (Revenue, USD Million, 2021 - 2033)

Bookkeeping

Tax Preparation Services

Payroll Services

Financial Auditing

Others (CFO-as-a-service, advisory, integrations, automation)

Delivery Model Outlook (Revenue, USD Million, 2021 - 2033)

Traditional

Hybrid (Human + AI)

End Use Outlook (Revenue, USD Million, 2021 - 2033)

E-commerce

BFSI

Healthcare

Others (SaaS, consumer apps, marketplaces, hardware, industrial tech)

This report can be delivered to the clients within 2 Business Days

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