

Hey! What's New? 2025-117

The 2025 Future Ready Accountant Report Highlights Key Trends in the Global Tax and Accounting Industry

Wolters Kluwer has released the second edition of its global report, *2025 Future Ready Accountant*. According to its press release, the report reveals how firms are evolving to meet rising client expectations, embrace advanced technologies like Artificial Intelligence (AI), and build resilient, insight-driven business models. The report “highlights that accelerated AI adoption, advisory-first engagement and cloud integration are redefining firm purpose, talent strategy, and client service in a rapidly changing global landscape.”

Jason Marx, CEO of Wolters Kluwer Tax & Accounting, says that “The *2025 Future Ready Accountant Report* reveals a profession in strategic transformation. Firms are moving beyond tactical fixes to embrace long-term strategies centered on advisory services, talent development, and technology integration. AI is no longer a future consideration – it’s a present-day imperative that firms need to embrace not just to survive but to thrive and grow. As firms embed AI and automation into their workflows, they’re redefining how value is delivered, decisions are made, and client relationships are built. These shifts aren’t just operational – they signal a broader redefinition of firm purpose, long-term strategy and client engagement models that drive meaningful results.”

The global report features exclusive editions for the U.S., Canada, Europe and APAC markets – offering region-specific insights and analysis. “This report is important to the tax and accounting industry, as it not only captures global trends but also provides regional insights – empowering firms to tailor their strategies to specific market needs and navigate the significant shifts reshaping the profession,” Marx adds.

The *2025 Future Ready Accountant Report* marks a significant evolution in the global accounting landscape compared to 2024, the press release notes. “This year, AI adoption has surged – rising from 9% in 2024 to 41% in 2025 – indicating a radical shift from cautious experimentation to confident integration across firm operations. This year’s findings show that 77% of firms plan to increase AI investment, with 35% already using it daily. Firms are embedding AI into workflows to enhance client service and engagement models, automate tasks, and generate strategic insights.”

On the power of AI, Marx commented: “AI is redefining how professionals access and apply authoritative knowledge. Built on a responsible framework, AI delivers transparent, source-linked insights while rigorously safeguarding user data. This year’s report shows that AI adoption has more than quadrupled globally, signaling a shift from experimentation to operational reliance. Firms leveraging AI are working faster, with greater precision and confidence, transforming how strategic decisions are made and how client value is delivered.”

Additionally, advisory services have become nearly universal, with 93% of firms offering them – up from 83% in 2024. According to the report, “the emphasis has moved from simply expanding offerings to using AI and data to personalize and scale client advisory. Talent strategies have matured as well; while last year’s focus was on attracting and retaining skilled professionals, this year firms are prioritizing enablement, with 31% citing advanced technical skill development as

a top staffing challenge.”

Cloud adoption and tech integration continue to drive growth, the report says. “In 2024, 62% of firms used cloud technology and those with high integration saw 78% revenue growth. In 2025, 52% of firms expanded cloud-based solutions, and 87% of those with highly integrated systems reported revenue growth. The evolution toward digital maturity is now seen as an enabler of innovation, resilience and long-term success. “

According to the report, “firms worldwide are moving beyond tactical responses to embrace strategic transformation. The profession is rapidly evolving due to artificial intelligence, cloud integration, and heightened client expectations for deeper insights. Firms are redefining their purpose, strategy and client engagement models to drive meaningful results.”

For the detailed findings, get the report at [Wolters Kluwer releases its 2025 Future Ready Accountant report | Wolters Kluwer](#).