# Accountancy Age's 50+50 Rankings Report

2025

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# Executive Summary

**What is the Accountancy Age Top 50+50?**

The Accountancy Age Top 50+50 is the flagship annual ranking of the UK accountancy profession, giving an independent, data led view of the 100 largest firms by UK fee income. It combines the Top 50 by fee income with the Next 50 growth and challenger firms, bringing the Big Four, large national firms, international networks and ambitious regional practices into a single league table.

- Rankings are based solely on total UK fee income for the most recent completed financial year, reported directly by firms through a voluntary survey.
- Firms also provide growth, partner numbers, year end and data on people, service lines, technology and M&A, creating a simple but transparent basis for ranking and analysis.

**What the 2025 dataset shows**

The 2025 dataset points to a profession that is growing, consolidating and modernising. Around two thirds of Top 100 firms reported UK fee income growth last year and most expect faster growth in the year ahead. Audit, assurance and tax remain the core income base, while advisory, consulting, deals and specialist services now make up around a third of reported fee income.

London is still the largest centre, with 40 of the Top 100 firms, but most are headquartered elsewhere in the UK, underlining the national spread of scale practices and signalling where emerging firms will find peers and competitors. The market is also more networked and concentrated, with around seven in ten firms belonging to an international firm or network and more than four in ten reporting M&A activity in the past year.

**People, technology and regulation**

On people and culture, almost all firms report having a formal diversity and equality policy, many run CSR or community programmes, and most expect to increase UK partner numbers by mid 2026, pointing to more structured leadership and succession planning.

Technology spend has moved from pilots to embedded use, with most firms investing in cloud platforms, automation, data analytics and emerging AI tools, and often advising clients on software selection and implementation. At the same time, regulatory change, ESG reporting and rising public expectations are driving more consistent quality management, clearer audit trails and more robust sustainability assurance.

- For ranked firms, Top 50+50 status is both recognition and a benchmarking tool.
- For aspiring firms, the table offers a clear view of how leading practices are growing, where they are investing and what a credible story on scale, quality and technology will need to look like over the next phase of the profession.

## Opening Remarks

Thank you for reading this year's Top 50+50 Rankings. To every firm featured, this recognition reflects your contribution to a profession that continues to evolve while maintaining its essential role in the UK economy.

Across this year's data, three themes stand out.

First, consolidation. More than four in ten firms report M&A activity: buying practices, selling service lines, joining international networks. Around 70% now operate within broader platforms. Scale matters more than it used to, not because bigger is better, but because investment in technology, quality systems and specialist capability is harder to fund alone.

Second, technology and governance have moved centre stage. Firms are investing heavily in cloud platforms, automation and AI, and it shows in cleaner data, faster processes and better client service. Diversity policies are now standard. Quality management is being rebuilt under sharper regulatory attention, with the FRC scrutinising mid-tier firms as closely as the Big Four.

Third, people. Two-thirds of firms expect to add partners by mid-2026. Hybrid working is established, but it raises a real challenge: how do you develop junior staff without the day-to-day visibility of office life? The best firms are responding with structured mentoring, clearer expectations and stronger training; those that don't risk losing talent in an already tight market.

Where does this leave the profession? We're moving towards a more segmented market: a handful of large, well-capitalised platforms; a substantial mid-tier investing to keep pace; and specialist firms offering deep expertise. The difficult position is the middle ground firms with overhead but without a clear answer to "why us?"

The bigger question is whether consolidation and investment deliver what matters: higher audit quality, better transparency, technology that genuinely improves client service, and leadership that reflects modern Britain. The money is being spent. The frameworks are in place. Proving impact will take time.

This report, produced with Intuit QuickBooks, offers the most detailed public view of how leading UK firms are navigating this period. I hope it serves both as recognition and as a benchmark for firms working towards future editions.

George Looker
CEO, Accountancy Age

## Opening Remarks

Accountancy Age's Top 50+50 rankings remain one of the clearest barometers of a UK accountancy profession in motion, capturing how firms operate, create value and serve clients at scale while providing the benchmark for the profession's direction of travel. They also mirror the forces many of you are navigating — shifts in fee income, faster technology adoption and an M&A environment that, for many firms, remains active and increasingly shaped by strategic intent.

The profession is reshaping itself in visible ways. Consolidation is accelerating for many firms, service lines are strengthening and advisory-led models continue to move into sharper focus. These shifts are reshaping how firms organise themselves and how they position for long-term competitiveness.

At Intuit QuickBooks, we know this takes resilience — the pressures to modernise, the operational strain, and the determination required to keep moving forward. We hear this from many of you and we see how committed you are to helping your clients, your teams and your wider networks succeed.

Technology is playing a defining role. Cloud and automation have become everyday foundations for large firms, and AI is steadily joining that toolkit. We're seeing more firms use connected data, smoother workflows and intelligent tools to strengthen controls, improve accuracy and support quicker, more grounded decisions.

Real-time visibility is becoming something close to oxygen — giving teams the clarity to act earlier and with greater confidence. It's also enabling more connected ways of working, as firms bring core services together and push further into multidisciplinary delivery. And while AI, including emerging agentic capability, will continue to evolve, its real value lies in how it works alongside people — freeing time for the advisory relationships that matter most.

We see the same shift in talent. More firms are investing in data analysts, automation leads, cloud specialists, AI roles and wider advisory capability. This is creating room for the younger generation, people to re-skill, adopt new tools and step into broader, more insight-led roles — strengthening the collective expertise firms can offer.

Congratulations to every firm featured in this year. We at Intuit QuickBooks are proud of the work you do to keep moving the profession forward every day.

# Methodology

The Accountancy Age Top 50+50 Report 2025 is based on a structured online survey of UK accountancy firms run by Accountancy Age between 1 September and 19 November 2025. Responses were submitted via the official survey link and checked by the editorial team to ensure that firm identity, financial information and structural details were complete and internally consistent. After removing test entries, duplicates and incomplete responses, we retained a cleaned set of fully usable firm records. The Top 50 and Mid-Tier 50 groups referenced in this appendix are drawn from that dataset and ordered by firms' self-reported total UK fee income for their latest completed financial year.

Each firm record in the 50+50 dataset was coded across seven dimensions:

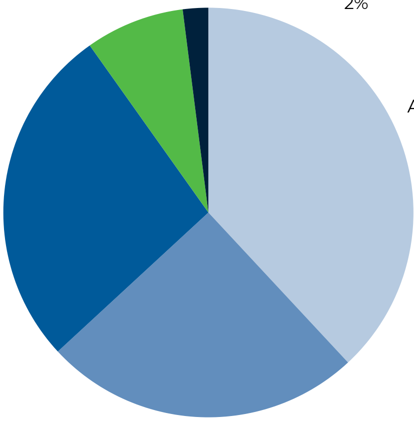
- Firm scale and structure: Total UK fee income band, partner numbers, and whether the firm operates as a national firm, regional practice or part of a wider international network.
- Regional footprint: Primary UK office location grouped into London, South East, devolved nations and other English regions, with a flag for multi-office or multi-region presence.
- Service-line mix: Share of UK fee income attributable to audit and assurance, tax, consulting and advisory, deals and restructuring, and specialist/support services (including wealth, payroll, pensions and forensic work).
- Growth and productivity: Reported year-on-year fee income change, derived income per partner and, where available, fee income per headcount bracket.
- Technology and tooling: Presence and type of core platforms (cloud accounting, ERP, practice management), reported technology spend, and indicators of automation, data analytics or AI-enabled services.
- People and leadership: Reported gender and minority-ethnic composition at partner level, existence of formal diversity and inclusion policies, and evidence of structured learning or leadership programmes.
- ESG, CSR and community role: Participation in corporate responsibility initiatives, pro bono or community programmes, and any dedicated sustainability or ESG-related service lines disclosed in the survey.

# Cohort Profile

The 2025 50+50 cohort shows a profession still anchored in assurance and tax, yet increasingly shaped by advisory, deal-led work, and rising technology investment. Behind the stable revenue mix, firms are modernising quietly, adopting cloud reporting, automation, and more structured ways of working.

## Sector overview

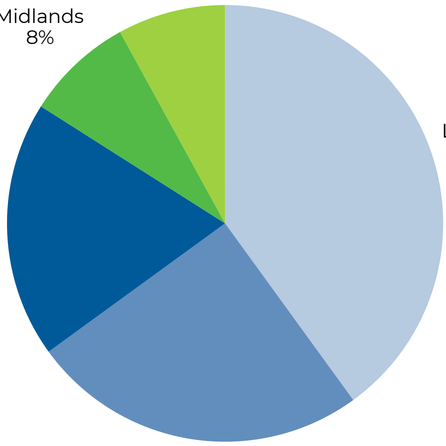
Across the 50+50 cohort, practice revenue is still largely anchored in assurance and tax today. Audit and assurance account for around 39% of reported fee income, with tax contributing a further 25%. Advisory and consulting generate just over a quarter, while deals, restructuring, and specialist support services together make up roughly 10%.




Behind this headline split, the nature of work is shifting. Advisory teams are increasingly tied to transactions, technology, and ESG reporting rather than standalone projects. Deals and restructuring practices, though smaller, are highly visible in growth stories, while specialist support functions give firms recurring, process-heavy revenue streams.

## Regional footprint

London remains the dominant base for firm income, reflecting 40 of the Top 100 and mirroring national statistics that show a heavy concentration of professional services in the capital. The South and Midlands follow, while the North and Scotland provide meaningful depth, with expanding submissions from firms supporting scale-ups, charities, and emerging digital sectors.

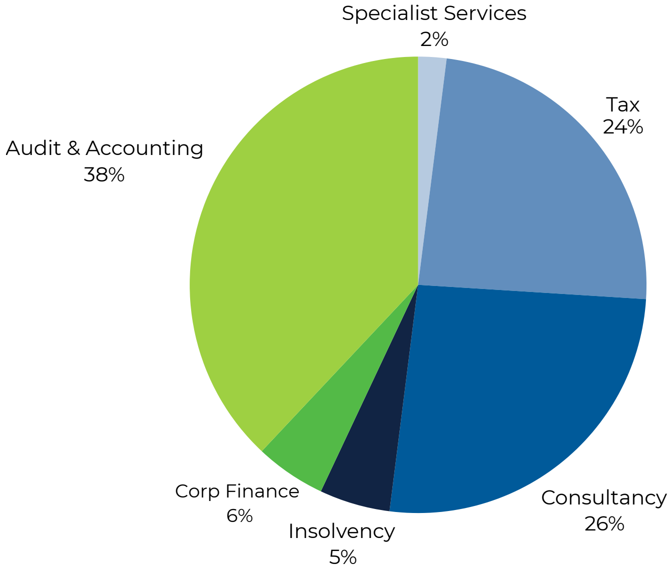



Regional firms continue to drive practical innovation. Several entries from Northern practices highlighted early adoption of automated testing or cloud reporting upgrades, often maintained by younger staff in their twenties.

## Practice mix and fee income

Audit and accounting remain the backbone of the 50+50, accounting for around 38% of reported fee income, followed by consultancy (26%) and tax (25%), with corporate finance and restructuring together close to 10% and specialist services at just under 2%.

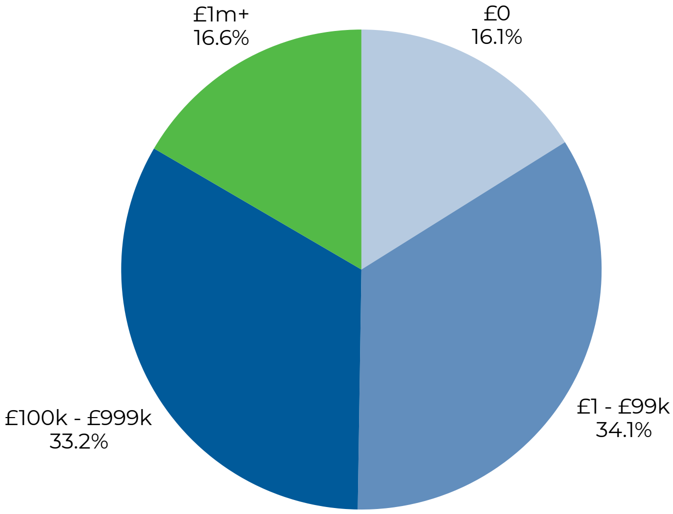
This mix shows a profession still anchored in core compliance, but with a material shift toward advisory and deal-led work, while niche offerings such as wealth management, payroll, pensions, and forensic services play a focused, higher-value supporting role.




## Technology investment in the past 12 months

Technology investment is spread surprisingly evenly: roughly one in six firms report no tech spend in the past 12 months, while about two thirds are investing up to £1m a year, split between sub-£100k pilots and more substantial £100k–£999k programmes.

A further one in six firms now sit in the £1m+ bracket, signalling a clear divide between those treating technology as a marginal cost and those backing it as a core driver of future growth and efficiency.



# Cohort Profile

## Cross-Sectional Insights

**65%**

of Top 100 firms reported positive UK fee income growth last year and expect their revenue growth rate to be higher again next year.

**66%**

expect to increase UK partner numbers by mid-2026, signalling an active plan to expand senior capacity.

**70%**

are part of an international firm or network, showing how globally connected UK practices have become even where rankings are based on UK fee income.

**44%**

have bought or sold a firm or part of a firm in the last year, underlining how common merger and acquisition activity now is across the cohort.

**95%**

have a formal diversity and equality policy in place, indicating that structured inclusion frameworks are now standard among leading UK firms.

## Summary

Taken together, these indicators show a cohort that is growing and increasingly outward-looking. Most firms reported positive UK fee income growth and expect that pace to quicken, supported by planned increases in partner numbers by mid-2026. International affiliation is now standard, and M&A activity is widespread, with many firms having bought or sold part of a practice in the past year. At the same time, formal diversity and equality policies are now near-universal, reflecting a shift towards more structured people and governance frameworks as firms scale.

# Skills Map

**What the 50+50 excel at**

The submissions reveal a profession that values precision and clarity over grand gestures. The strongest entries share a consistent approach to work: steady, measured, and accountable. Across hundreds of pages of submissions, five skill areas recur.

## 01
## Assurance and audit discipline

Around 80% of the Top 100 have Audit / Accounting as their primary revenue driver. That tells you the league table is built on a strong backbone of assurance work. These firms are set up to handle complex reporting, regulatory requirements, and control environments. It also means that when clients come under pressure from lenders, investors or regulators, these firms already have the depth of technical audit skill, methodology and quality control to step in. Advisory and tax are important, but the data shows that the dominant skill base is still in giving reliable, trusted numbers.

## 02
## National reach, with London as the hub

The Top 100 are not just a London story. 40% of firms are headquartered in London, but 60% are based across the rest of the UK, including the North West, South East, South West, Scotland, Midlands, Wales and Yorkshire. That mix supports national coverage with strong regional roots.

It is a skill in itself: serving local owner managed businesses and regional mid market clients while still plugging into national and international networks. For clients, this means access to firms that understand local labour markets and sector clusters, yet can still deliver consistent standards and specialist support.

## 03
## Strategic transformation through M&A

43% of the Top 100 say they have bought or sold a firm or part of a firm in the last year. That is a very high proportion and it signals a clear capability in deal making and integration. These firms are not just advising on transactions; they are living them.

They have experience of bringing together systems, teams and client portfolios under time pressure. That experience often translates into better advice for clients going through their own mergers, carve outs or succession plans, and it also shows that many of these firms are actively building scale and new capabilities through acquisition rather than just organic growth

## 04

### People, culture and governance

On people and values, the skills map is also clear. 95% of the Top 100 have a diversity / equality policy, 78% run a corporate social responsibility programme, and 30% have a dedicated diversity director. The policies on their own do not guarantee outcomes, but they do show that governance around people, fairness and community impact is now part of the operating model for most of the league table.

That supports skill in managing reputation risk, tender requirements and workforce expectations. It also positions these firms to respond to client and regulator questions about culture, inclusion and social impact with more than just ad hoc initiatives.

## 05

### Technology and digital investment

The Top 100 are also putting real money into technology. 83% have invested in technology in the past 12 months, with a median investment of around £77,500, and some firms spending very significantly more. This points to concrete skills in selecting, implementing and running digital tools across audit, tax, advisory and back office processes. It also implies capability in data handling and workflow redesign. When clients ask for better insight from their numbers, faster reporting or automation of routine work, these firms are already building the systems and teams to deliver it.

## 06

### Scale and leadership depth

Finally, there is a clear spread of firm scale and leadership depth. Within the Top 100, about 22% have 0–9 UK partners, 31% have 10–24, 22% have 25–74, and 25% have 75+ partners. That means the league mixes agile specialist boutiques with sizeable platforms that have deep leadership benches and complex management structures.

The skill here is twofold: smaller firms excel at responsiveness and niche expertise; larger firms excel at coordinating large teams, serving multi site or multi national clients and running structured people pipelines. Together they form a market with a wide range of organisational models and leadership capabilities.

# Technology and Tooling

Technology was mentioned in almost every submission, but in grounded ways, as a means to cleaner work, not a badge of innovation. The dataset reveals four recurring themes: automation, data analytics, AI, and cloud migration.

**How Technology is used in practice:**

Technology investment is now a clear strategic line item across the 50+50 cohort. All ranked firms reported a technology figure, though several noted that zero entries reflect non-disclosure, not the absence of spend.

Among firms with confirmed budgets above £10,000, the median investment sits just under £300,000, with the upper quartile above £900,000 and a small number reporting eight-figure outlays. Patterns across the dataset mirror wider market evidence: the Accountancy Sector Outlook Report 2024–2025 shows that 75% of UK firms are investing in cloud, automation and analytics, while Intuit QuickBooks' 2025 Accountant Survey reports that 46% of accountants use AI daily and 95% say technology reduces time spent on compliance.

- Median tech spend (for firms disclosing >£10k): ~£300k
- Top quartile: £900k+
- AI use reported daily by 46% of accountants (Intuit, 2025)
- 75% of UK firms investing in cloud/automation (Accountancy Sector Outlook 2024–2025)

Technology is also becoming part of the client proposition. Forty-seven of the top 100 firms now provide software implementation or selection advice, split almost evenly between national and regional practices.

This matches Intuit's finding that 62% of accountants see growing client demand for technology management support. Case studies referenced in 2025 reporting show the productivity upside: AI-enabled procedures compressing fraud-check workloads from weeks to hours, and firms with higher levels of process digitisation reporting stronger revenue growth. In the 50+50 data, firms growing 30%+ report median tech budgets around half a million pounds, suggesting a directional link between investment and scale.

- 47 of 100 firms offer software-advisory services
- 62% of accountants report rising client demand for tech support (Intuit, 2025)
- Faster-growth firms typically show higher disclosed tech spend
- External case studies show AI reducing multi-week tasks to hours

**Challenges and Friction Points:**

Yet the 50+50 dataset also shows the friction points. Disclosure gaps limit the ability to measure ROI cleanly, tool stacks are often fragmented, and firms highlight skills and adoption as the main barriers to realising value. External 2025 guidance from FRC and ICAEW reinforces that governance must keep pace with adoption: AI-enabled processes require documented change logs, human review steps and clear accountability. The profession is moving from experimentation to integration, and the next phase is converting spend into streamlined, auditable, well-governed tooling.

- Incomplete disclosures make true spend a lower bound
- Overcrowded tools and integration challenges (most firms use ~8 systems)
- Skills, change management and client readiness remain key blockers
- FRC and ICAEW emphasise auditability and oversight for AI-enabled workflows

# Impact Themes & Micro-Profiles

Some of the most interesting stories in this year's submissions combine data, process, and people. The examples below have been anonymised but remain faithful to the original descriptions.

**01**

### Cloud-Led M&A Integration

One firm describes a clear, repeatable M&A playbook built around a platform-first, cloud-based operating model. A 100-day plan standardises onboarding, billing and management information for acquired firms, using shared cloud bookkeeping to give real-time MI and faster time-to-synergy.

**02**

### Community Impact and Low-Carbon Transition

Another firm reports giving every employee one paid volunteering day and supporting a range of local organisations and charities. It is also launching an EV car scheme with charge points being installed across its estate.

**03**

### Scaling Specialist Tax Incentives Expertise

A tax-focused firm has acquired a UK tax incentives and reliefs business from a larger group, bringing across a 22-strong team based in Sheffield. The submission notes that this team adds expertise across tax, science and engineering.

**04**

### Large-Scale Reinvestment in People and Technology

One large firm discloses UK fee income of around £1.02bn and says £250m has been reinvested over three years into people, technology, innovation and future high-growth services. It also highlights a dedicated ED&I partner sponsor, an internal ED&I team and multiple employee-led networks supporting its culture.

These examples reflect the wider shift from reactive to preventive practice where technology, structure, and mentorship replace crisis management with consistency.

# Sector Outlook & Future of the Profession

The UK accountancy profession enters 2025 in a period of recalibration. Regulation, technology, and workforce expectations are evolving simultaneously, creating both uncertainty and opportunity. The strongest signal from this year's data and national context is that trust is shifting from rhetoric to evidence. Firms, regulators, and clients increasingly demand not only technical accuracy but proof of process integrity.

## Audit Reform and Regulatory Direction

UK audit reform remains in motion, even if legislation continues to lag. Government has reiterated its intention to replace the FRC with a new statutory regulator and streamline responsibilities across audit, reporting and governance. While the final shape and timing remain fluid, it is clear the direction is toward a more focused, more assertive oversight model.

The FRC is already raising the bar. Its 2025 inspection cycle showed improved performance among the largest firms and inconsistent quality across the mid-tier, putting many 50+50 firms firmly in view. Stronger systems of quality management, sharper risk assessment and better documentation are no longer differentiators — they are baseline expectations.

Technology now sits at the centre of that shift. The regulator's guidance on AI in audit encourages innovation but demands clear governance, validation and explainability. For firms across the Top 50+50, the opportunity is to lead with responsible automation, tighter controls and transparent audit trails — demonstrating that modern audit quality is as much about how tools are governed as how they are deployed.

## Economic and Market Dynamics

The UK operating environment for accountants in the 50+50 is one of slow but steady growth, easing inflation and persistent cost pressure. Modest GDP expansion and a gradual retreat from the inflation peaks of recent years are creating a more predictable backdrop, but not a comfortable one. Wage inflation, higher funding costs and sticky input prices keep pressure on margins, forcing firms to tighten pricing discipline, revisit service mix and double down on productivity.

Across the wider professional-services economy, headcount continues to drift upwards, but the real shift is in what people do rather than how many are employed. Within 50+50 firms, growth is concentrated in hybrid roles that sit between disciplines: data and analytics specialists embedded in audit teams, ESG and sustainability-reporting leads working alongside technical accountants, and automation or AI managers collaborating with IT and risk.

## Economic and Market Dynamics

Market structure is also changing. Consolidation and network realignment among mid-tier firms have accelerated in recent years, giving rise to larger, more diversified practices with national and international reach. For 50+50 leaders, the strategic challenge is less about doing the next deal and more about making past deals work: integrating platforms, harmonising quality and risk frameworks, aligning remuneration and, crucially, protecting culture. The firms that pull this off will be best placed to invest in technology, attract scarce talent and capture the next wave of advisory and assurance demand.

## Talent, Pay, and Hybrid Work

The UK talent market remains tight for the firms in the 50+50. Competition for experienced auditors, tax specialists and tech-literate finance talent is still intense, with pay remaining elevated and counter-offers common. Many mid-tier firms have had to lift salary bands, introduce spot bonuses and sharpen promotion pathways simply to stay in the race. Hybrid working is now the default rather than a perk, with most professionals splitting their time between home and office and expecting that flexibility as standard.

That flexibility has brought trade-offs. While work–life balance and access to wider talent pools have improved, partners and HR leads across the 50+50 are increasingly concerned about what is happening to early-career development. Less time spent "on the floor" means fewer chances to learn by osmosis or shadow experienced managers. The firms that are adapting best are treating this as a design problem, not an inevitability: introducing structured mentoring, setting clear "anchor days" for teams to be together, and running short in-person learning sprints so juniors still get the apprenticeship moments that build judgement, not just technical skills.

## ESG, Sustainability, and Public Expectation

UK sustainability reporting is moving from aspiration to architecture. Draft UK Sustainability Reporting Standards (UK SRS S1 and S2) are under consultation, with government aiming to finalise them in late 2025 and make them available for voluntary use from 2026. For the 50+50, ESG disclosures and assurance now sit alongside, rather than outside, core financial reporting.

That shift reaches far beyond listed groups. Mid-market and large private clients are pulled in by supply-chain requests covering emissions, labour practices and diversity, and they expect their advisers to help. Our 50+50 survey shows most firms now run CSR programmes and formal diversity policies, yet dedicated ESG leadership and senior representation still lag public expectations.

## Technology Integration and AI Governance

Technology adoption has moved from experimentation to embedded practice across the 50+50. ONS analysis shows most UK firms now use cloud-based systems, while AI is still concentrated in better-managed, larger businesses. Within the profession, a 2025 Xero/Cebr study reports 98% of UK accounting practices using some form of AI, cutting time on routine tasks by about a third and freeing capacity for higher-value work.

That acceleration puts governance in the spotlight. The FRC's 2025 AI-in-audit guidance stresses that AI is welcome only where firms can explain how tools work, document their design and testing, and monitor the impact on audit quality. ACCA's AI Monitor echoes this, emphasising that human judgement, clear policies and strong controls remain non-negotiable as AI scales.

## Public Trust and the Profession's Reputation

Public trust in auditors and accountants is recovering gradually. An ICAEW-commissioned YouGov survey in March 2025 showed that 61% of UK adults have confidence in professional accountants, up from 54% in 2023[2]. Transparent communication, visible ethics training, and greater diversity in leadership all contributed.

The next test will be sustainability assurance. The public expects ESG claims to meet the same verification standards as financial statements. Firms that can evidence integrated controls and independence will lead the market.

## The Road Ahead

Looking to 2026, three forces will shape the 50+50 landscape:

- Margin pressure: slower growth, higher costs, tighter pricing.
- Tech under scrutiny: AI tools embedded but carefully governed.
- Talent and succession: structured development and broader leadership.

The 50+50 firms sit at the centre of all three. How they invest, govern and develop people will decide who merely adapts and who sets the pace.

# Recommendations & Closing

## For Firms: Lead with Evidence

**01**

### Link growth stories to hard numbers

Across the 50+50 dataset, 97 of 100 firms grew UK fee income last year and about seven in ten expect faster revenue growth. Connect each initiative to numbers, not anecdotes: fee yield, lock up days, tech payback, and share them internally, regularly.

**02**

### Treat quality as non-negotiable, not clean-up

Recent FRC inspections highlight recurring weaknesses in documentation and challenge for mid tier firms, even as audit quality improves. Build short, routine review checkpoints into every engagement and treat them as core workload, not optional tidying.

**03**

### Narrate technology so boards and regulators can trust it

Eighty six of 50+50 firms report investing in technology this year, and nearly half now advise clients on software choices. When you deploy automation or analytics, explain what the tool does, where the data comes from, and how judgement is applied so boards and regulators can trust the outputs.

**04**

### Turn knowledge into systems that survive attrition

With median staff attrition around thirteen percent in the 50+50 dataset and most firms planning to grow headcount, knowledge moves. Turn good work into checklists, playbooks and training modules so new joiners inherit systems, not just heroic individuals.

# Appendix & References

## Data & Charts

Five visual summaries accompany this report. These are based solely on the cleaned dataset from verified entries.

**1. Sector Distribution**

Breakdown of nominees by primary professional focus:

- Assurance – 38.1%
- Consulting and Advisory – 27.1%
- Tax - 25.1%
- Deals & Restructuring – 7.8%
- Specialist & Support Services– 2%

**2. Regional Footprint**

Primary work location within the UK:

- London – 40%
- South – 25%
- North – 19%
- Midlands – 8%
- Scotland & Wales– 8%

**3. Practice Mix and Fee Income**

- Specialist Services - 2%
- Tax - 24%
- Consultancy - 26%
- Insolvency - 5%
- Corp Finance - 5%
- Audit & Accounting - 38%

**4. Technology Investments**

- £0 - 17%
- £1 - £99,999 - 35%
- £100k - £999,999 - 34%
- £1m+ - 17%

## Data & Charts

**5. Cross-Sectional Insights**

- Positive UK income growth last year: 65%
- Firms expecting to increase UK partner numbers by mid-2026: 66%
- Firms part of an international network: 70%
- Firms involved in M&A in the last year (buying or selling a firm or part of a firm): 43%
- Firms with a formal diversity and equality policy: 95%

The data points paint a picture of a profession that is growing, consolidating, globalising, and formalising its governance structures.

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## Acknowledgements

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1. Our Partner, **Intuit Quickbooks**, whose collaboration supports this recognition programme.

Intuit QuickBooks offers digital accounting tools used widely by SMEs to automate bookkeeping, streamline payroll, and produce real-time financial data.

2. **All participating firms** for their submissions to this year's 50+50 rankings. All company information included in this report is drawn from details provided at the companies' own discretion via our survey form.

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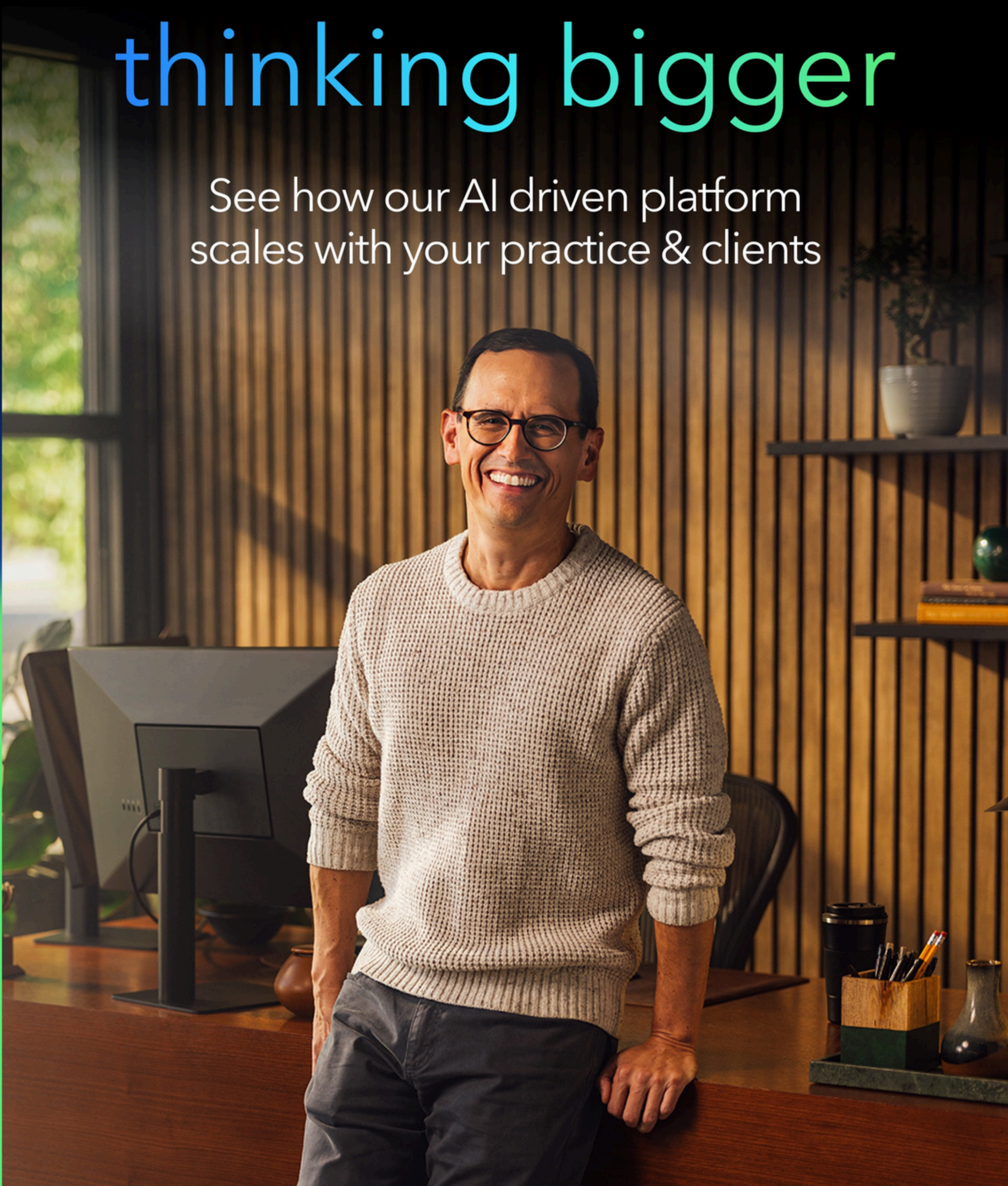
# For accountants thinking bigger

## See how our AI driven platform scales with your practice & clients



# Thank you

For any questions or comments
Please contact us at:
partnerships@clickzmedia.com