

Top 7 Accounting Trends for 2022

We surveyed 200 of the world's leading accountants & bookkeepers to find out what the top trends will be for your profession in 2022.

While the year will be suffering a hangover from the last two, there are still many reasons to be positive – especially when 78.5% of accountants & bookkeepers are optimistic about meeting their business goals in 2022.

1. Ambition is in the air



Almost a third (**29.4%**) of accountants & bookkeepers want to take on more clients, grow their firm and increase profits in 2022. And to ensure you don't spread your resources too thin while expanding your firm, [see our 3 steps to help maximise practice growth](#).

2. Covid still a challenge

16.5% said Covid will be the biggest challenge to achieving their goals in 2022. Beyond this, **12.5%** say a lack of time will be a challenge and **10.8%** believe it will be attracting clients.



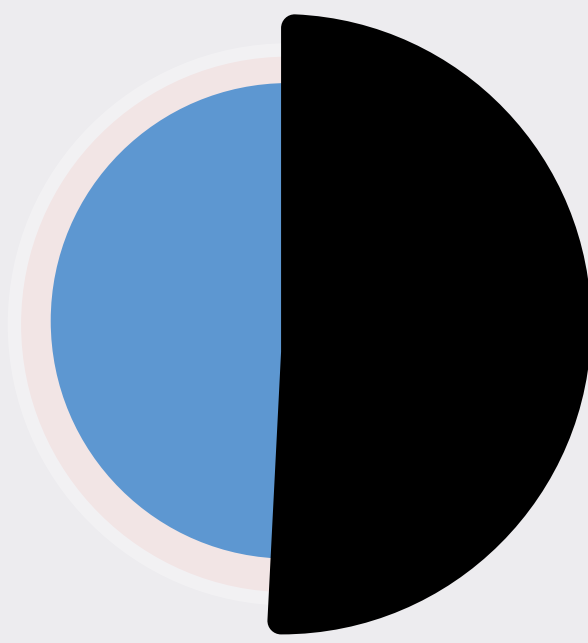
3. More effective pricing



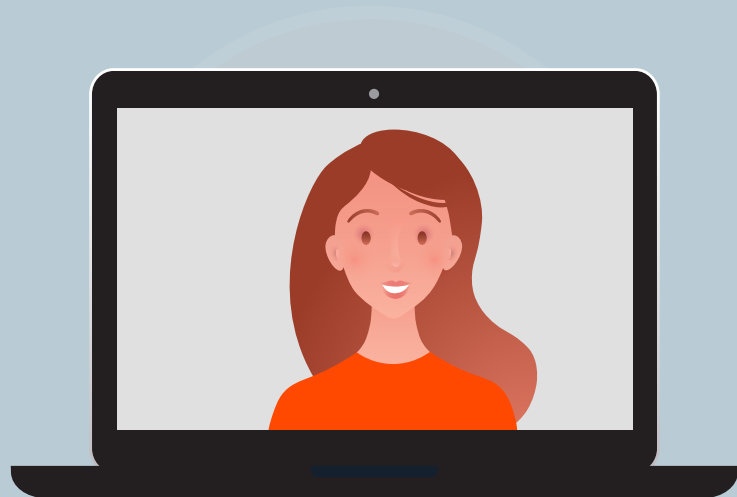
Over two thirds (**69.6%**) say they'll explore how technology can help them price their advisory services more effectively in 2022 – especially when it comes to value-based pricing. We recently spoke with pricing expert Ron Baker to bring you [four steps to pricing success in 2022](#) which you can [read now](#).

4. Financial advisory in demand

When asked to choose from a range of advisory services which clients will demand most in 2022. Financial advisory was the overwhelmingly popular response with **52.5%** of those surveyed. This encompasses reviewing accounts, tax and compliance work.



5. Remote working has no consensus



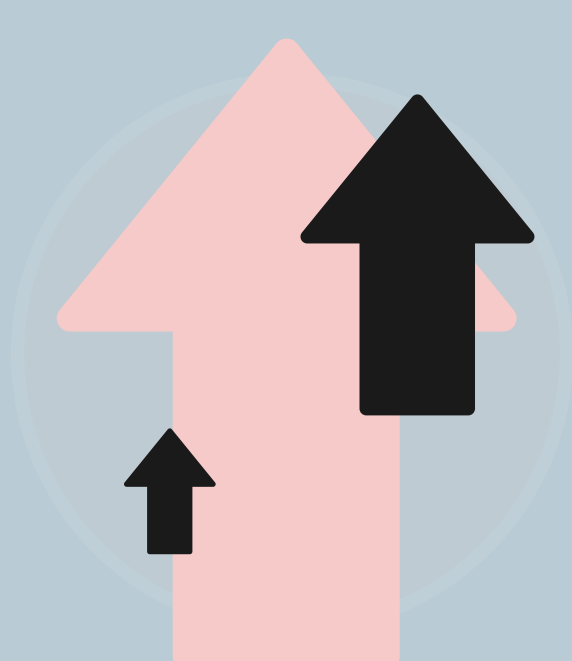
The great remote working debate will continue into 2022 for accountants & bookkeepers. A third (**33.3%**) say they'll work remotely **75–100%** of the time and another third (**31.6%**) say they'll only work remotely **0–25%** of the time.

6. Improving practice productivity

To ensure they deliver on their goals, over half (**56.6%**) of the accountants & bookkeepers we surveyed prioritise tech which will make their practice more productive. This is made up of **28.8%** saying they need practice productivity tech and **27.8%** needing better remote working solutions.



7. Growth by expanding advisory



72.3% of accountants & bookkeepers agree that expanding their advisory services will help their firms grow in 2022. To help you with this, we've prepared an [Advisory Guide for Accountants & Bookkeepers](#) which you can [read now](#).