



QuickBooks Market Intelligence Report 2025–2026

Strategic Insights into the Global QuickBooks Ecosystem

Powered by Span Global Services | January 2026

VERIFIED CONTACTS
2.4M+

COMPANIES
680K+

EMAIL ACCURACY
95.2%

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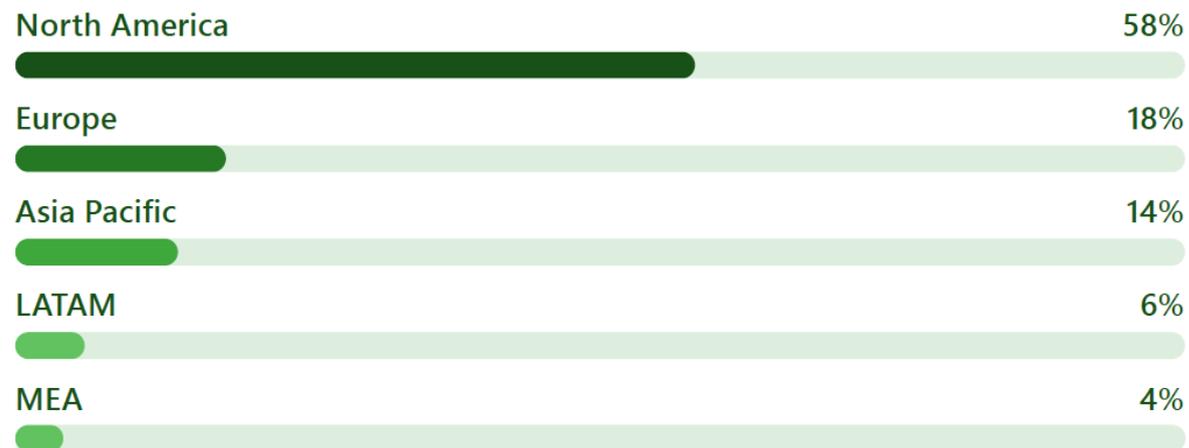


QuickBooks at a Glance

Ecosystem overview and key platform metrics as of January 2026



Top Regions by QuickBooks Adoption



Source: Span Global Services database, Jan 2026

Platform Highlights

#1 Accounting Software for SMBs

The leading platform trusted by small and mid-sized businesses globally.

Desktop & Online Editions

Flexible deployment options supporting diverse business needs.

750+ Third-Party App Integrations

Robust API ecosystem connecting QB to Shopify, Stripe, PayPal, and more.

Intuit Ecosystem

Seamlessly integrated with TurboTax, Mailchimp, and Intuit Assist AI.

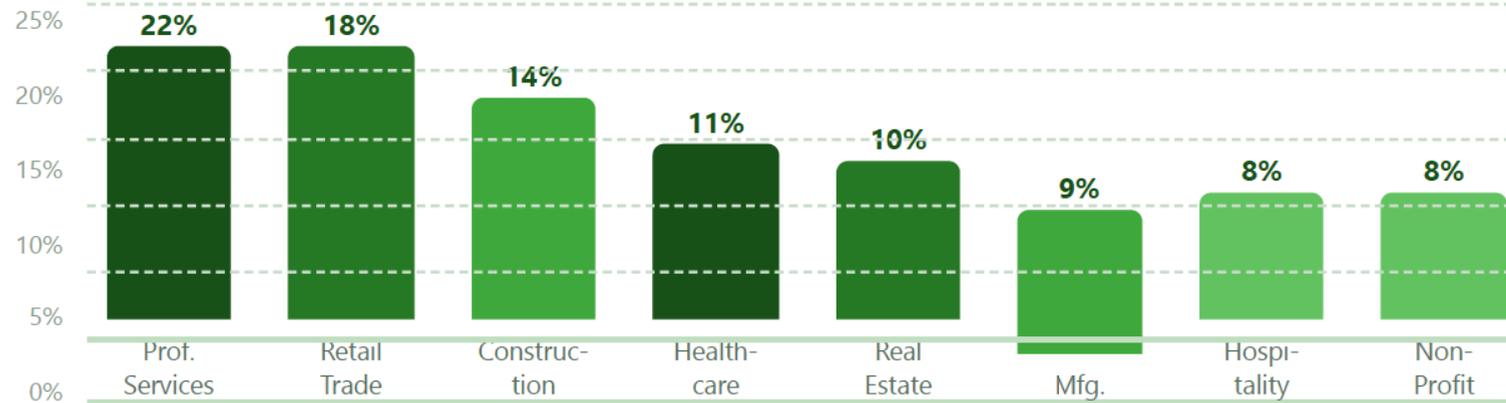
Cloud-First Since 2019

Accelerated migration push has driven 90% cloud adoption across the user base.

Industry Distribution Analysis

Which sectors rely on QuickBooks most heavily in 2025

Industry Breakdown by Share of QuickBooks Users



Top 3 Industries

Professional Services **22%**

Retail Trade **18%**

Construction **14%**

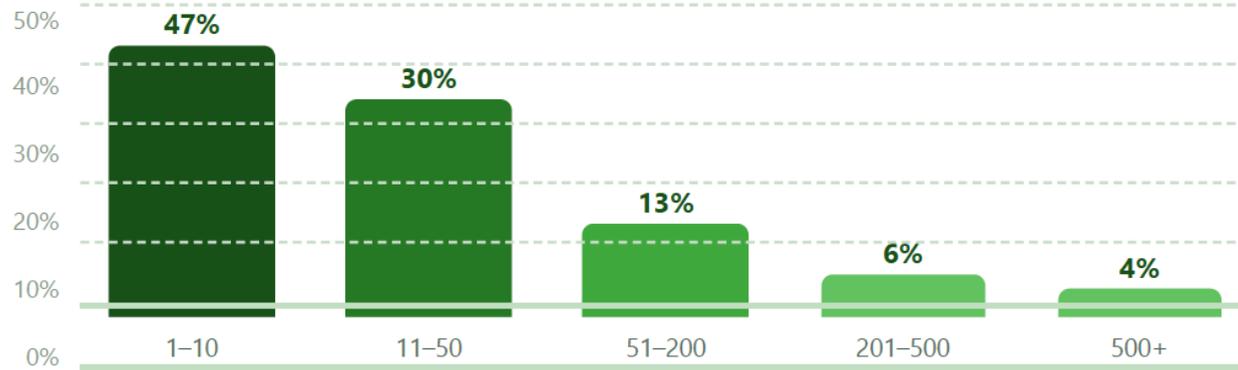
Key Insight

Professional Services firms — including CPAs, consultants, and legal practices — represent the single largest segment of QuickBooks users, driven by billing complexity and multi-client management needs.

Company Segmentation

Size and revenue distribution across the QuickBooks user base

Employee Size Distribution



MICRO BUSINESS CORE

77%

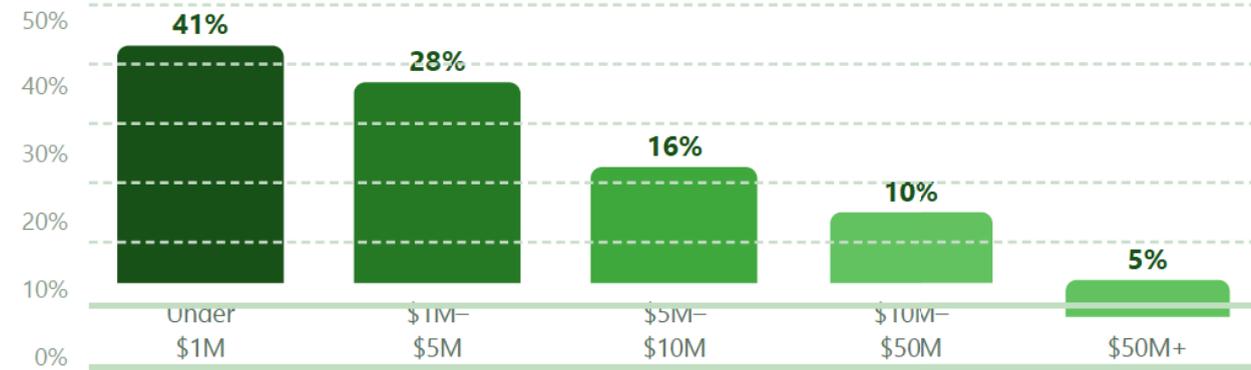
of QB users have fewer than 50 employees

SMB REVENUE SWEET SPOT

69%

of QB companies earn under \$5M annually

Annual Revenue Distribution



Segmentation Insight

QuickBooks is the dominant accounting platform for micro and small businesses. Products and services targeting this segment benefit from the largest addressable market within the QB ecosystem.

Mid-Market Opportunity

The 51-500 employee segment is growing at 12% YoY as QuickBooks continues expanding its enterprise-grade features.

+12% YoY

Market Trends 2025–2026

Key technology and adoption shifts reshaping the QuickBooks ecosystem

Mobile-First Adoption

QB mobile app usage surged 38% in 2025. SMB owners increasingly manage finances on-the-go via iOS and Android.

+38% YoY

AI-Powered Features

Intuit Assist AI (launched 2024) is now used by 2.1M businesses for automated bookkeeping and cash flow predictions.

2.1M users

API & Integration Growth

750+ apps connect to QB via API. Shopify, Stripe, and PayPal integrations drive e-commerce accounting automation.

750+ apps

Compliance & Tax Focus

New e-invoicing mandates across 28 countries are accelerating QB adoption among compliance-driven SMBs.

28 markets

Trend Momentum Indicators

CLOUD MIGRATION

90%

Adoption rate

AI FEATURE UPTAKE

35%

Active users — 70% awareness

MOBILE USAGE

65%

Use mobile weekly

API INTEGRATION

52%

Connect 3+ apps

Convergence Signal: The intersection of AI, mobile, and compliance requirements is creating unprecedented demand for accurate QuickBooks user data. Businesses targeting this ecosystem must act on real-time, verified intelligence to stay ahead.

Strategic Opportunities

High-value market segments within the QuickBooks user ecosystem

Tier 1 Segments

Highest ROI targeting potential

Accounting Firms

CPA firms and bookkeeping agencies managing QB for multiple clients

E-Commerce Sellers

Online retailers using QB for inventory, tax, and payment reconciliation

Small Business Owners

Sole proprietors and micro-businesses in services and trades

Combined addressable: 1.8M contacts

Tier 2 Segments

Strong growth and engagement signals

Construction Contractors

Job costing and project billing users in residential and commercial

Healthcare Practices

Private clinics and dental offices managing billing and payroll

Real Estate Agencies

Property managers and brokerages tracking commissions and expenses

Combined addressable: 920K contacts

Opportunity Scorecard

Segment attractiveness rating



Total Opportunity Size

2.72M

Verified, reachable contacts across all segments

Data Quality & The Span Advantage

How Span Global Services delivers superior data accuracy and depth

Multi-Stage Verification Process

- 1 Source Aggregation**
Data collected from 200+ verified B2B sources and directories
- 2 AI-Powered Deduplication**
Machine learning removes duplicates and merges entity records
- 3 Human Verification**
300+ data analysts validate records via phone and email outreach
- 4 Real-Time Email Validation**
SMTP-level checks and bounce suppression before every delivery

✓ Result: 95.2% email deliverability guaranteed

Compliance & Privacy

✓ GDPR Compliant

✓ CAN-SPAM Certified

✓ CCPA Ready

✓ CASL Ready

Email Accuracy Comparison



Hyper-Segmentation

40+ Data Attributes Available

Filter by QB version, subscription tier, industry, company size, technographic stack, revenue band, geography, and more.

40+ segmentation filters

Recommendations & Next Steps

Strategic priorities for targeting the QuickBooks ecosystem in 2026

Priority 1 — Target Accounting Firms First

CPA and bookkeeping firms are QB power users with multi-client influence and the highest conversion potential.

Priority 2 — Leverage E-Commerce Growth

Online sellers integrating QB with Shopify and Amazon represent a fast-growing, tech-savvy audience.

Priority 3 — Capitalize on AI Feature Adoption

Target QB users who have opted into Intuit Assist AI with fintech and automation product messaging.

Priority 4 — Deploy Multi-Channel Outreach

Combine email, LinkedIn, and direct mail using Span's verified QB contact database for maximum reach.

Ready to Access the Full QuickBooks Database?

Contact Span Global Services for a free sample dataset and custom segment consultation tailored to your campaign goals.

www.spanglobalservices.com | info@spanglobalservices.com

Why Span Global Services?

- ✓ 2.4M+ verified QB contacts
- ✓ 95.2% email deliverability rate
- ✓ 90-day rolling data refresh
- ✓ 40+ hyper-segmentation filters
- ✓ GDPR, CCPA and CAN-SPAM compliant
- ✓ Dedicated account manager support

Trusted by 5,000+ B2B marketers across 60+ countries since 2007

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