# AI adoption accelerates in UK tax sector but strategic integration remains slow



Artificial intelligence is rapidly reshaping the UK tax profession, with nearly two-thirds of practitioners now using AI in their daily work—up from 40% earlier this year, according to a new report from Tolley, part of LexisNexis Legal & Professional.

The report finds AI’s chief value lies in streamlining tasks and boosting delivery speed, with 80% of users citing faster turnaround as the primary benefit. Enhanced client service and competitive advantage also feature strongly. Yet despite growing usage, only 15% of tax professionals say AI is fully embedded in their operations, with most describing adoption as slow, experimental or underfunded.

As workflows evolve, so too do client expectations. While hourly billing remains the norm, firms are increasingly trialling fixed, flat or phased pricing models. More advanced players are exploring AI-enabled subscription services and bundled offerings that combine automated analysis with expert review.

“AI is fundamentally changing the economics of tax,” said Jonathan Scriven, Director of Tax Markets at LexisNexis. “Faster workflows and smarter insights are challenging the billable hour and creating pressure for value-led pricing. Organisations that adapt quickly will not only meet client expectations but also attract top talent and strengthen trust in their services.”

The shift is already influencing retention, with some practitioners in private practice and in-house roles suggesting they may leave firms that fail to invest adequately in AI.

These findings echo broader industry trends. Thomson Reuters reports that 79% of tax and accounting firms expect to significantly integrate generative AI by 2027, with adoption nearly tripling over the past year. In adjacent fields such as internal auditing, Wolters Kluwer data shows AI use is growing fast—currently at 40% and set to double within a year.

However, challenges persist. Many firms still face structural barriers and underinvestment, while a 2025 survey reveals widespread use of unauthorised AI tools, raising concerns around data governance and security. As the UK seeks to position itself as a global leader in responsible AI, the tax sector’s experience offers a snapshot of both the promise and complexity of digital transformation. Firms that balance innovation with robust governance stand to define new benchmarks in client service and workplace quality—helping reinforce the UK’s reputation for trusted, forward-looking professional services.

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## Bibliography

1. <https://www.globenewswire.com/news-release/2025/10/13/3165269/0/en/Two-thirds-of-tax-professionals-now-use-AI-and-pricing-models-are-next-in-line-for-disruption.html> - Original press release. View link for all data
2. <https://www.cpapracticeadvisor.com/2025/04/15/79-of-tax-and-accounting-firms-expect-significant-genai-integration-by-2027/159172/> - A 2025 survey by Thomson Reuters reveals a significant shift in attitudes towards Generative AI among tax and accounting professionals. Seventy-one percent now believe the technology should be applied to their daily work, up from 52% in 2024. The percentage of tax firms already implementing GenAI technology has nearly tripled year-over-year, increasing from 8% in 2024 to 21% in 2025. Additionally, 79% of tax and accounting firms expect significant GenAI integration by 2027, with 13% indicating GenAI is already central to their organization's workflow, 32% expecting full integration within one year, and 34% anticipating GenAI becoming central to operations within one to two years.
3. <https://www.thomsonreuters.com/en/press-releases/2025/april/from-incubation-to-integration-generative-ai-adoption-nearly-doubles-as-professional-services-reach-crossroads> - Thomson Reuters' April 2025 report highlights a near doubling in Generative AI adoption among professional services, with 22% of organizations now actively using it, up from 12% in 2024. The tax sector shows the most dramatic gains, with 79% of firms expecting significant GenAI integration by 2027. Additionally, 71% of tax professionals believe the technology should be applied to their daily work, a significant increase from 52% in 2024. This shift indicates a growing recognition of GenAI's potential to enhance productivity and client service delivery in the tax industry.
4. <https://www.wolterskluwer.com/en/news/new-survey-wolters-kluwer-internal-auditors-double-ai-adoption-2026> - A 2025 survey by Wolters Kluwer reveals that 39% of internal auditors are already employing AI, with a further 41% intending to adopt AI in the next 12 months. This indicates a rapid acceleration in AI adoption within the auditing profession, with expectations to double to 80% by 2026. The primary advantage identified by auditors is productivity and efficiency gains, highlighting the transformative potential of AI in internal audit processes.
5. <https://www.accountancytoday.co.uk/2025/04/16/79-of-tax-and-accounting-firms-expect-genai-integration-by-2027/> - Research from Thomson Reuters indicates that 79% of tax and accounting firms anticipate significant integration of Generative AI by 2027. The study shows a substantial increase in the belief that AI should be applied to daily work, rising from 52% in 2024 to 71% in 2025. The percentage of tax firms already implementing GenAI technology has nearly tripled year-over-year, increasing from 8% in 2024 to 21% in 2025. This trend underscores the growing recognition of AI's potential to enhance productivity and client service in the tax and accounting sectors.
6. <https://www.globenewswire.com/news-release/2025/05/20/3084932/0/en/72-of-professionals-report-using-AI-at-work-compared-to-just-48-in-2024.html> - Intapp's 2025 Technology Perceptions Survey reveals a significant surge in AI adoption among professionals, with 72% now using AI at work, up from 48% in 2024. The survey highlights that 56% of firms have adopted AI, with another 32% in the early stages of integration, indicating a near-term potential for 88% of firms to adopt AI institutionally. Unauthorized use of AI tools is also prevalent, with 50% of professionals having used AI tools not authorized by their firm, raising concerns about data security and the need for clear AI usage policies.
7. <https://www.cpapracticeadvisor.com/2025/04/15/79-of-tax-and-accounting-firms-expect-significant-genai-integration-by-2027/159172/> - A 2025 survey by Thomson Reuters reveals a significant shift in attitudes towards Generative AI among tax and accounting professionals. Seventy-one percent now believe the technology should be applied to their daily work, up from 52% in 2024. The percentage of tax firms already implementing GenAI technology has nearly tripled year-over-year, increasing from 8% in 2024 to 21% in 2025. Additionally, 79% of tax and accounting firms expect significant GenAI integration by 2027, with 13% indicating GenAI is already central to their organization's workflow, 32% expecting full integration within one year, and 34% anticipating GenAI becoming central to operations within one to two years.