

Global Video Game Translation Services Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Video Game Translation Services market size is expected to reach \$ 2503 million by 2032, rising at a market growth of 5.7% CAGR during the forecast period (2026-2032).

To address the problems of cultural context loss, chaotic terminology, character style distortion, and inefficient collaborative development of multilingual versions inherent in traditional translation methods for video game content, video game translation services (also known as game localization) have emerged. From the late 1980s to the early 1990s, with the acceleration of the globalization of the video game industry, a specialized field of cross-cultural content conversion for games gradually formed. Currently, video game translation services have developed into a comprehensive professional service system integrating script localization, character voice acting, user interface adaptation, cultural element transformation, multilingual quality control, and cloud-based collaborative management. It is widely used in game development, international distribution, platform porting, operation and promotion, and community maintenance. By deeply understanding the game's worldview, accurately reconstructing cultural expressions, and utilizing professional toolchains to ensure multilingual consistency, it significantly enhances the global market acceptance, player immersion experience, and cultural influence of game products, serving as a key localization solution.

Video game translation services, as a cultural bridge connecting global players, are shifting from a 'language conversion tool' to a 'cross-cultural value creator.' Through technological iteration, ecosystem building, and policy coordination, its value lies not only in eliminating language barriers but also in promoting game narrative innovation and cultural output, ultimately building a new game industry ecosystem of 'accurate

translation - deep localization - cultural resonance,' providing core support for the diversified and inclusive development of the global game industry, and assisting in the implementation of China's 'going global' strategy, achieving a leapfrog upgrade from 'Made in China' to 'Created in China.'

This report studies the global Video Game Translation Services demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Video Game Translation Services, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Video Game Translation Services that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Video Game Translation Services total market, 2021-2032, (USD Million)

Global Video Game Translation Services total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Video Game Translation Services total market, key domestic companies, and share, (USD Million)

Global Video Game Translation Services revenue by player, revenue and market share 2021-2026, (USD Million)

Global Video Game Translation Services total market by Type, CAGR, 2021-2032, (USD Million)

Global Video Game Translation Services total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Video Game Translation Services market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Keywords Studios, Lionbridge Games, TransPerfect Games, Side, RWS, Allcorrect, Localsoft, Alconost, Terra Localizations, GameScribes, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Video Game Translation Services market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Video Game Translation Services Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Video Game Translation Services Market, Segmentation by Type:

Machine Translation (MT) Driven

Human Translation (HT) Dominated

Global Video Game Translation Services Market, Segmentation by Content Type:

Text Translation

Multimedia Translation

Global Video Game Translation Services Market, Segmentation by Languages:

Single-language Translation

Multilingual Translation

Global Video Game Translation Services Market, Segmentation by Application:

Game Development

Game Localization

Esports Events

Game Audio

Other

Companies Profiled:

Keywords Studios

Lionbridge Games

TransPerfect Games

Side

RWS

Allcorrect

Localsoft

Alconost

Terra Localizations

GameScribes

Level Up Translation

ECI Games

DeafCat Studios

Glyph Language Services

CCJK

Stepes

Smartling

Tomedes

Ulatus

Mars Translation

Day Translations

Absolute Translations

TranslationPartner

TransGlobe International

Key Questions Answered

1. How big is the global Video Game Translation Services market?
2. What is the demand of the global Video Game Translation Services market?
3. What is the year over year growth of the global Video Game Translation Services market?
4. What is the total value of the global Video Game Translation Services market?
5. Who are the Major Players in the global Video Game Translation Services market?

6. What are the growth factors driving the market demand?

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