

Global App Localization Service Market Growth (Status and Outlook) 2024-2030

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Abstracts

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App localization service is the process of customizing an app's user interface and functionality for users in different target markets. This process goes beyond simple translation and includes adapting every element of the app to suit the cultural, linguistic, and technical requirements of each target market. Localization includes modifying and refining the app to appeal to a geographically specific target market. The process of internationalization is necessary before localization can occur. Localizing an app can provide access for users who speak a variety of languages and who download from different App Store territories.

The global App Localization Service market size is projected to grow from US\$ 4549.8 million in 2023 to US\$ 10960 million in 2030; it is expected to grow at a CAGR of 13.4% from 2024 to 2030.

LPI (LP Information)' newest research report, the "App Localization Service Industry Forecast" looks at past sales and reviews total world App Localization Service sales in 2023, providing a comprehensive analysis by region and market sector of projected App Localization Service sales for 2024 through 2030. With App Localization Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world App Localization Service industry.

This Insight Report provides a comprehensive analysis of the global App Localization Service landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on App

Localization Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global App Localization Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for App Localization Service and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global App Localization Service.

Some of the future market trends of app localization service are:

Consumer Expect Localized Content: More consumers expect websites to (literally) speak their language. To expand market share and open new revenue opportunities, brands must create content with a global appeal. We can expect an increase in translation demand for websites, games, apps, and more.

Emerging Markets and Shifting Dynamics: The Regional Comprehensive Economic Partnership (RCEP) agreement signed in November 2020 has created the world's largest free-trade zone among 15 countries in the Asia-Pacific region, with a total population of 2.2 billion. China, Japan, and South Korea reap the most benefits from reduced customs duties, which threatens the competitiveness of foreign companies. To stay relevant, U.S. and European brands must increase their presence in these markets, e.g., by offering content and services in South-East Asian languages such as Vietnamese, Thai, and Indonesian.

Symbiotic Relationship Between Human and Machine Translation: More translation services will combine neural machine translation (NMT) engines with human translators to speed up the process while ensuring that the final content incorporates the appropriate expressions and cultural references that speak to the local market.

Localization as a Competitive Advantage: As more apps enter the global market, localization becomes a key factor in differentiating from competitors and gaining user loyalty. App developers will need to invest in quality localization that reflects their brand identity and values across different cultures.

Localization as a User Experience (UX) Strategy: Localization is not only about translating words but also about creating a seamless and engaging user experience that

meets the expectations and preferences of each target market. App developers will need to consider various aspects of UX design such as layout, navigation, icons, images, colors, fonts, etc., when localizing their apps.

This report presents a comprehensive overview, market shares, and growth opportunities of App Localization Service market by product type, application, key players and key regions and countries.

Segmentation by type

- Online Service

- Offline Service

Segmentation by application

- Large Enterprises

- SMEs

This report also splits the market by region:

- Americas

 - United States

 - Canada

 - Mexico

 - Brazil

- APAC

 - China

 - Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Lilt

One Hour Translation

Level Up Translation

AMPLEXOR International

Translated

Acclaro

allcorrect group

applingua

Argos Multilingual

Day Translations

Gengo

Global Intermix

Interpro Translation Solutions

inWhatLanguage

LanguageLine Solutions

LocalizeDirect

Tyler Technologies

Smartling

Tethras

Verbatim Solutions

Wordbank Denver

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