

## **Language Services Market - Global Outlook & Forecast 2025-2030**

Market Report | 2025-03-26 | 365 pages | Arizton Advisory & Intelligence

### **AVAILABLE LICENSES:**

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### **Report description:**

The global language services is expected to grow at a CAGR of 4.98% from 2024 to 2030.

### **MARKET TRENDS & OPPORTUNITIES**

#### **Rise of AI and Machine Translation**

AI translation technology has been a game-changer in the language services market for years, with advancements making a significant impact on translation quality, speed, and cost-effectiveness. This revolution continues to reshape the industry due to the power of Neural Machine Translation (NMT), which enhances translation accuracy and fluency. By combining the efficiency of AI with the contextual understanding of human experts, translation services now offer a balance of speed, precision, and reliability.

Language service providers are collaborating with AI developers to create AI-powered localization and automation tools. This improves speed and reduces costs while maintaining quality. For instance, in October 2024, RWS expanded its collaboration with AWS through a multi-year Strategic Collaboration Agreement to develop generative AI-powered language and content solutions. This partnership aims to enhance efficiency in content creation, translation, and delivery. RWS is already working with AWS on 25 new product features and proofs of concept. By providing innovative solutions, these companies can improve client retention and satisfaction.

#### **Rising Use of Social Media & Online Content**

Social media localization tailors content to fit the cultural, linguistic, and regional preferences of target audiences. It goes beyond translation, focusing on cultural nuances, local trends, and audience behaviors. This approach can boost brand engagement, with 72% of engagement occurring on localized web pages. Localizing content helps make messages more relatable, increasing effectiveness and driving action. In addition, nearly 50% of millennials prefer influencer recommendations over traditional ads. Translating social media content leverages this influence and helps create a culturally relevant experience, fostering stronger,

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lasting connections with a global audience.

As of October 2024, there were 5.22 billion social media users, making up 63.8% of the global population. With the emergence of social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and TikTok, businesses and content creators can connect with audiences in different parts of the world. These platforms facilitate the creation and distribution of content on an unprecedented scale, thus generating demand for language services to ensure this content reaches its global audience and supports the language services market growth.

## INDUSTRY RESTRAINTS

### Shortage of Skilled Linguists

The shortage of skilled linguists is a growing issue that has profound implications for industries ranging from government services to private companies, academia, and the broader global communication landscape. The demand for qualified linguists has surged in recent years, driven by globalization, technological advancements, and the increasing need for cross-cultural communication.

This shortage is particularly pronounced in fields that require specific linguistic expertise, such as translation for legal, medical, and diplomatic contexts, as well as in emerging fields like machine learning and AI language development.

In 2024, in India, the National Institute for Career Service (NICS) published a report, as per an international report, there would be a requirement of more than 1.6 million foreign language experts in the coming two decades. As businesses, governments, and individuals become more interconnected internationally, India could experience a heightened need for translation, interpretation, and linguistic consulting services across various languages. This would drive growth in the language services market as companies and organizations seek to bridge communication gaps, particularly in emerging markets.

## SEGMENTATION INSIGHTS

### INSIGHTS BY SERVICE

The global language services market by service is segmented into localization, translation, interpretation, subtitling, and others. In 2024, the localization segment captures the highest share of revenue in the global market. The demand for localization services is primarily driven by globalization and digital transformation. As businesses expand into new markets, they must adapt their content, products, and services to meet the linguistic and cultural expectations of local audiences. E-commerce, gaming, software, and mobile applications are major industries requiring localization to enhance user experience and market penetration. Additionally, regulatory requirements and compliance standards in different regions necessitate precise localization to ensure legal and cultural appropriateness.

Furthermore, in 2024, the translation segment captured the second-highest share of revenue and exhibited a CAGR of over 4.8% in the global language services market during the forecasted period. Translation services are in high demand due to the increasing volume of global communication and international trade. Businesses, government agencies, and legal entities require accurate translation to facilitate cross-border collaboration, documentation, and regulatory compliance. The rise of artificial intelligence and machine translation has complemented human translation efforts and enabled faster turnaround times while maintaining linguistic accuracy.

### Segmentation by Service

- Localization
- Translation
- Interpretation
- Subtitling
- Others

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## INSIGHTS BY END-USERS

The global language services market by end-users is segmented into healthcare & life science, legal, e-commerce & retail, IT & telecommunication, and others. In 2024, the healthcare & life science segment captured the most dominant market share. The healthcare and life sciences sector heavily relies on language services due to the increasing globalization of medical research, pharmaceuticals, and patient care. Clinical trials often span multiple countries, requiring accurate translation and localization of regulatory documents, informed consent forms, and medical records. Additionally, the growing demand for telemedicine and cross-border healthcare services necessitates real-time interpretation and multilingual patient support to ensure accurate diagnosis and treatment. Regulatory compliance with authorities like the FDA, EMA, and other national health agencies further drives demand for specialized medical translations. Moreover, the healthcare and life sciences segment is one of the fastest-growing segments in the global language services market, with a CAGR of more than 5% during the forecasted period. The legal end-user segment holds a significant share of the global language services market. The legal sector depends on language services to facilitate international litigation, intellectual property protection, contract negotiations, and immigration services. Law firms and corporate legal departments require precise translations of legal documents such as contracts, court rulings, patents, and compliance policies to navigate cross-border transactions and disputes. Legal interpretation services are also critical in courtroom settings and depositions where language barriers can impact justice.

### Segmentation by Application

- Healthcare & Life Science
- Legal
- E-commerce & Retail
- IT & Telecommunication
- Others

## GEOGRAPHICAL ANALYSIS

APAC holds the most significant share of the global language services market, accounting for over 45% in 2024. In APAC, rapid economic growth, increased cross-border trade, and digital expansion have created immense opportunities for translation and localization, particularly in China, Japan, India, and South Korea. China's stringent regulatory landscape requires specialized linguistic services, while India's booming IT and media industries fuel localization needs. Furthermore, in North America, particularly the U.S. and Canada, the language services market is driven by a high demand for translation, localization, and interpretation services due to the region's multicultural population and globalized business environment. Europe follows closely, remaining one of the most mature language service markets. Countries like Germany, France, the UK, and Spain play a significant role, with the European Union's multilingual policies and regulatory requirements fueling demand for high-quality translations across legal, financial, and public sectors. While Western Europe is home to well-established Language Service Providers, Eastern European nations such as Poland have become key outsourcing hubs, offering cost-effective solutions and access to a strong talent pool.

Meanwhile, Latin America is experiencing steady growth due to expanding e-commerce, media content consumption, and trade agreements with global partners. Brazil and Mexico are key players in the region's language service market, with a growing demand for Spanish and Portuguese translations, particularly in legal, financial, and entertainment industries. The Middle East and Africa region presents unique challenges and opportunities, with Arabic being a dominant language in business, government, and media, while Africa's linguistic diversity drives demand for translation in sectors like education, health, and NGOs. The UAE and Saudi Arabia are hotspots for legal and business translations due to international investments and tourism, while South Africa serves as a strategic hub for African language services.

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## Segmentation by Geography

- North America
  - o The U.S.
  - o Canada
- Europe
  - o Germany
  - o The U.K.
  - o France
  - o Italy
  - o Spain
  - o Netherlands
  - o Poland
- APAC
  - o China
  - o India
  - o Japan
  - o South Korea
  - o Australia
  - o Indonesia
  - o Singapore
- Latin America
  - o Brazil
  - o Mexico
  - o Argentina
- Middle East & Africa
  - o UAE
  - o Saudi Arabia
  - o South Africa

## COMPETITIVE LANDSCAPE

The global language services market is a highly fragmented and competitive industry due to the presence of various players. The language services market is primarily shaped by large multinational language service providers and mid-sized regional firms, each competing on different aspects such as pricing, technology integration, service quality, and industry expertise.

The global language services market is led by a few major global players such as TransPerfect, Lionbridge Technologies, RWS, LanguageLine Solutions, Iyuno, and others which leverage economies of scale, extensive linguistic networks, and proprietary technology to maintain their competitive edge. These companies have made significant investments in AI, machine translation, and automation to improve efficiency and reduce costs. Mid-sized players, including Seprtec Multilingual Solutions, provide a balance between scalability and personalized service, often differentiating themselves through industry specialization or strong regional presence.

### Recent Developments in the Global Language Services Market

- In January 2025, Onvida Health partnered with AMN Language Services to enhance patient care with seamless language access solutions like VRI and OPI. This collaboration boosts trust, efficiency, and market leadership, ensuring exceptional healthcare for diverse communities.

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- In July 2024, GLOBO, one of the providers of interpreting and translation services, is now integrated into Epic's Toolbox, enabling clinicians to access on-demand interpretation services for over 430 languages. This integration aims to improve healthcare for the 68 million people in the U.S. with limited English proficiency (LEP), addressing language barriers that often lead to poorer health outcomes. The company can tap into a wide variety of healthcare settings, increasing its service usage and, consequently, its revenue.

- In June 2024, Acolad partnered with DeepL to enhance AI-driven language solutions, combining market expertise with advanced AI and LLM technology. The collaboration focuses on tech integration, AI adoption, and expert-in-the-loop services, driving innovation in machine translation and automated content creation.

- In April 2024, TransPerfect acquired South Africa-based Content Lab to expand its media services in Africa, strengthening its audiovisual localization capabilities. Renamed TransPerfect Media South Africa, it enhances the company's regional presence alongside offices in Nigeria, Kenya, and Morocco.

- In January 2024, Iyuno acquired Unidub Brazil, strengthening its presence in South America's dubbing industry. Unidub, led by CEO Wendel Bezerra, serves major entertainment clients with top-tier dubbing and localization services. This move enhances Iyuno's global reach and commitment to high-quality media localization.

### Key Company Profiles

- Iyuno
- LanguageLine Solutions
- Lionbridge Technologies, LLC
- RWS
- TransPerfect
- Welocalize, Inc

### Other Prominent Vendors

- 360 Smart Lingo
- Acolad
- AMN Healthcare
- AfroLingo
- Al Syed Legal Translation
- Alpha Omega Translations
- Andovar
- Argo Translation, Inc
- Argos Multilingual
- Art One Translations
- Atlas Language Service, Inc
- BABEL
- BIG Language Solutions LLC
- BLEND
- BTS Traducoes
- CABI Interpretes y Traductores
- CCJK
- Cultures Connection
- CyraCom International, Inc
- DAILYTRANSLATE
- DutchTrans

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- []Shakti Enterprise
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- []STAR Group
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- Win & Winnow Language Services
- Word Perfect Translations
- ZircoDATA

#### KEY QUESTIONS ANSWERED:

1. How big is the global language services market?
2. What is the growth rate of the global language services market?
3. Which region dominates the global language services market share?
4. What are the significant trends in the language services industry?
5. Who are the key players in the global language services market?

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