

# Software Localization Market Growing at 10.6% CAGR | Reach USD 15.6 Billion by 2032 Globally

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WILMINGTON, DE, UNITED STATES, July 24, 2025 /EINPresswire.com/ -- According to the report published by Allied Market Research, [Software Localization Market](#) Growing at 10.6% CAGR | Reach USD 15.6 Billion by 2032 Globally . The report provides an extensive analysis of changing market dynamics, major segments, value chain, competitive scenario, and regional landscape. This research offers valuable able guidance to leading players, investors, shareholders, and startups in devising strategies for sustainable growth and gaining a competitive edge in the market.

The global software localization market was valued at \$5.9 billion in 2022, and is projected to reach \$15.6 billion by 2032, growing at a CAGR of 10.6% from 2023 to 2032.

## Driving Factors in Software Localization Market

The global software localization market is driven by the increased concentration of businesses focused on global expansion, and increased demand for multilingual software. However, software localization can be a costly process, particularly for small and medium-sized enterprises (SMEs) with limited budgets and localization projects require time and resources to ensure high-quality results, are two prominent factors expected to drive software localization industry growth in the upcoming years. On the contrary, the integration of artificial intelligence (AI) and machine learning (ML) technologies into the localization process presents exciting opportunities for the market.

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## Market Segmentation In Software Localization Market

The software localization market is segmented on the basis of offering, type, and end user. Based on offering, the market is segmented into solution, and service. Based on type, the market is segmented into computer-assisted translation software, machine translation software and translation management software. On the basis of end user, it is segmented into individual and enterprises. By region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Based on end user, the large enterprises segment held the highest market share in 2022, contributing to nearly two-thirds of the global software localization market revenue, and is projected to rule the roost by 2032. As large enterprises are adopting agile methodologies and DevOps practices in their software development processes. This shift towards agile development has implications for software localization as well. However, the small and medium-sized enterprises segment would showcase the highest CAGR of 12.6% from 2023 to 2032. This is because SMEs are recognizing the importance of providing a seamless and localized mobile experience to effectively engage with global customers.

Based on offering, the solution segment held the largest market share in 2022, accounting for more than two-thirds of the global software localization market revenue, and is estimated to maintain its leadership status throughout the forecast period. The advancement of machine translation (MT) technologies, particularly neural machine translation (NMT), has improved translation quality and efficiency. The integration of MT with localization solutions, such as TMS and translation memory tools, drives the adoption of these technologies, leading to their growth in the market. However, the service segment is projected to manifest the highest CAGR of 12.0% from 2023 to 2032. Due to the growing complexity of software applications, LSPs are providing comprehensive localization testing services.

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Based on region, North America held the major share in 2022, garnering more than one-third of the global software localization market revenue. This is because, with the advancements in machine translation and artificial intelligence, companies in North America are increasingly leveraging these technologies to streamline the software localization process. On the other hand, the Europe region is projected to rule the roost in terms of revenue during the forecast. However, the Asia-Pacific region is expected to witness the fastest CAGR of 13.5% from 2023 to 2032. The governments in the Asia-Pacific region have recognized the importance of technology adoption and digital innovation for economic growth. Many governments have implemented initiatives to promote the development of local software industries, including support for software localization efforts.

### Key Market Players in Software Localization Market

The report analyzes the profiles of key players operating in the software localization market such as IBM, Microsoft, Lionbridge Technologies, LLC, SDL/Trados, Google, SYSTRAN, Babylon Corporation, The Babel Fish Corporation, Argos Multilingual, Alchemy Software Development Ltd. These players have adopted various strategies to increase their market penetration and strengthen their position in the software localization market size.

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### COVID-19 Scenario:

□ The COVID-19 pandemic had moderately impacted the software localization industry. As businesses shifted their operations online and expanded their global reach, there had been a higher demand for software localization to cater to diverse language markets.

□ However, the pandemic introduced new challenges for software localization. Translating and adapting COVID-19-related content required specialized expertise and quick turnarounds. In addition, the need for accurate and timely translations of rapidly changing information posed challenges for localization teams.

□ Despite the challenges of the market for software localization, the market is gaining traction.

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Lastly this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various

companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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