

# **NORDICTRANS RELEASES TRENDS FOR THE TRANSLATION OF SCANDINAVIAN LANGUAGES**

NordicTrans, a Specialist in Scandinavian languages, releases trends for translations from and into Nordic languages.

NordicTrans recently shared the newest trends in Scandinavian translations and discussed how these trends indicate economic evolution for these countries from 2011 to 2013 and the growing interest in doing business on an international level.

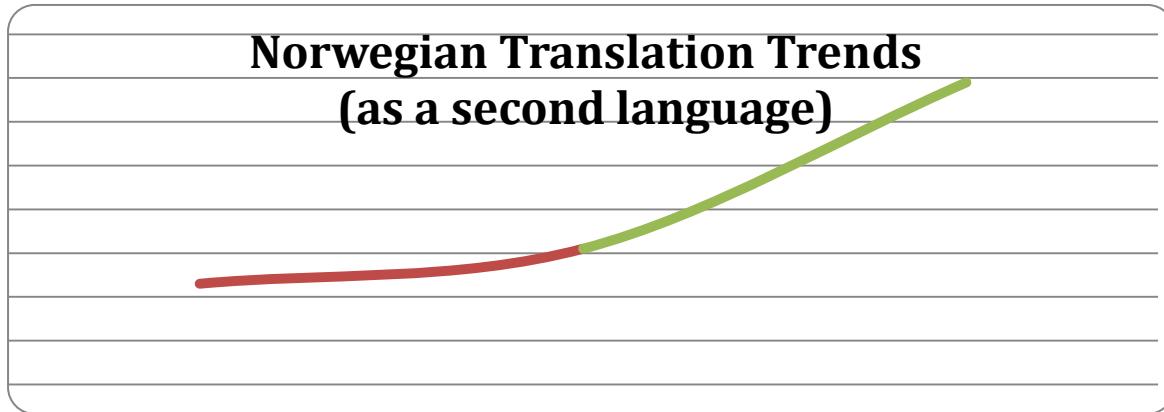
Victor Hugo was right when he asserted that, "The man who does not know other languages, unless he is a man of genius, necessarily has deficiencies in his ideas."

Best known for translations from and into Norwegian, Danish, Finnish and Swedish, the company also holds a significant share of the Dutch and Icelandic translation markets.

One of the most interesting aspects to watch is that the trends for translating from Scandinavian languages are not similar to the trends for translating into Scandinavian languages.

## **Trends for Translations into Nordic Languages**

For translations from another language into a Nordic language, Norwegian had the highest demand in 2013, so it registered the largest growth from 2012 to 2013. Swedish, Finnish and Icelandic had a more linear growth.



Norwegian replaced Danish as the language with the highest growth as Danish had the most consistent growth from 2011 to 2012.

## Danish Translation Trends (as a second language)

The most common languages translated into Nordic languages are German, English and French. This is a sign that most products and services that are now being imported into the Nordic markets come from within the European Union.

Another interesting fact is that more websites, plug-ins, add-ons and mobile apps are translated and localized into these languages. This is not a new trend, but it shows that more and more companies are aware of the importance of having a product or services translated into the native language of the consumer, even if the majority of the target audience is English speaking.

### Trends for Translations from Nordic Languages

The demand for translations from the Nordic languages grew visibly from 2012 to 2013; most particularly for Finnish or Swedish as the source language.

## Finnish Translation Trends (as a first language)

## Swedish Translation Trends (as a first language)

As mentioned earlier, translations are mostly into English, German and French. Translations into English are

related mostly to online content; website translations being in high demand.

Some have argued that this is a sign that Nordic countries intend to consolidate their relationship with North America, but since English is the international language online, it is safe to say that the main reason is actually becoming more visible internationally.

The analysis is based on the evolution of the translation requests from 2011 to 2013 and it takes into consideration mostly projects that have a focus on products, services or the business itself. This released analysis relates only to these six languages and includes all the other languages that they have been paired with. The analysis takes into consideration the number of projects registered as well as the number of words.

## **About NordicTrans**

NordicTrans is an international agency that specializes in providing translation services in the Scandinavian languages such as Danish, Norwegian, Finnish, Swedish. It was started in 1999 and is based in London. To find out more about the services offered by NordicTrans, please visit the official website at [www.nordictrans.com](http://www.nordictrans.com) which offers live chat functionality to answer any questions you may have. Alternatively, you can contact us using the details shown below.

## **Contact Information:**

**Name:** NordicTrans

**Telephone:** +44-121-31-482-53

**Address:** 4200 Waterside Centre, Solihull Parkway, Birmingham Business Park, Birmingham, B37 7YN

**Email:** [info@nordictrans.com](mailto:info@nordictrans.com)

**Web:** [www.nordictrans.com](http://www.nordictrans.com)

**Facebook:** [www.facebook.com/NordicTrans](http://www.facebook.com/NordicTrans)