



Guide on Best Destinations to Hire
Game Developers:

How Outsourcing Fuels Game Development Industry Boom



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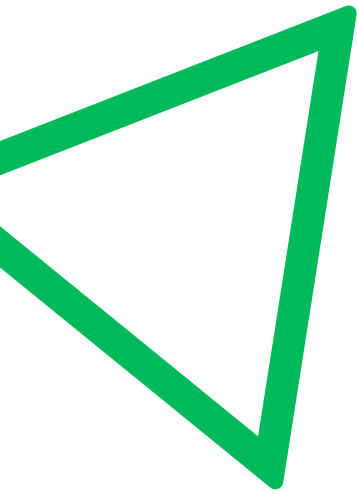




Top 6 Facts About Game Development Industry Growth



Game development keeps growing despite world cataclysms, economic situations, and pandemics. That industry is unbeatable despite what is happening in the real world. Let's begin our guide with interesting facts about the game development industry and its impact on daily lives, businesses, and people's lifestyles.



1

"In spring 2020, **gaming** quickly emerged as one of the **most popular activities** during the initial outbreak of the **global COVID-19 pandemic** as user engagement and spending surged between February and April. The younger generation especially spent more time on gaming as the medium was a convenient way to spend time during initial stay-at-home orders, lockdowns, and social distancing." - reported Statista.

2

The global virtual reality gaming market is projected to reach **\$70.57 billion by 2028**, driven by advancements in VR technology and immersive gaming experiences - according to Grand View Research.

3

We used to think that most of the game players were men. You will be surprised that **41% of game players are women!**

4

The game industry offers significant employment opportunities. There will be **over 220,000 game developer jobs worldwide in 2023.**

5

The same stereotype about the age of game players. Do you think most teenagers love playing games after school? The real statistics will surprise you. **The average age of a video game player is 35 years old.**

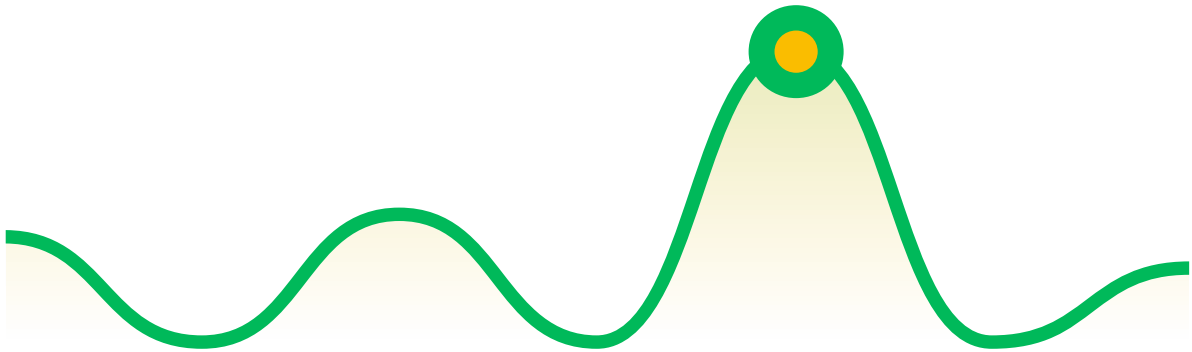
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Despite the economic challenges caused by the pandemic, **the game development industry continued to offer job opportunities.** The increased demand for games, expansions in online platforms, and the growth of remote work opened avenues for game developers, designers, and other professionals to find employment or freelance opportunities.



Hiring Game Developers: Hotspots Overview

The game development industry has experienced an unprecedented surge in popularity, captivating millions of players worldwide and driving immense growth in the gaming sector. It is not surprising, according to Exploding Topics, there are approximately 3.09 billion active gamers worldwide. That figure has risen by over 1 billion in just seven years (that's a 32% increase).



As a result, there is an increasing demand for skilled game developers, with countless companies eagerly seeking their expertise to create engaging and immersive gaming experiences.

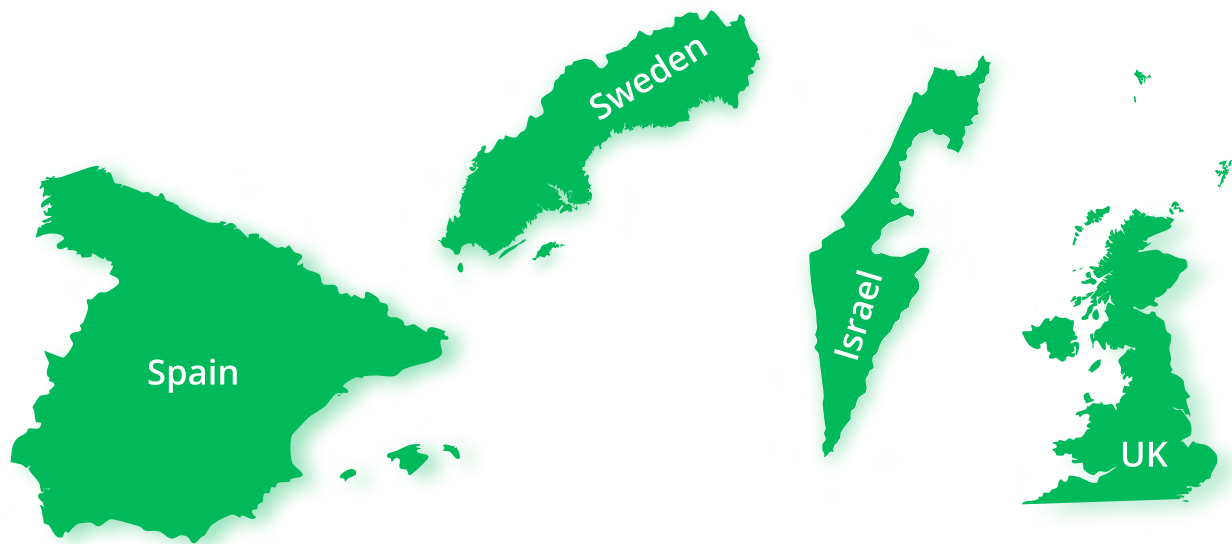
What is more important - choosing the correct location for hiring. This guide will clear this up for you. We picked up European and Asian countries with the most fast-growing game development industry and analyzed their differences.



Below, we have analyzed the number of game developers compared to the population of each country and calculated the percentage. Thanks to that it is easier to find out what the real workforce of each destination is.

Country	Population	Amount of Game Developers	% Of Game Developers Compared To A Population	Number of Game Companies
Spain	46,807,242	4700	0,018%	41
Poland	37,726,548	4100	0,010%	71
Ukraine	42,973,911	5900	0,013%	120
Bulgaria	6,687,717	1700	0,025%	20
Romania	20,000,000	3400	0,017%	228
Georgia	3,736,400	3600	0,096%	44
Kazakhstan	19,428,116	1600	0,0082%	100
Azerbaijan	10,404,171	904	0,0096%	21
Sweden	10,281,816	3,500	0,11%	302
Denmark	5,851,314	1,500	0,025%	39
Netherlands	17,244,730	4,000	0,023%	750
UK	68,920,631	30,000	0,04%	2,202
Germany	83,000,000	5,100	0,006%	185
Philippines	113,815,695	2,300	0,002%	239
Israel	9,050,832	10,000	0,11%	387

If we look at the number of game developers compared to the population, the main leaders in this competition are the UK, Spain, Sweden and Israel. But "bigger is better" does not always work. Let us explain. We always highlight the importance of considering other essential factors before hiring game developers. Primarily, we talk about the amount of tax, average incomes, law regulations, cultural proximities, etc.



Let's take a look at a few examples:



If we look at the UK, we can see a significant number of game developers, but if we look at the average salary of game developers in the UK, which we have below, you can see how pricey it is for the company to hire talent there.



At the same time, if we look at countries of Eastern Europe like Ukraine or Poland, we can see a smaller number of game programmers, but they have a well-developed game industry that compensates and a great level of skills.



We also would like to add a comment from our professional recruiter Katerina Nadezhdina with more experience in the industry.

That's what she mentioned:



Katerina Nadezhdina
Recruiter at Qubit Labs

"If we talk about countries with developed game industries - Spain, Ukraine, Poland, and Romania are leaders in the market. However, based on my experience and our client's review, I prefer to hire in Ukraine.

Spain is great with many game developers, so hiring is easy there. Spanish game developers are easy-going people, but the cultural differences of Spanish developers do not always fit other companies.

So, why Ukraine? It is straightforward to hire IT specialists there due to convenient law regulations and reliable developers. Not to mention, the level of tax and salaries are quite attractive for foreign markets. A lot of our clients highlighted positive feedback about the dedication and hard-working of Ukrainian game developers"

Another crucial factor is cultural proximity and competency in the countries you plan to hire. This factor is more significant than you think, and we have a real case to share from our CEO Iva Kozlovskaya:



Iva Kozlovskaya
CEO at Qubit Labs

"We had a client who needed a team of game developers and a place to open his company's office. He chose Spain because the game industry is flourishing, and the country has many game developers.

Unfortunately, he faced the challenge of the high taxes (40%) and the lack of cultural proximity.

As a result, after analyzing all challenges and requirements, we offered to hire specialists in Ukraine, which was a perfect fit for his company.

It is crucial to mention that the game developers from Ukraine we hired for him are still a big part of his company for almost 5 years."



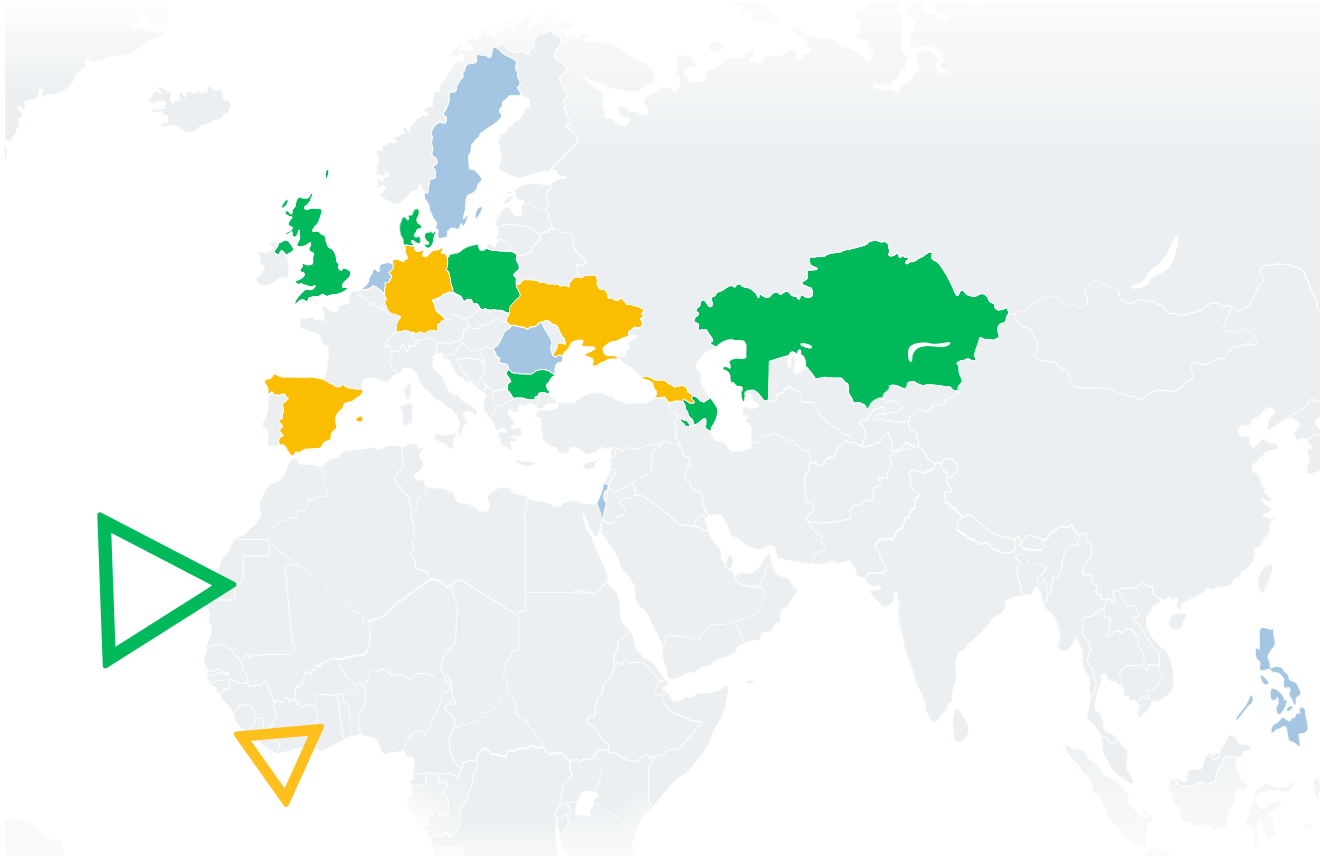
Average Annual Salary of Game Developers



The next step is to look at the annual salaries of game developers + the amount of income tax. When companies want to hire IT specialists in specific countries, they might not even know about the level of taxation, which has a significant impact on the project budget:

Country	Average Annual Salary of Game Developers	Income Tax
Spain	\$47,000	40%
Poland	\$52,000	20%
Ukraine	\$48,000	5%
Bulgaria	\$27,076	10%
Romania	\$31,038	10%
Georgia	\$38,400	1%
Kazakhstan	\$36,000	10%
Azerbaijan	\$30,000	25%
Sweden	\$72,000	52,3%
Denmark	\$77,500	55,9%
Netherlands	\$57,700	26,9%
UK	\$60,000	40%
Germany	\$59,000	45%
Philippines	\$15,000	0%
Israel	\$87,000	14%

Here we can see a great example of how income tax influences average salary and changes the cost of hiring in the country:



High monthly taxes

As you can see, countries like Spain, Netherlands, Sweden, Denmark, and the UK have high monthly taxes, which makes them not a cost-efficient decision for hiring game developers.



Well-developed game industry in Israel

Israel has a well-developed game industry, and income tax is relatively attractive, but if we look at annual salary, it is clear that it is not a cost-efficient destination also.



Hiring in nordic countries

Besides high salaries and taxes, nordic countries like Sweden, Denmark, and the Netherlands have many game development companies, which creates competition between local specialists. This fact makes hiring there a lot more challenging



Countries with a leading game development industry

If we look at the UK and Israel, we can see countries with a leading game development industry. Israel is a hotspot for game development projects. However, we hire game developers for Israeli companies in Ukraine due to high competition and high salary rates in Israel.



Affordable taxes and attractive rates

Countries of the Caucasus Region, like Kazakhstan, Azerbaijan, and Georgia, have affordable taxes and attractive rates among game developers. However, the game industry needs to be developed more for easy hiring.



Low taxes - few game developers

Similar situation in such countries as Bulgaria or the Philippines, where you can notice low taxes and cost-efficient incomes but few game developers.



Overall, all countries have pros and cons regarding hiring game developers, but the main question is...

Where Is The Best Place For Hiring Game Developers?

Does it even exist? Here is always a golden middle.

After analyzing all countries in our list (and of course, based on our experience), the perfect hubs for hiring talented game developers are - Ukraine, Poland, and Romania. Why so?



1

Eastern European countries are one of the most innovative and digitalized regions in the whole continent. The game industry is growing momentum and creating more skillful developers.

2

If we look at the number of game developers, we can see many talents.

3

Due to convenient law regulations, you won't face any issues with hiring game programmers. The process is usually smooth and easy.

4

IT specialists from Ukraine, Poland, and Romania always provide a good service and a cultural fit and show their dedication and diligence.

5

If we look at the numbers again, we can notice affordable taxes and rates compared to other countries.

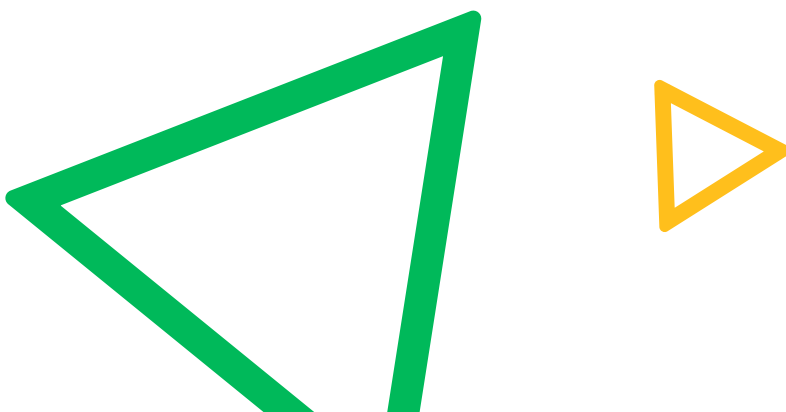


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All three destinations provide a perfect price-to-quality ratio. In addition, game developers from Eastern Europe have extensive experience working with foreign companies.

7

It is crucial to mention many game development conferences in Ukraine, Poland, and Romania. Almost 200 game conferences are organized every year in Ukraine. Poland attracts speakers and investors from worldwide to participate in more than 100 game conferences each year. And almost 50 game-related events you can find in Romania.



Game Development Outsourcing Rates

Another crucial factor we would like to highlight is the outsourcing rates of different countries. Outsourcing is a more cost-effective option than hiring game developers directly. Prices vary based on the experience of specialists and their level of skills. Here are some examples:

Country	Outsourcing Rates
Spain	\$40-75
Poland	\$30-50
Ukraine	\$25-50
Bulgaria	\$25-50
Romania	\$25-60
Georgia	\$20-40
Kazakhstan	\$25-45
Azerbaijan	\$20-40
Sweden	\$45-65
Denmark	\$50-75
Netherlands	\$50-75
UK	\$40-70
Germany	\$40-65
Philippines	\$20-40
Israel	\$35-70

Game Development Outsourcing Locations' Rating

For more convenience, we have placed all countries from our guide in a special rating where we chose leading countries. We interviewed our recruiting team, analyzed our cases and experience, and scored countries from 1 to 10 for different aspects like affordable salaries, attractive taxes, and competition among game developers in the country.

Here you can see our results:

Country	Number of game developers rating	Salary rating	Tax rating	Competition/Easy to hire rating	Final Score
Ukraine	9	8	10	10	37
Poland	8	7	8	10	33
Romania	7	9	8	8	32
Georgia	7	8	10	6	31
Spain	8	8	4	10	30
Philippines	6	10	10	3	29
Kazakhstan	5	9	9	4	27
Bulgaria	5	9	8	4	26
Azerbaijan	3	9	6	4	22
Netherlands	8	6	6	2	22
Germany	9	5	3	5	22

Israel	10	3	6	2	21
UK	10	5	3	2	20
Sweden	7	4	2	5	18
Denmark	5	4	2	4	15

As you can see, our top three places for hiring game developers go to Ukraine, Poland, and Romania. Truly, these countries have an outstanding price-to-quality ratio, a convenient tax system, affordable salary rates, and great experience and expertise in cooperating with foreign markets.

It is crucial to highlight that Israel, the UK, Sweden, and Denmark are great game hubs with superb game industries. Especially UK and Israel are leaders in the game industry with brilliant and prospective projects. But due to high salaries and many game development companies, there is competition among game specialists. These countries happily hire game specialists in Ukraine, Poland, and Romania. Qubit Labs has successful experience in hiring game developers for our clients.



How Does Taxation Work In Different Countries?

Taxation systems vary significantly across different countries and can impact hiring game developers. Here's a general overview of how taxation works and its potential implications:



Corporate Taxes

Corporate taxes are levied on the profits of businesses. The rates and structures of corporate taxes differ among countries. Lower corporate tax rates can attract businesses and encourage investment, making it more financially viable for game development companies to hire developers in those locations.



Payroll Taxes

Payroll taxes are levied on employers based on employee wages. These taxes fund social security programs, healthcare, and other benefits provided by the government. Higher payroll taxes can increase the cost of hiring game developers and may impact a company's decision to expand its workforce in a particular country.



Value Added Tax (VAT) or Goods and Services Tax (GST)

VAT or GST is a consumption tax imposed on the value added at each stage of producing and distributing goods and services. The rates and application of VAT/GST can impact the cost of game development and distribution. Higher VAT/GST rates can increase the final price of games, potentially affecting sales and revenues.

Why To Hire Game Developers **With Qubit Labs?**

Qubit Labs has established itself as a leading top-tier game development talent provider, offering comprehensive and tailored solutions to companies worldwide. We share our commitment to excellence, passion for innovation, and ability to identify and nurture exceptional talent, which makes us an ideal partner for your company's game development needs.



We happily provide companies with skillful, creative, and diligent game specialists that fit their values, requirements, and budget.

We hire game developers in:

Ukraine

Poland

Romania

Kazakhstan

Azerbaijan

Moldova

Bulgaria

Georgia

Brazil

Mexico

Besides great expertise, we have extensive experience hiring game developers for different game development companies.

Let us share some cases with you:

DRASTICFUN

MOBILE GAME COMPANY / ISRAEL



Based in Israel, Drastic Fun is a publisher and developer of mobile games that focuses on making fun, action, arcade, and other casual games.

The company needed project managers to manage business procedures and Unity developers to create successful matches. A Unity development team and project manager were hired by Qubit Labs. We have acquired additional specialists as the company has evolved into a new project.

Since 2018, we have enjoyed a fruitful and long-term partnership with Drastic Fun.

NANOREALITY

GAME DEVELOPMENT COMPANY / CYPRUS



NanoReality Games Limited is a Cyprus-based mobile game development company specializing in strategy and city-building games.

Since 2018, we have worked with NanoReality. For their new project, the company needed a designer and game balancer. They were impressed by working with the professionals we hired, so they set up a dedicated team in Ukraine.

Thirty people are in the dedicated unit, including the new hires.