

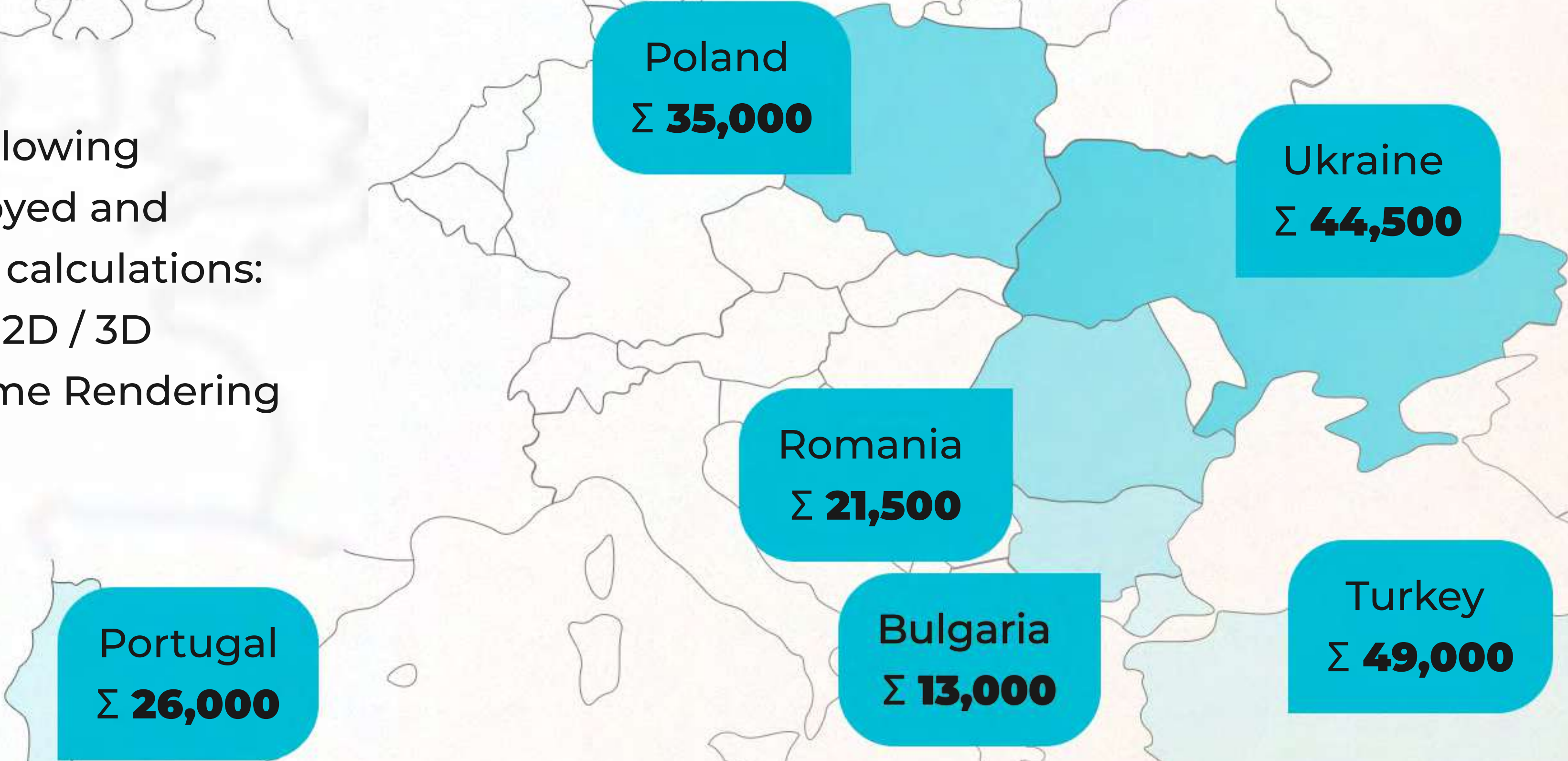
«Hi! I am **Darja Gornitska**, Chief Talent Officer in Nexwel. For 6 years, we have been helping enterprises and innovative startups set up their software development teams and R&D offices worldwide.

The PDF provides insights into the **market capacity and average salaries** of game developers in 6 countries, along with surprising information on specific markets».



TALENT MARKET CAPACITY, AMOUNT OF PEOPLE

All candidates who have worked in the following positions for at least one year, both employed and unemployed, were considered during the calculations:
Game Engines Developers (UE, Unity 3D), 2D / 3D
Artists, Game / Level Designers, Video Game Rendering Engineers, Game VFX Designers.



GROSS SALARY, \$ PER MONTH


During the calculations we considered only senior level specialist. Please note that the salary expectations of junior and middle level specialists will be lower.


GAME ENGINES DEVELOPER (UE, UNITY 3D)


**UKRAINE**

 up to **20,000**

 **\$4,000 — \$6,200**

**BULGARIA**

 up to **500 (UE)**
up to **700 (Unity 3D)**

 **\$4,100 — \$6,500**

**POLAND**

 up to **12,000**

 **\$5,950 — \$7,300**

**TURKEY**


 **15,000+**


 **\$2,400 — \$4,500**


**ROMANIA**

 up to **7,000**

 **\$4,600 — \$6,500**

**PORTUGAL**

 **11,000+**

 **\$4,100 — \$5,900**





2D / 3D ARTIST

**UKRAINE**
 up to **14,000**
 **\$2,300 — \$4,000**




**POLAND**
 up to **10,000**
 **\$2,700 — \$4,300**

**ROMANIA**
 up to **6,000**
 **\$2,600 — \$4,200**






**BULGARIA**
 up to **9,000**
 **\$1,700 — \$2,300**

**TURKEY**
 **14,000+**
 **\$2,200 — \$3,100**

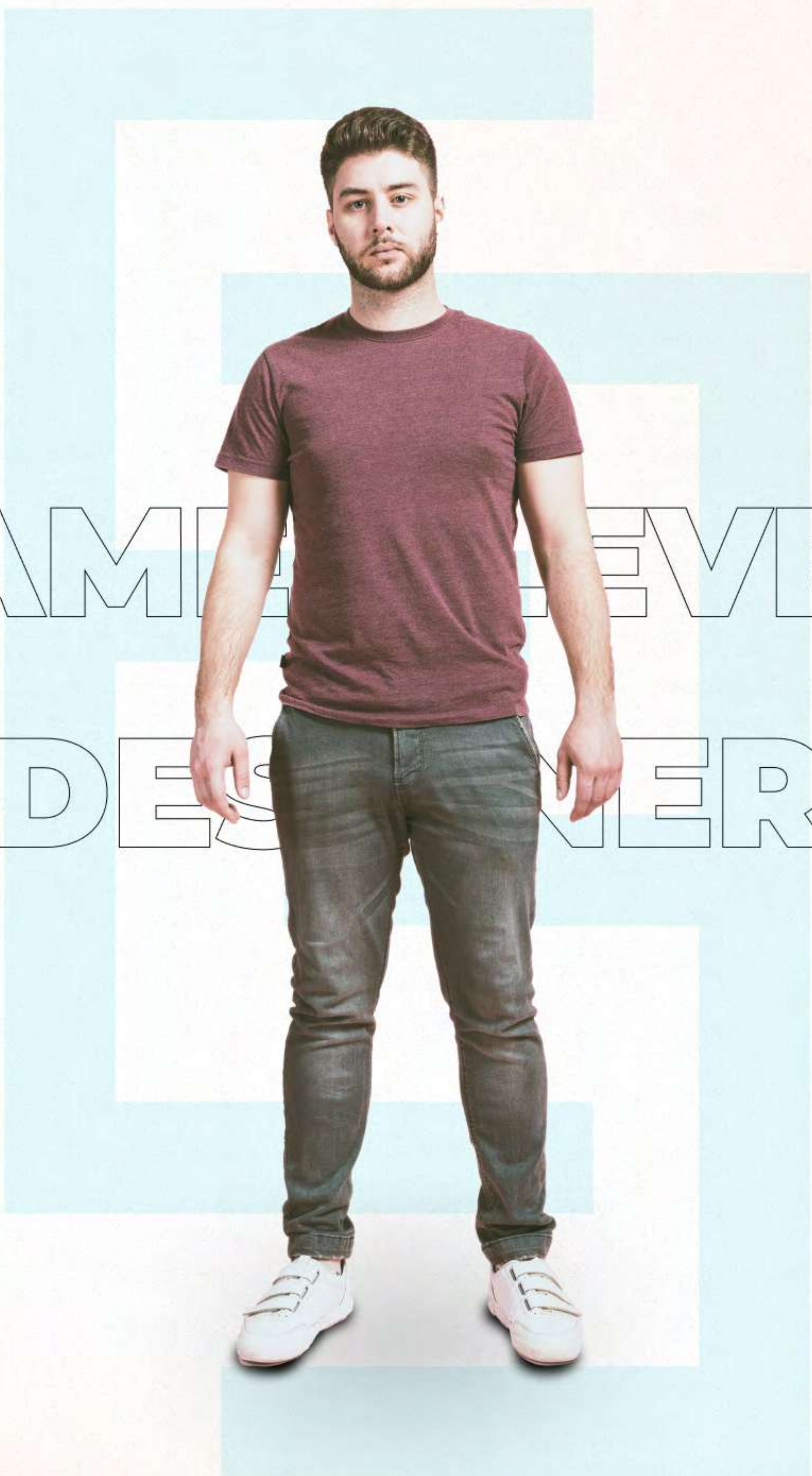
**PORTUGAL**
 **6,000**
 **\$1,950 — \$3,900**




GAME / LEVEL DESIGNER

**UKRAINE**
 **6,000**
 **\$2,900 — \$4,300**

**POLAND**
 **8,000**
 **\$3,700 — \$4,900**

**ROMANIA**
 **5,000+**
 **\$3,600 — \$4,700**



**BULGARIA**
 up to **2,000**
 **\$1,700 — \$2,300**




**TURKEY**
 **12,000**
 **\$1,700 — \$2,900**

**PORTUGAL**
 **5,000**
 **\$2,400 — \$4,500**

VIDEO GAME RENDERING ENGINEER


**UKRAINE**
 3,500+
 \$3,200 — \$4,100

**BULGARIA**
 up to 300
 \$2,500 — \$3,500

**POLAND**
 4,000+
 \$3,600 — \$4,500

**TURKEY**
 6,000+
 \$2,300 — \$3,200

**ROMANIA**
 up to 3,000
 \$3,500 — \$4,200

**PORTUGAL**
 3,000
 \$3,300 — \$4,200



GAME VFX DESIGNER

**UKRAINE**
 up to 1,000
 \$2,500 — \$3,700

**BULGARIA**
 up to 500
 \$2,000 — \$3,300

**POLAND**
 up to 1,000
 \$2,900 — \$4,300

**TURKEY**
 2,000
 \$2,000 — \$3,000

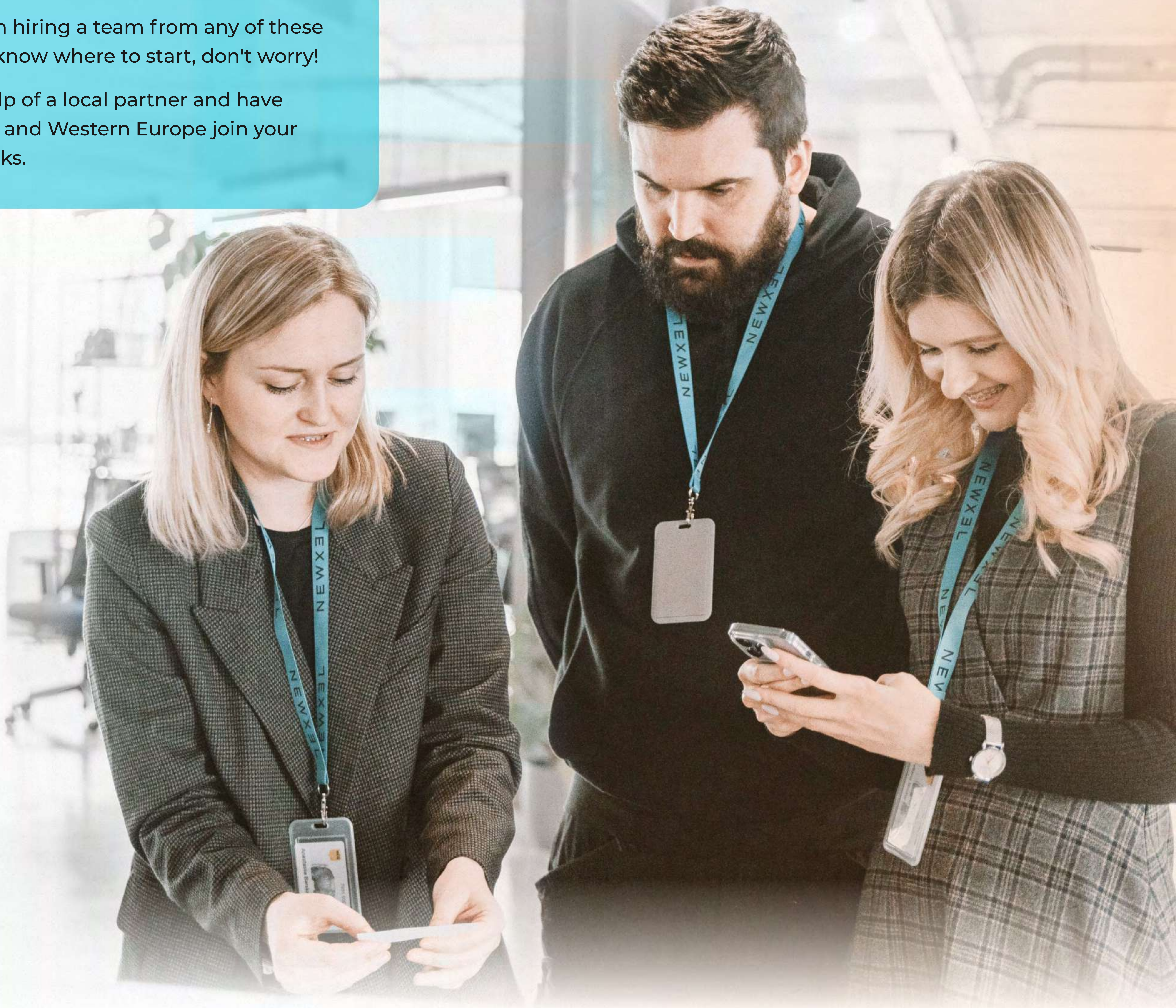
**ROMANIA**
 500+
 \$2,700 — \$4,100

**PORTUGAL**
 1,000+
 \$2,600 — \$3,900



If you're interested in hiring a team from any of these countries but don't know where to start, don't worry!

You can seek the help of a local partner and have talents from Central and Western Europe join your team within 3-5 weeks.



COMPARISON OF ANNUAL GAME DEVELOPER GROSS SALARY

Below you will see median salary for junior, middle, senior-level talents in \$ per year. We rely on the insides of our researchers and recruiters, who have been working with the European IT talent market for over 10 years. Additionally, we conduct open-data research based on various sources such us talent.com, Glassdoor, SalaryExpert, PayScale, ARC, DOU, BuiltIn LA, Jobted, Djinni.

UKRAINE	min	48,000	max	74,400
POLAND	min	71,400	max	87,600
ROMANIA	min	55,200	max	78,000
BULGARIA	min	49,200	max	78,000
TURKEY	min	28,800	max	54,000
PORTUGAL	min	49,200	max	70,800
THE USA	min	117,000	max	160,000
THE UK	min	86,000	max	150,000

INSIGHTS FROM NEWXEL TEAM

While numbers may be impressive, our aim is to provide you with a more comprehensive understanding of these markets. So here is a few insights from our recruitment team.

Developers in Ukraine possess a **strong skill set** and typically have an upper-intermediate or higher level of English proficiency. They are known for their **full dedication to projects**, and their expertise allows them to tackle even the most complex cases.

UKRAINE

In addition, developer rates in Ukraine are affordable, and the country boasts some of the **lowest taxes in Europe**.

Poland's video game market is valued at EUR 470 million and has 490 gaming development companies. Up to **50% of talents prefer to work as employees** (not like contractors), but this is negotiable. Contract of employment provides higher gross salary due to big taxes (up to 35%).

POLAND

People focus on **long-term cooperation**, are stable and don't switch jobs often. **Work-life balance** is important to them, so overtime is not preferred. Most Game Development talents have a technical education and lack job-switching tendencies.

The Romanian games industry is thriving with 228 game companies generating \$312 million in 2021, a 17% YoY increase and double the revenue of 5 years ago.

ROMANIA

The country boasts a highly skilled and adaptable workforce, with candidates who easily switch projects and are **open to negotiating their salary expectations**. There is a large GameDev community with strong English proficiency. An employer is comfortable choosing between a **variety of cooperation agreements**.

Bulgaria has also seen an uptick in game dev and gaming related jobs. Ever since the game TZAR kick-started the scene in the '90s, the growth has been modest yet steady. Most of Bulgaria's game development jobs are within the capital city Sofia, with Varna and Plovdiv following. Now there are 60 Gaming startups in Bulgaria.

BULGARIA

Salary expectations for senior level GameDev talent is **2 times less than in the USA**.

Nowadays Turkish gamedev ecosystem is made up of 522 active game studios, 10 game incubation centers, 13 acceleration programs, and 5 pure-gaming investment funds.

TURKEY

A **huge pool of candidates**. But the level of responsibility expected from employees is not as high as in Central or Western Europe. Candidates tend to have **lower salary expectations** due to the large supply in the market.

Lower salary expectations compared to other Western European countries. A **progressive tax rate** increases as the taxpayer's income increases. Employees receive compensation in the form of 13th and 14th salaries per year.



The region is home to a **large number of ex-pats and digital nomads**. Good labor skills.

I hope these insights have been useful to you. If you require further research on rates for unique job roles in GameDev, or consultation about taxation across various European countries, let's connect.

Connect with us via email sales@newxel.com



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