Phrase

The Business Case for Global
Expansion Guide: Key Metrics
and Market Trends

APAC

The majority (70%) of APAC business leaders cited identifying and entering new markets challenging

88%

Of businesses are planning to expand into new markets that operate in different languages **within the next 5 years**

Over half (60%) of business leaders in the APAC region confirmed language barriers a challenge to business expansion efforts

88% of businesses in the APAC region are (or are considering) translating/localizing their legal & compliance documents

91%

Of businesses in the APAC region are (or are considering) translating/localizing their marketing content/campaigns

Over half (60%) of business leaders in the APAC region struggle to navigate legal and regulatory requirements

Over half (59%) of business leaders in the APAC region looking to expand their business struggle with local recruitment

Over half (60%) of business leaders in the APAC region find maintaining brand consistency a challenge when expanding their business globally

89%

Of businesses in the APAC region are (or are considering) translating/localizing their website

The majority of business leaders in the APAC region are concerned about competition when expanding their business

Over half (64%) of business leaders in the APAC region **find adapting content a challenge** in their business expansion efforts

91% of businesses in the APAC region are (or are considering) translating/**localizing their product offerings**

89% of businesses in the APAC region are (or are considering) translating/**localizing their software and user interfaces**

87% of businesses in the APAC region are (or are considering) translating/**localizing their E-learning/training material**
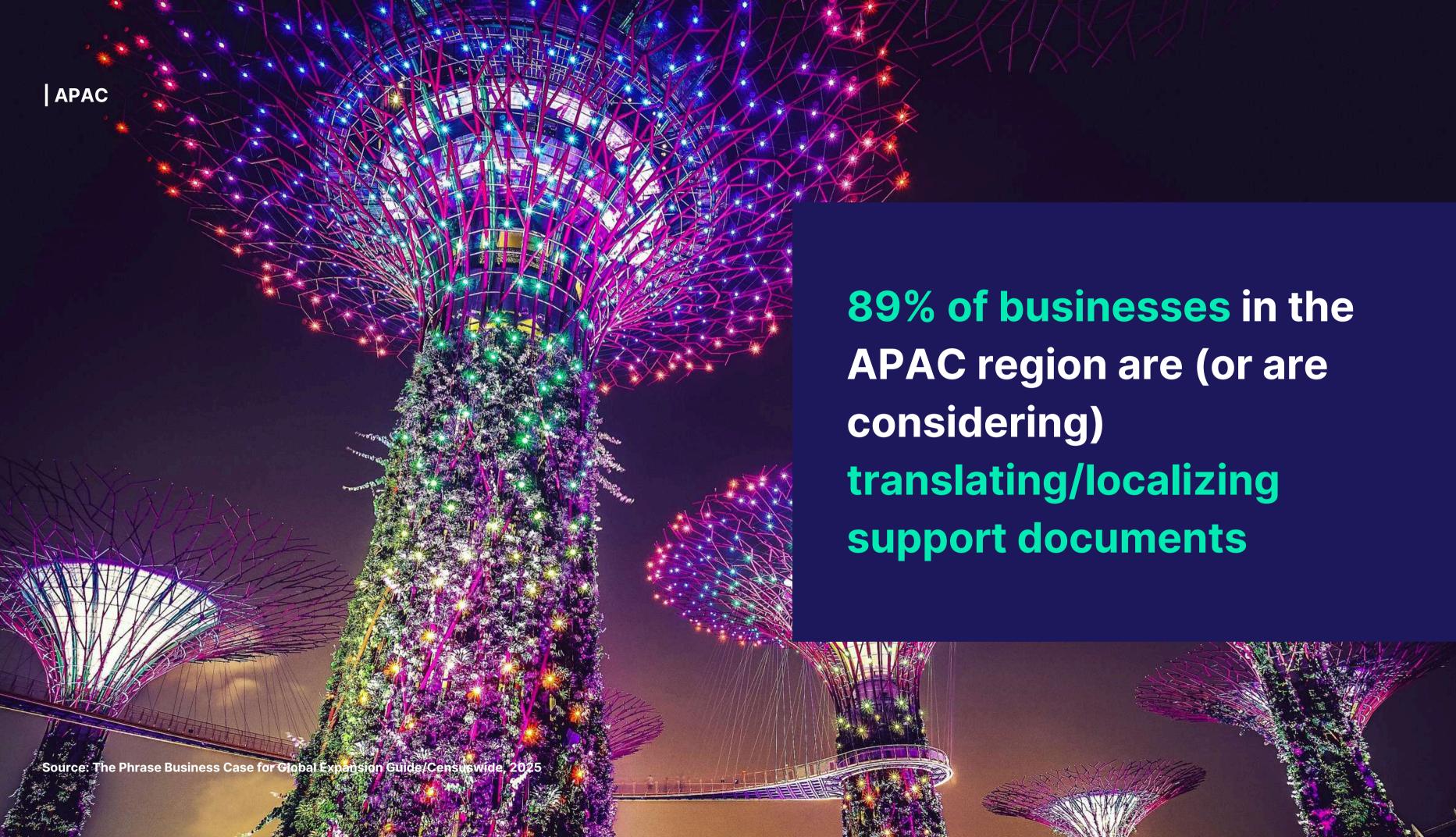
87%

Of business leaders in the APAC region confirm that investing in translation/localization has contributed to the successful expansion of their business in new markets

Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025

Three-quarters (75%) of business leaders in the APAC region state that speed to market will improve their capacity and comfort to expand into new regions faster and more effectively

89% of businesses in the APAC region are (or are considering) translating/localizing support documents

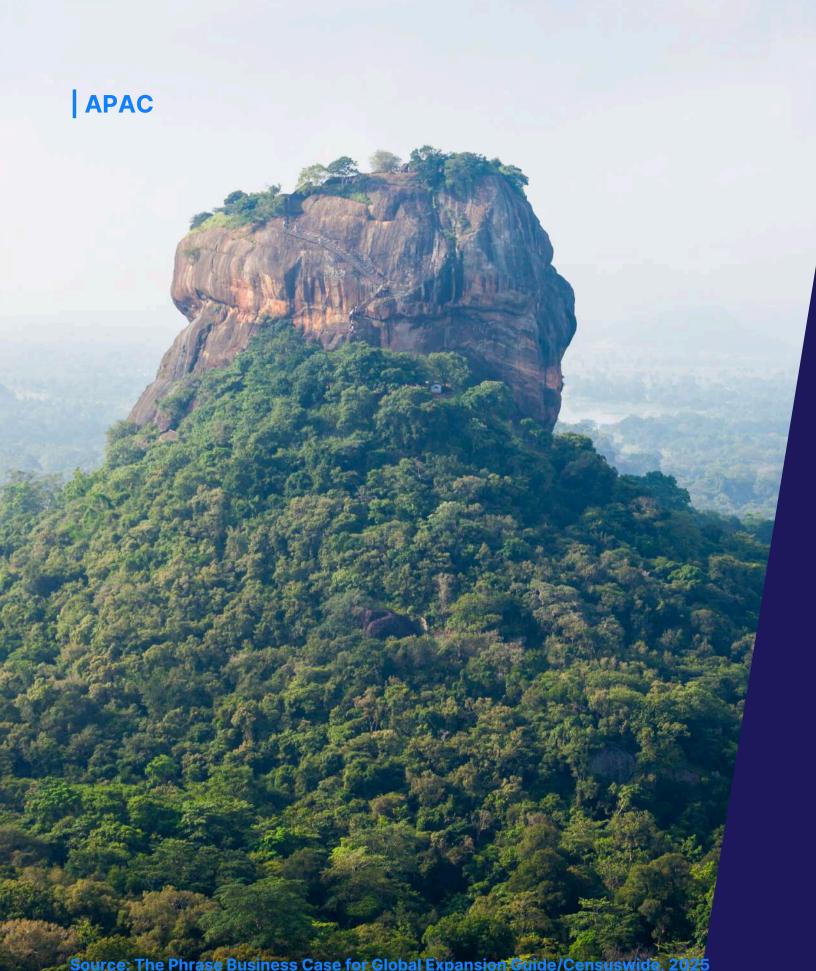**87% of businesses** in the APAC region are (or are considering) translating/localizing ecommerce content

80%

Of business leaders in the APAC region foresee the role of translation/localization evolving in their business strategy in the next 3 years

Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025

Over half (52%) of business leaders in the APAC region confirm their company has **lost business due to the lack of a proper translation/localization strategy**

Over half (53%) of business leaders in the APAC region do not think their business is **communicating effectively with global audiences**

Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025

Almost three-quarters (74%) of business leaders in the APAC region advised that the extent and reach of their global footprint **ties directly to their ability to win new business and grow existing relationships**

88%

Of businesses in the APAC region are (or are considering) translating/localizing multimedia content

Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025

APAC

Almost three-quarters (73%) of business leaders in the APAC region **believe in the potential of AI and LLMs** and are excited by the prospect of AI to drive business expansion

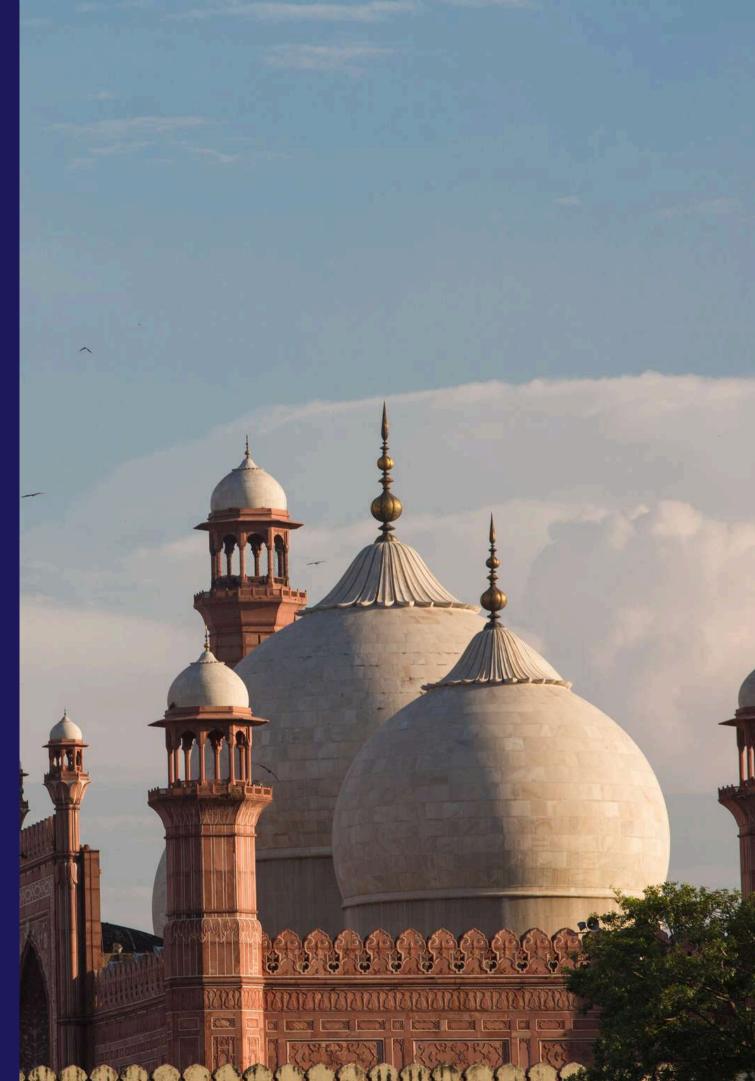**87% of businesses** in the APAC region are (or are considering) translating/localizing ecommerce content

Over half (53%) of businesses in the APAC region are not currently communicating in real time in the language of their customers

Business leaders in the APAC region stated a lack of localization/translation strategy impacts all aspects of business, in particular communications **(36%),** connecting with customers **(35%),** and lost revenue opportunities **(34%)**

Nearly two-thirds (69%) of businesses in the APAC region are **not currently using AI to deliver** a personalized approach through every customer touchpoint

Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025

Nearly half (49%) of businesses in the APAC region are not currently communicating and building trust through a consistent global brand image to build brand recognition and credibility

57%

Over half of businesses in the APAC region are not currently proliferating user-generated content at speed to drive trust and credibility

Over half (52%) of businesses in the APAC region are **not currently streamlining and enhancing the efficiency, security, and transparency of customer processes** throughout the business

All areas of businesses in the APAC region have seen an increase in translation/localization demand, specifically **software (39%), website (40%), AI-powered services (39%)**