



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

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Over half (58%) of business leaders globally find navigating legal and regulatory requirements a challenge in their business expansion efforts

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

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57%

Over half of global business leaders find **maintaining brand consistency a challenge** when expanding their business globally

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



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59%

of business leaders find **adapting marketing content a challenge** when expanding their business



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

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

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

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61% of all businesses 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

Almost two-thirds (61%) of business leaders globally find adapting products and services a challenge in their business expansion efforts



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90%

Of businesses globally are (or are considering) translating/localizing their legal & compliance documents

Source: [The Phrase Business Case for Global Expansion Guide/Censuswide, 2025](#)



