

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

### Automotive



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

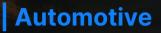




## 57%

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





### 50%

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



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





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

61% of all businesses are not currently using Al to deliver a personalized approach through every customer touchpoint



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



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



