



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

Europe

Nearly two-thirds of European businesses found identifying and entering new markets challenging



| Europe

90% of businesses are
planning to expand into
new markets that **operate**
in different languages
within the next 5 years

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

| Europe



Over half (51%) of European business leaders confirmed language barriers a challenge to business expansion efforts

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

| Europe

Half (50%) of business leaders
in Europe **find maintaining brand
consistency a challenge** when
expanding their business
globally

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

| Europe

90%

of businesses in Europe are (or are considering) **translating/localizing ecommerce content**

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



| Europe

91%

Of businesses in Europe are (or are considering) translating/localizing their marketing content/campaigns

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

| Europe

Over half (53%) of business leaders in Europe struggle to navigate legal and regulatory requirements when expanding their business

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



| Europe

91%

Of businesses in Europe are (or are considering) **translating/localizing their website**

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

**89% of businesses in Europe
are (or are considering)
translating/localizing
multimedia content**





| Europe

**92% of businesses in Europe
are (or are considering)
translating/localizing their
legal & compliance
documents**

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

| Europe

83%

Of business leaders in Europe 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

| Europe

90% of businesses in Europe are (or are considering) **translating/localizing support documents**

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



| Europe

Over half (57%) of businesses in Europe are not currently communicating in real time in the language of their customers

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





| Europe

Business leaders in Europe confirm a lack of localization/translation strategy can impact all aspects of a business equally

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

Over half (51%) of business leaders in Europe do not think their business is communicating effectively with global audiences





| Europe

The majority (71%) of business leaders in Europe state that speed to market will improve their capacity and comfort to expand into new regions faster and more effectively

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

| Europe

69%

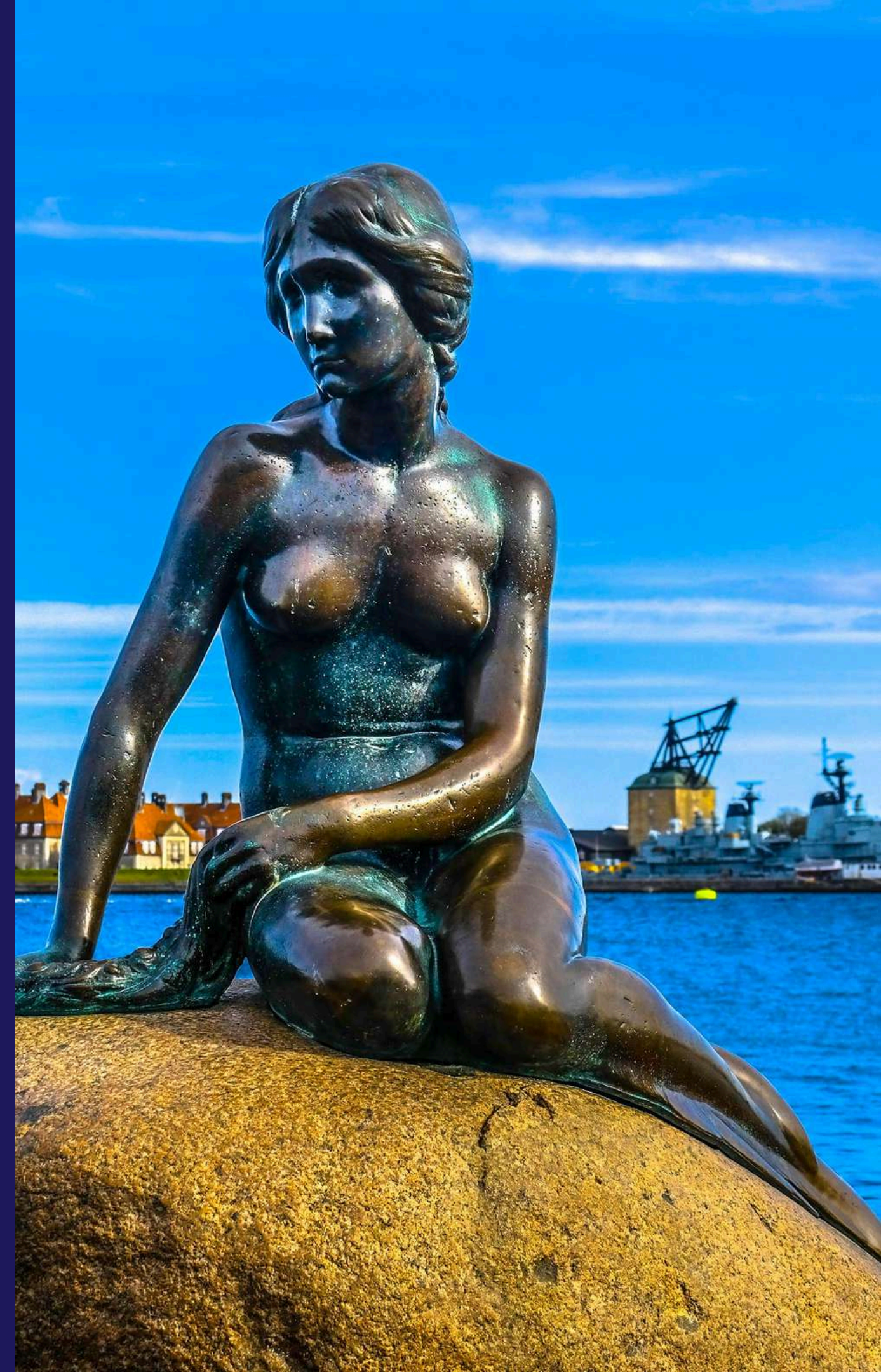
The majority of business leaders in Europe **believe** in the potential of **AI and LLMs** and are excited by the prospect of AI to drive business expansion

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

| Europe

90% of businesses in Europe (are or are considering) translating/localizing their product offerings

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



**90% of businesses in Europe
are (or are considering)
translating/localizing their
software and user interfaces**



Over half (54%) of business leaders in Europe struggle to adapt products and services when expanding their business globally



Over half (51%) of European business leaders find adapting marketing content a challenge to business expansion efforts





| Europe

Over half (54%) of business leaders in Europe expanding their business **struggle with local recruitment**

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

| Europe

51%

Over half of business leaders in Europe confirm their company has **lost business due to the lack of a proper translation/localization strategy**

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

Almost three-quarters (71%) of business leaders in Europe advised that the extent and reach of their global footprint ties directly to their ability to win new business and grow existing relationships



| Europe

**89% of businesses in Europe
are (or are considering)
translating/localizing their
E-learning/training material**



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

A wide-angle photograph of a majestic mountain range. The foreground is a vast, smooth expanse of white snow. In the middle ground, several dark, jagged rock formations protrude from the snow. The background shows a series of snow-capped mountain peaks stretching into the distance under a clear, deep blue sky.

| Europe

Over half (58%) of
business leaders in
Europe struggle with
competition in their
business expansion
efforts

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

| Europe

Over half (60%) of European business leaders have faced instances where the **lack of translation/localization** has negatively impacted their business



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



| Europe

Nearly two-thirds (61%) of businesses in Europe are **not currently harnessing the power of AI and large language models to unlock new opportunities, improve operational efficiencies, and enhance customer experiences**

| Europe

58%

Over half of businesses in Europe are **not currently streamlining and enhancing the efficiency, security, and transparency of customer processes throughout the business**

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

| Europe

Over two-thirds (67%) of businesses in Europe 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



Over half (56%) of businesses in Europe are not currently communicating and building trust through a consistent global brand image to build brand recognition and credibility





| Europe

All areas of businesses in Europe have seen an increase in translation/localization demand, **specifically software (32%), website (34%), e-commerce (32%)**

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



| Europe

Over half (57%) of businesses in Europe are not currently proliferating user-generated content at speed to drive trust and credibility

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