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

Gaming

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

Over half (61%) of businesses globally 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

57%

of businesses globally are not currently harnessing the power of AI and large language models to unlock new opportunities, improve operational efficiencies, and enhance customer experiences

Nearly two-thirds (65%) of global business leaders have faced instances where the lack of translation/localization has negatively impacted their business

96%

of businesses globally are (or are considering) translating/localizing their software and user interfaces

55% of business leaders globally confirm their company has **lost business due to the lack of a proper translation/localization** strategy

89%

of businesses globally are (or are considering) translating/localizing multimedia content