



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

Global



| Global

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

| Global

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

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

Over half (57%) of business leaders confirmed language barriers a challenge to business expansion efforts



| Global

75%

Of business leaders globally advised that **the extent and reach of their global footprint ties directly to their ability to win new business** and grow existing relationships

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

Nearly two-thirds of global business leaders find competition a challenge in their business expansion efforts





| Global

Over half (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

| Global

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

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





| Global

**Over three-quarters (79%)
of business leaders globally
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



| Global

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

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



Over half **(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**





| Global

Over half (54%) of business leaders globally do not think their business is communicating effectively with global audiences

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

| Global

87% of business leaders globally 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





| Global

91% of businesses globally
are (or are considering)
translating/localizing support
documents

| Global

55%

Of business leaders globally 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



| Global

**50% of businesses globally
are not currently
communicating and
building trust through a
consistent global brand
image to build brand
recognition and credibility**

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

All areas of businesses globally have seen an increase in translation/localization demand, specifically software (40%), website (39%), ecommerce (36%)



| Global

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

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 (52%) of businesses globally are not currently communicating in real time in the language of their customers



| Global

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

| Global

Business leaders globally 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

| Global

91%

Of businesses globally are (or are considering)
translating/localizing their product offerings

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

| Global

90%

Of businesses globally are (or are considering) **translating/localizing ecommerce content**

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



| Global

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



52%

Of businesses globally are **not currently streamlining and enhancing the efficiency, security, and transparency of customer processes throughout the business**



Over three-quarters (76%) of global business leaders state that **speed to market will improve their capacity** and comfort to expand into new regions faster and more effectively



| Global

**96% of businesses globally
are (or are considering)
translating/localizing their
software and user
interfaces**

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

| Global

53%

Of businesses globally 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

| Global

89%

Of businesses globally are (or are considering) **translating/localizing** their **E-learning/training material**

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





| Global

Over half (53%) of businesses globally 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

| Global

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



| Global

92%

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

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



| Global

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

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

A person stands atop a large, conical structure built from stacked, rectangular stones on a rocky beach. The scene is set at sunset, with a vibrant sky of orange, pink, and blue clouds. The ocean is visible in the background, and the foreground is filled with the textured, hexagonal stones of the beach.

| Global

91% of businesses globally are (or are considering) **translating/localizing** their marketing content/campaigns