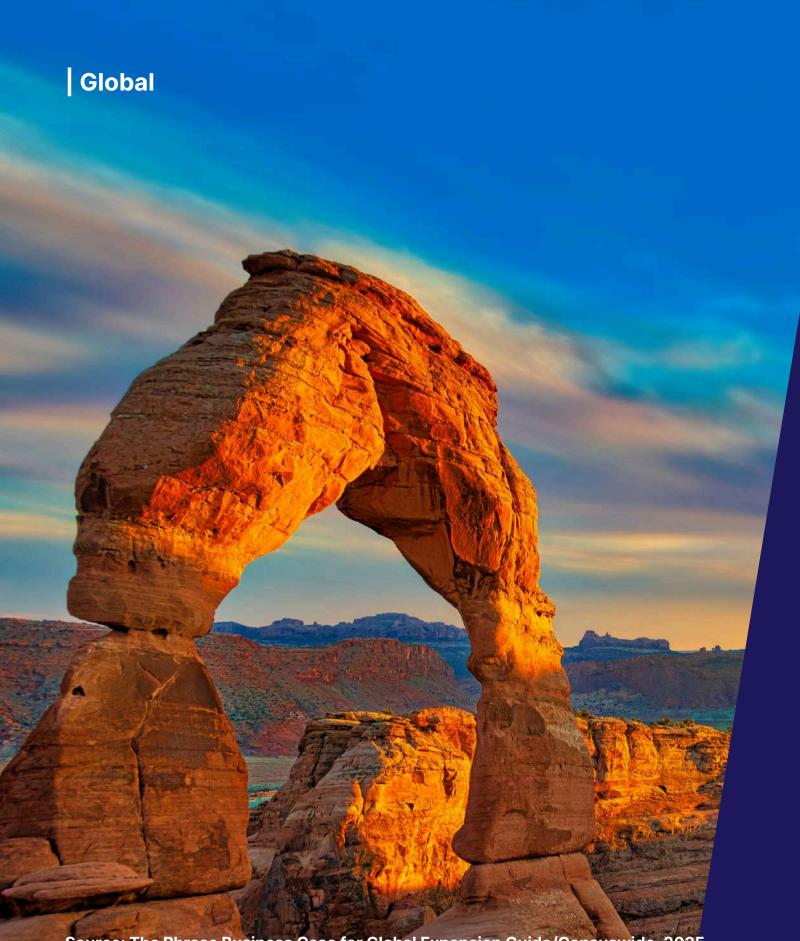


The Business Case for Global Expansion Guide: Key Metrics and Market Trends







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



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



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





5%

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

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



Over half (59%) of business leaders find adapting marketing content a challenge when expanding their business





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





Over three-quarters (79%) of business leaders globally foresee the role of translation/localization evolving in their business strategy in the next 3 years





Of businesses globally are not currently using AI to deliver a personalized approach through every customer touchpoint



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







87% of business leaders globally confirm that investing in translation/localization has contributed to the successful expansion of their business in new markets





documents

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



55%

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







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





90% of businesses globally are (or are considering) translating/localizing their legal & compliance documents



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





57%

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





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





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

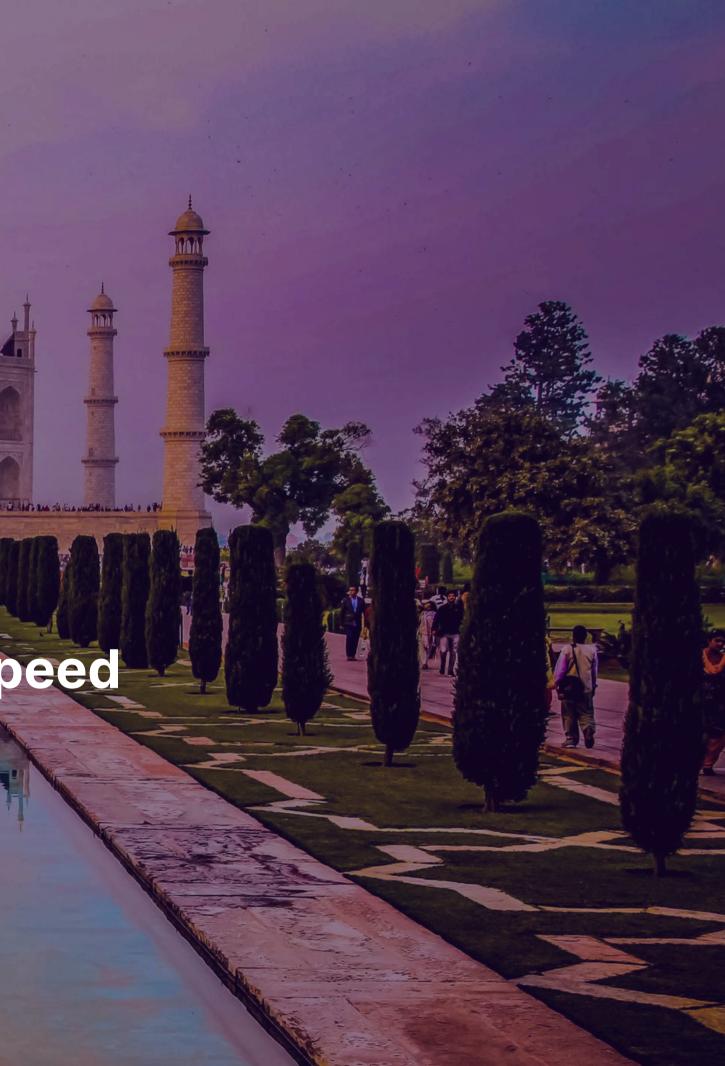




96% of businesses globally are (or are considering) translating/localizing their software and user interfaces



Of businesses globally are not currently proliferating user-generated content at speed to drive trust and credibility



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









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







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







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