

 Phrase

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

# Manufacturing



**Over half (57%)** of global business leaders **find maintaining brand consistency a challenge** when expanding their business globally



89%

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

A large industrial robot arm is the central focus, positioned in a factory environment. The scene is bathed in a cool blue light, with a bright light source creating a lens flare effect behind the robot. The background shows various industrial structures and equipment, suggesting a complex manufacturing facility.

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# 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

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# 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

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

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

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# 58%

Over half 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



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**79%**

**Over three-quarters 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





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**Over half (52%)** of businesses globally 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

