

 Phrase

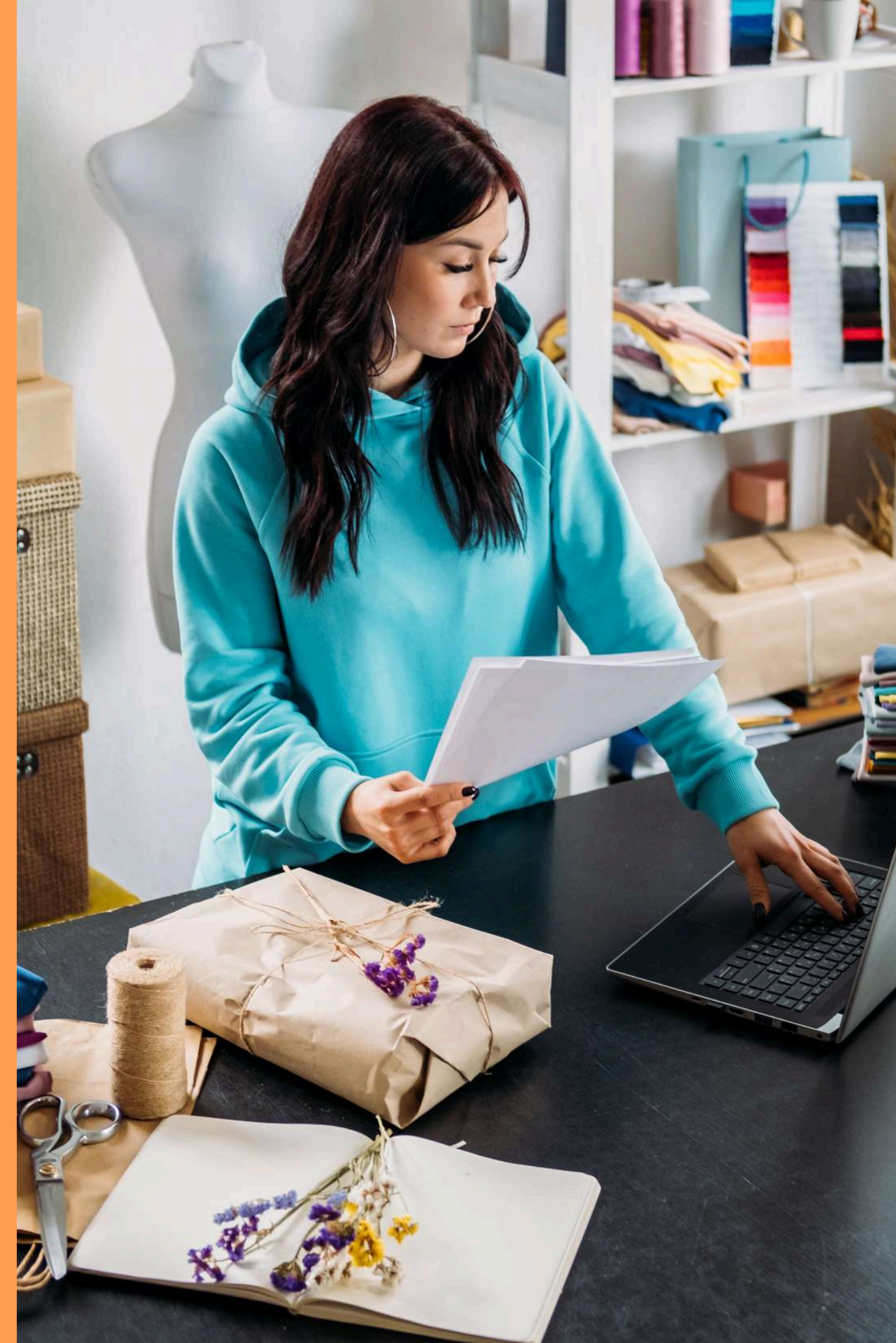
**The Business Case for Global
Expansion Guide: Key Metrics
and Market Trends**

**Retail &
Ecommerce**



90%

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





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

50%

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

92% of businesses globally are (or are considering) translating/localizing their marketing content and campaigns



| Retail & Ecommerce

52%

of businesses globally are **not currently communicating in real time in the language of their customers**

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



All areas of businesses globally have seen **an increase in translation and localization demand**, specifically:

- **Software 40%**
- **Website 39%**
- **Ecommerce 36%**

91%

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



