



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

UK



| UK

93% of businesses are planning to **expand into new markets that operate in different languages** within the next 5 years



| UK

90%

Of UK businesses are (or are considering)

translating/localizing their software and user interfaces

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





| UK

Nearly two-thirds (63%) of UK business leaders expanding their business struggle with local recruitment

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



| UK

Over half (58%) of business leaders in Europe struggle with competition in their business expansion efforts

| UK

90% of UK businesses are (or are considering) **translating/localizing** their product offerings



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

| UK

92% of UK businesses are or are considering **translating/localizing** their marketing content/campaigns

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



| UK

85%

Of UK business leaders 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

| UK

89% of UK businesses are or are considering **translating/localizing** their **E-learning/training** material

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

| UK

90% of UK businesses are
(or are considering)
translating/localizing
ecommerce content



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



| UK

Over half (59%) of UK businesses are **not currently communicating in real time in the language of their customers**

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

| UK

Over half (50%) of UK business leaders do not think their business is communicating effectively with global audiences

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



| UK

Over half (69%) of business leaders in the UK struggle with competition in their business expansion efforts

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



| UK

Over half (51%) of UK business leaders 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

| UK

77%

Over three-quarters of UK business leaders **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

| UK

90% of UK businesses are
(or are considering)
translating/localizing
support documents



| UK

Over half (58%) of UK businesses are not currently communicating and building trust through a consistent global brand image to build brand recognition and credibility

| UK

Over half (60%) of European business leaders have faced instances where the **lack of translation/localization** has negatively impacted their business

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



| UK

61%

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

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



| UK

75%

Of UK business leaders 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

| UK

Over half (60%) of UK business leaders find maintaining brand consistency a challenge when expanding their business globally



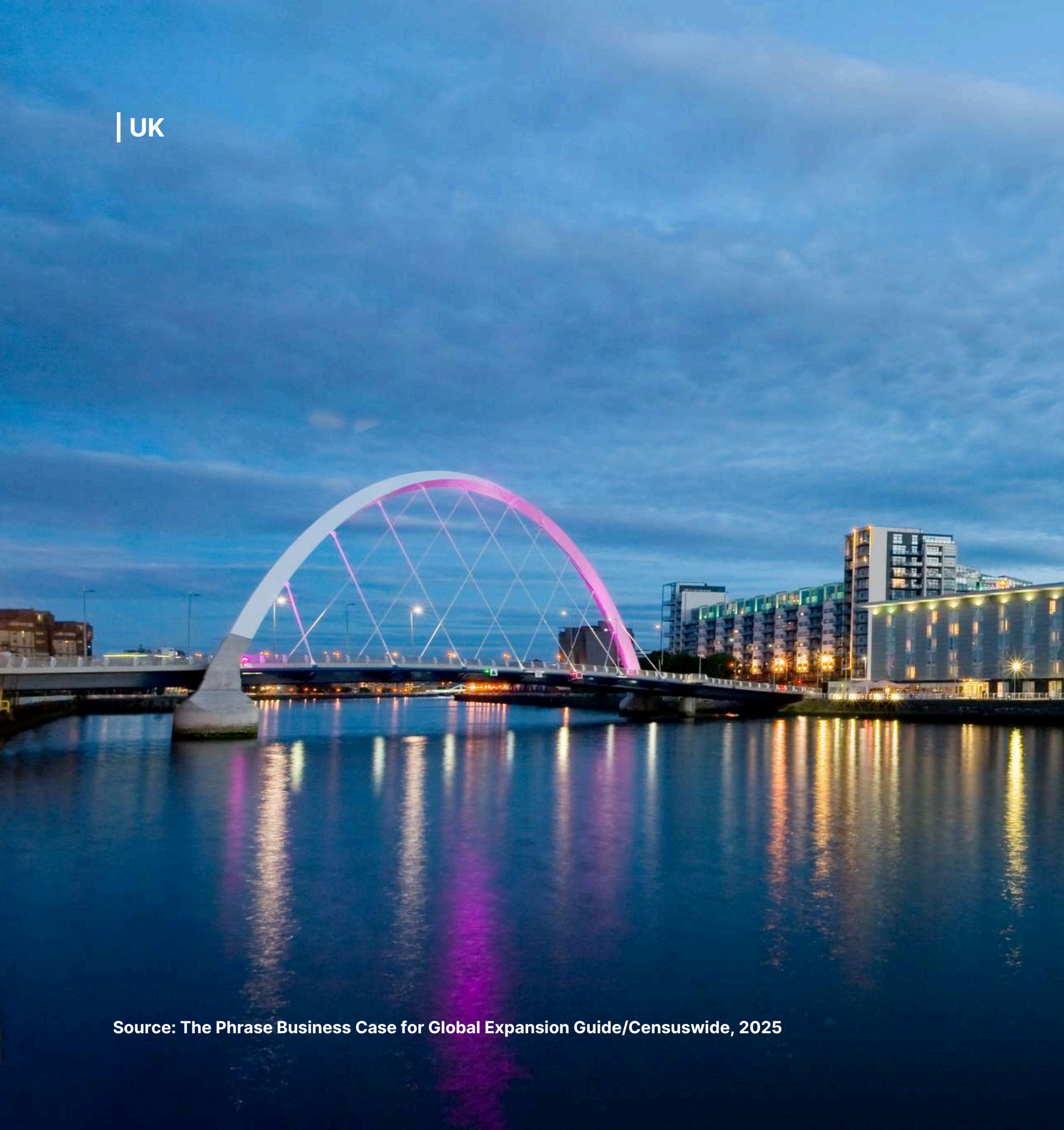
| UK

71%

The majority of UK business leaders state that **speed to market will improve their capacity and comfort to expand into new regions** faster and more effectively

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

| UK



**Over two-thirds (69%)
of UK businesses are **not**
currently using AI to deliver
a personalized approach
through every customer
touchpoint**



| UK

UK business leaders believe that a lack of localization/translation strategy impacts all aspects of business, particularly brand credibility (33%), a loss of revenue (28%), competitiveness (26%), and communications (26%)

| UK

92% of UK businesses
are (or are considering)
translating/localizing
their website

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

| UK

Over half (60%) of UK businesses 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



| UK

61%

Of business leaders in the UK find adapting content a challenge in their business expansion efforts

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



| UK

Over half **(60%)** of UK businesses
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

| UK

Over half (59%) of business leaders in the UK struggle to navigate legal and regulatory requirements



| UK

Nearly two-thirds of business leaders in the UK struggle to adapt products and services when expanding their business globally

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

| UK

All areas of UK businesses have seen an increase in translation/localization demand, specifically software (31%), website (31%), e-learning (33%)

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



| UK

93%

Of UK businesses are (or are considering)
translating/localizing their legal &
compliance documents

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



| UK

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

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

| UK

Nearly two-thirds of UK businesses highlighted language barriers as a challenge to their business expansion



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

An aerial photograph of London at dusk, showing the River Thames, the Tower Bridge, and the Shard. The sky is a deep blue with some clouds. The city lights are visible, and the water reflects the sky and the city.

| UK

**88% of UK businesses are
(or are considering)
translating/localizing
multimedia content**

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