



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

USA



A photograph of the Golden Gate Bridge in San Francisco, California. The bridge's iconic orange-red towers and suspension cables are prominent, stretching across the frame. The bridge spans a deep blue body of water, with the San Francisco city skyline visible in the distance under a clear blue sky. The foreground shows the rocky edge of the bridge's approach.

| US

The majority (73%) of US business leaders cited identifying and entering new markets challenging

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

| US

97%

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

| US

74%

of US business leaders
highlighted **language barriers**
as a challenge to their business
expansion efforts



A low-angle, close-up shot of the Statue of Liberty's head and crown against a clear blue sky. The statue's face is in profile, looking upwards and to the right. The crown's spikes are prominent. The image is partially obscured by a dark blue diagonal overlay on the right side.

| US

Three-quarters (75%) of US business leaders struggle to adapt products and services when expanding their business globally

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



| US

95%

Of US 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



| US

99% of US businesses
are (or are considering)
translating/localizing
their product offerings

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

| US

75%

Three-quarters of US business leaders find **maintaining brand consistency a challenge** when expanding their business globally

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



| US

98% of US businesses are
(or are considering)
translating/localizing their
software and user interfaces



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



| US

More than three-quarters
of US business leaders find
competition a challenge in their
business expansion efforts

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

| US

72%

The majority of US business leaders
expanding their business **struggle to
recruit locally**

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

| US

The majority (74%) of US business leaders find adapting marketing content a challenge when expanding their business



| US

98%



**Of US businesses are (or are considering)
translating/localizing multimedia content**



| US

Over three-quarters (81%) of US 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



| US

The majority (72%) of US business leaders find navigating legal and regulatory requirements a challenge in their business expansion efforts

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

| US

Over three-quarters (78%) of US business leaders have faced instances where the lack of translation/localization has negatively impacted their business



| US

98%

Of US businesses are (or are considering)
translating/localizing support documents

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

| US

95%

Almost all of US 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



| US

Almost all US business leaders surveyed (98%) 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

| US



Over three-quarters (81%) of US 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

| US

Over two-thirds of US business leaders do not think their business is **communicating effectively with global audiences**



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

| US

100%

Of US businesses are (or are considering)
translating/localizing their marketing
content/campaigns

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

| US

99% of US businesses
are (or are considering)
translating/localizing
their website

| US

93% of US businesses are (or are considering) translating/localizing their legal & compliance documents



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

A photograph of a natural rock arch, known as Nature's Window in Kalbarri National Park, Australia. The arch is illuminated by the warm, golden light of a sunset or sunrise, with the sky showing vibrant orange and blue hues. The rock formation is rugged and layered, with a large opening in the center. The background shows a vast, hilly landscape under the colorful sky.

| US

Almost all US business leaders surveyed (95%) 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



| US

93%

Almost all of US business leaders **believe**
in the potential of AI and LLMs and are
excited by the prospect of AI to drive
business expansion

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

All areas of US businesses have seen an increase in translation/localization demand, specifically:

- **Software (66%)**
- **Website (53%)**
- **Ecommerce (48%)**





| US

98% of US businesses
are or are considering
translating/localizing e-
commerce content

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

| US

Over two-thirds of US business leaders do not think their business is communicating effectively with global audiences



| US

98%

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

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

| US

Business leaders in the US believe a lack of localization/translation strategy can impact all aspects of a business, particularly brand credibility (48%), communications (42%), speed to market (41%), and the ability to remain competitive (40%)

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



