



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

APAC

About this report

Making the case for global growth: Why localization and personalization are business essentials

As companies across every sector pursue international expansion, the need to connect with customers in their own language—and on their own terms—has never been more urgent.

90% of businesses are planning to enter new markets with different languages within the next five years, yet over half say they've already lost business due to a lack of proper localization.

In fact, 87% confirm that investing in translation and localization has directly contributed to successful expansion efforts.

To better understand what's enabling or hindering this growth, we surveyed 2,000 senior business leaders across diverse industries and regions. The findings reveal the operational, technological, and customer-facing challenges of international expansion, and underscore the strategic role that multilingual content plays in overcoming them.

This guide brings together essential data to help marketing, operations, localization, and technology leaders build a powerful business case for investment. Whether you're launching in Asia-Pacific, refining your presence in Europe, expanding operations in the US or the UK, or tailoring customer experiences in ecommerce, gaming, tech, manufacturing, travel, or automotive, these sector- and region-specific insights are designed to support smarter decisions, stronger engagement, and sustainable global growth.

The majority (70%) of APAC business leaders cited identifying and entering new markets challenging



88%

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

A scenic landscape photograph featuring Mount Fuji in the background, its snow-capped peak partially obscured by soft clouds. In the foreground, delicate pink cherry blossom branches frame the right side of the image. A calm body of water, likely Lake Kawaguchi, reflects the mountain and the sky. A small boat with a person is visible on the water. The overall atmosphere is peaceful and picturesque.

Over half (60%) of business leaders in the APAC region confirmed language barriers a challenge to business expansion efforts

88% of businesses in the APAC region are (or are considering) translating/localizing their legal & compliance documents



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91%

Of businesses in the APAC region are (or are considering) **translating/localizing their marketing content/campaigns**

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

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Over half (60%) of business leaders in the APAC region struggle to navigate legal and regulatory requirements



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

| APAC



Over half (59%) of business leaders in the APAC region looking to expand their business struggle with local recruitment

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



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Over half (60%) of business leaders in the APAC region find maintaining brand consistency a challenge when expanding their business globally

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

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89%

Of businesses in the APAC region are (or are considering) **translating/localizing their website**

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

The majority of business leaders in the APAC region are concerned about competition when expanding their business



Over half (64%) of business leaders in the APAC region find adapting content a challenge in their business expansion efforts





91% of businesses in the APAC region are (or are considering) translating/localizing their product offerings

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89% of businesses in the APAC region are (or are considering) translating/**localizing their software and user interfaces**



Source: Phrase Localization Statistics Guide/Censuswide, 2024



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87% of businesses in the APAC region are (or are considering) translating/**localizing their E-learning/training material**

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

| APAC

87%

Of business leaders in the APAC region 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

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Three-quarters (75%) of business leaders in the APAC region 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





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89% of businesses in the APAC region are (or are considering) translating/localizing support documents

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

87% of businesses in the APAC region are (or are considering) translating/localizing ecommerce content



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80%

Of business leaders in the APAC region **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

Over half (52%) of business leaders in the APAC region confirm their company has lost business due to the lack of a proper translation/localization strategy

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Over half (53%) of business leaders
in the APAC region do not think
their business is **communicating**
effectively with global audiences



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Almost three-quarters (74%) of business leaders in the APAC region 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



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88%

Of businesses in the APAC region are
(or are considering)
translating/localizing multimedia
content

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

Almost three-quarters (73%) of business leaders in the APAC region believe in the potential of AI and LLMs and are excited by the prospect of AI to drive business expansion

87% of businesses in the APAC region are (or are considering) translating/localizing ecommerce content



Over half (53%) of businesses in the APAC region are **not currently communicating in real time in the language of their customers**

Business leaders in the APAC region stated a lack of localization/translation strategy impacts all aspects of business, in particular communications (36%), connecting with customers (35%), and lost revenue opportunities (34%)



Nearly two-thirds (69%) of businesses in the APAC region are not currently using AI to deliver a personalized approach through every customer touchpoint





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Nearly half (49%) of businesses in the APAC region are **not currently communicating and building trust through a consistent global brand image** to build brand recognition and credibility

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

57%

Over half of businesses in the APAC region are
**not currently proliferating user-generated
content** at speed to drive trust and credibility

Over half (52%) of businesses in the APAC region are not currently streamlining and enhancing the efficiency, security, and transparency of customer processes throughout the business



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All areas of businesses in the APAC region have seen an increase in translation/localization demand, specifically **software (39%), website (40%), AI-powered services (39%)**

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



About Phrase

The Phrase Localization Platform is the world's most powerful, connective, and customizable localization software. Cloud-based and intelligently powered by AI, it is built to automate multilingual content at great speed, accuracy and scale.

Phrase allows organizations to provide customers with access to the content they need in the language they speak. This means your customers are more engaged and business impact is delivered quickly.

From marketing to product and customer support, Phrase enables seamless multilingual experiences across the customer journey—no matter the market, language, or platform.

Learn more at www.phrase.com

