

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



91%

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





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





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









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

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

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

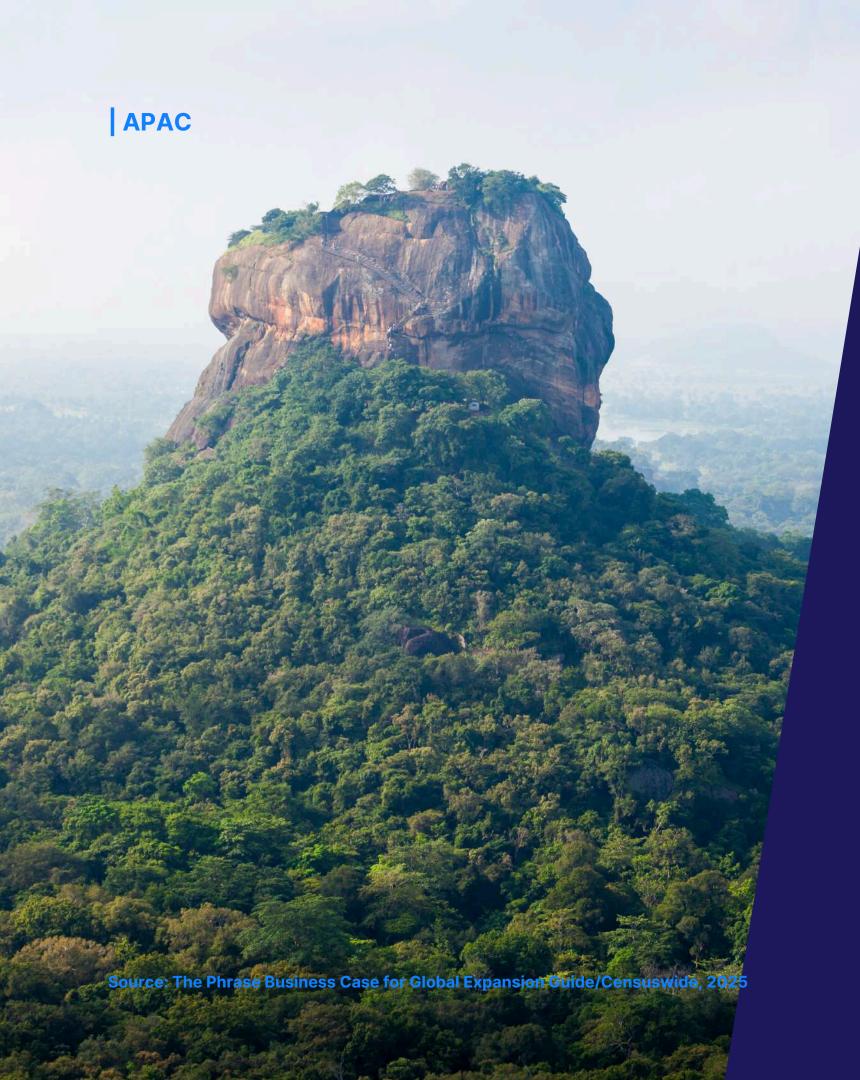




87% of businesses in the APAC region are (or are considering) translating/localizing ecommerce content







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



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



88/0

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



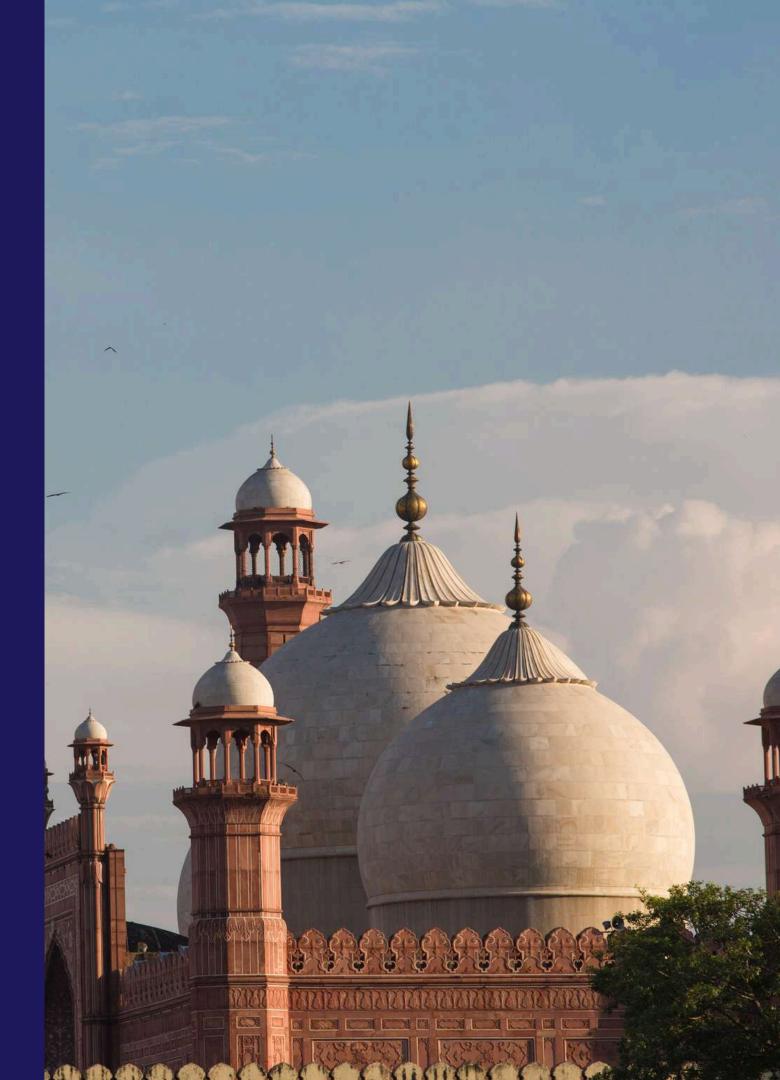
Almost three-quarters (73%) of business leaders in the APAC region believe in the potential of Al and LLMs and are excited by the prospect of Al to drive business expansion

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





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 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



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



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



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 <u>www.phrase.com</u>

