



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

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## 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.





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**Over half (58%)** of business leaders globally find navigating legal and regulatory requirements a challenge in their business expansion efforts

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



# 57%

Over half of global business leaders find **maintaining brand consistency a challenge** when expanding their business globally





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**59%**  
of business leaders find **adapting  
marketing content a challenge**  
when expanding their business

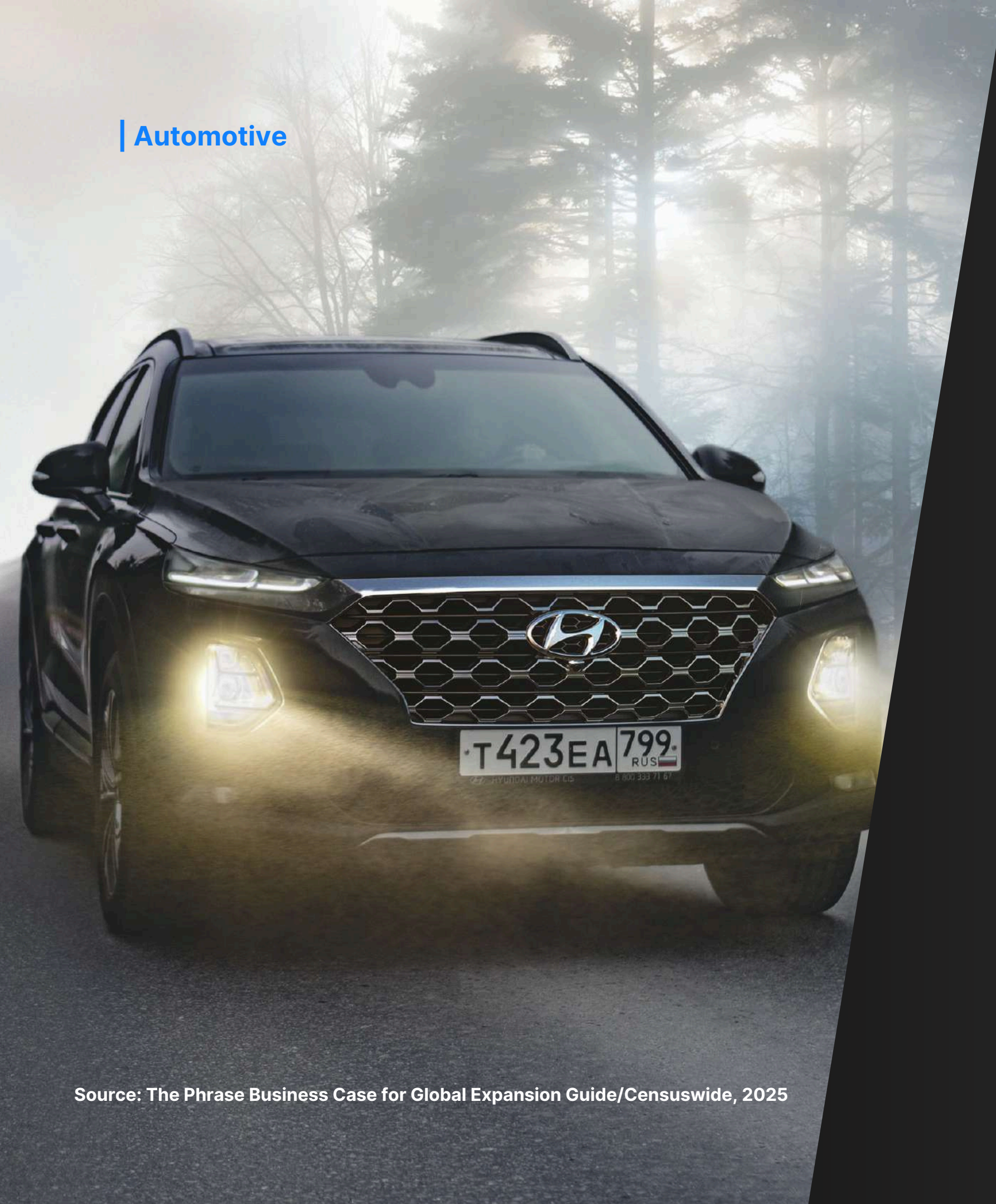


Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025



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





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





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**61%** of all businesses are not currently **using AI to deliver a personalized approach** through every customer touchpoint

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



**Almost two-thirds (61%) of business leaders globally find adapting products and services a challenge in their business expansion efforts**





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# 90%

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

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](https://www.phrase.com)

