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

Europe

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

90% of businesses are planning to expand into new markets that **operate in different languages** within the next 5 years

Over half (51%) of European business leaders confirmed language barriers a challenge to business expansion efforts

Europe

Half (50%) of business leaders in Europe **find maintaining brand consistency a challenge** when expanding their business globally

90%

of businesses in Europe are (or are considering) translating/localizing ecommerce content

91%

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

Over half (53%) of business leaders in Europe **struggle to navigate legal and regulatory requirements** when expanding their business

91%

Of businesses in Europe are (or are considering) translating/localizing their website

89% of businesses in Europe are (or are considering) translating/localizing multimedia content

92% of businesses in Europe are (or are considering) translating/localizing their legal & compliance documents

83%

Of business leaders in Europe 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

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

Over half (57%) of businesses in Europe are **not currently communicating in real time** in the language of their customers

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

Business leaders in Europe confirm a lack of localization/translation strategy can impact all aspects of a business equally

Over half (51%) of business leaders in Europe do not think their business is **communicating effectively with global audiences**

The majority (71%) of business leaders in Europe state that speed to market will improve their capacity and comfort to expand into new regions faster and more effectively

| Europe

69%

The majority of business leaders in Europe **believe in the potential of AI and LLMs** and are excited by the prospect of AI to drive business expansion

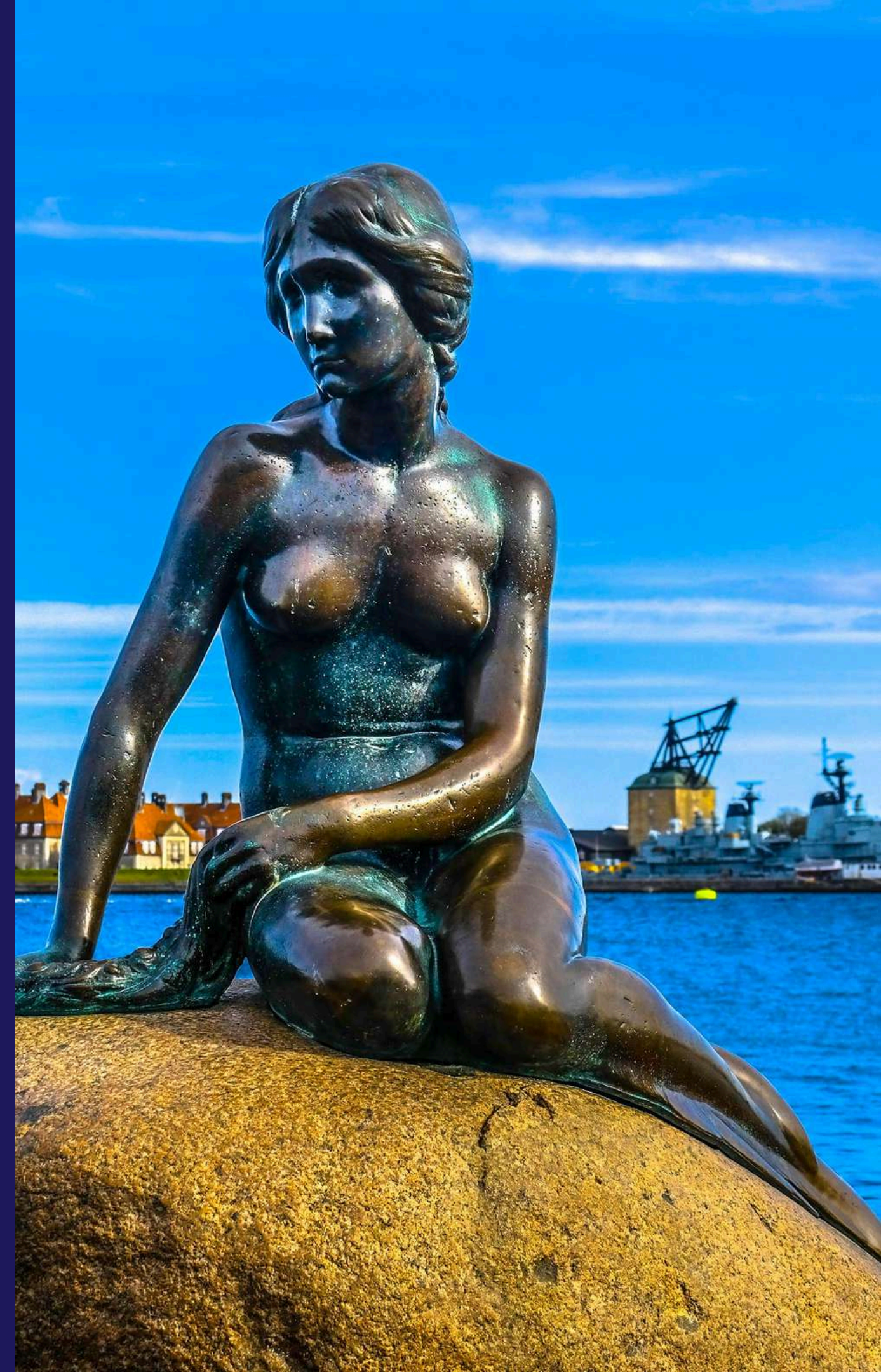**90% of businesses** in Europe (are or are considering) translating/localizing their product offerings

90% of businesses in Europe are (or are considering) translating/localizing their software and user interfaces

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

Europe

Over half (54%) of business leaders in Europe struggle to adapt products and services when expanding their business globally

| Europe

Over half (51%) of European business leaders **find adapting marketing content a challenge** to business expansion efforts

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

Over half (54%) of business leaders in Europe expanding their business **struggle with local recruitment**

51%

Over half of business leaders in Europe confirm their company has lost business due to the lack of a proper translation/localization strategy

Almost three-quarters (71%) of business leaders in Europe advised that the extent and **reach of their global footprint ties directly to their ability to win new business** and grow existing relationships

89% of businesses in Europe are (or are considering) translating/localizing their E-learning/training material

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

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

Nearly two-thirds (61%) of businesses in Europe 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

58%

Over half of businesses in Europe 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

Over two-thirds (67%) of businesses in Europe are not currently using AI to deliver a personalized approach through every customer touchpoint

Over half (56%) of businesses in Europe are not currently communicating and building trust through a consistent global brand image to build brand recognition and credibility

All areas of businesses in Europe have seen an increase in translation/localization demand, specifically software (32%), website (34%), e-commerce (32%)

Over half (57%) of businesses in Europe are not currently proliferating user-generated content at speed to drive trust and credibility

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

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