



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

Gaming



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.

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



Over half (61%) of businesses globally are not currently using AI to deliver a personalized approach through every customer touchpoint

57%

of businesses globally are not currently harnessing the power of AI and large language models to **unlock new opportunities, improve operational efficiencies, and enhance customer experiences**

**Nearly two-thirds (65%)
of global business
leaders have faced
instances where the **lack
of translation/localization**
has negatively impacted
their business**

96%

of businesses globally are (or are considering) translating/localizing their software and user interfaces



55% of business leaders globally confirm their company has **lost** business due to the lack of a proper translation/localization strategy





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89%

of businesses globally are
(or are considering)
translating/localizing
multimedia content

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

