



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

Global



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.

| Global

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

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

| Global

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

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

Over half (57%) of business leaders confirmed language barriers a challenge to business expansion efforts



| Global

75%

Of business leaders globally 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

Nearly two-thirds of global business leaders find competition a challenge in their business expansion efforts





| Global

Over half (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

| Global

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

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





| Global

**Over three-quarters (79%)
of business leaders globally
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



| Global

61%

Of businesses globally 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

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



Over half **(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**





| Global

Over half (54%) of business leaders globally do not think their business is communicating effectively with global audiences

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

| Global

87% of business leaders globally 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





| Global

91% of businesses globally
are (or are considering)
translating/localizing support
documents

| Global

55%

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

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



| Global

**50% of businesses globally
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

All areas of businesses globally have seen an increase in translation/localization demand, specifically software (40%), website (39%), ecommerce (36%)



| Global

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

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 (52%) of businesses globally are not currently communicating in real time in the language of their customers



| Global

57%

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

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

| Global

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

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

| Global

91%

Of businesses globally are (or are considering)
translating/localizing their product offerings

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

| Global

90%

Of businesses globally are (or are considering) **translating/localizing ecommerce content**

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



| Global

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



52%

Of businesses globally are **not currently streamlining and enhancing the efficiency, security, and transparency of customer processes throughout the business**



Over three-quarters (76%) of global business leaders state that **speed to market will improve their capacity** and comfort to expand into new regions faster and more effectively



| Global

**96% of businesses globally
are (or are considering)
translating/localizing their
software and user
interfaces**

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

| Global

53%

Of businesses globally are **not currently**
proliferating user-generated content at speed
to drive trust and credibility

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

| Global

89%

Of businesses globally are (or are considering) **translating/localizing their E-learning/training material**

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





| Global

Over half (53%) of businesses globally are not currently proliferating user-generated content at speed to drive trust and credibility

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

| Global

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



| Global

92%

Of businesses globally are (or are considering) **translating/localizing their website**

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



| Global

**89% of businesses globally
are (or are considering)
translating/localizing
multimedia content**

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

A photograph of a couple standing on top of a large, conical structure made of stacked, rectangular stone blocks. The structure is situated on a rocky shore with many flat, circular stones in the foreground. The background shows a calm sea and a sky with soft, colorful clouds at sunset or sunrise. The overall mood is romantic and serene.

| Global

91% of businesses globally are (or are considering) **translating/localizing** their marketing content/campaigns

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

