



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

# Retail & Ecommerce



## 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.

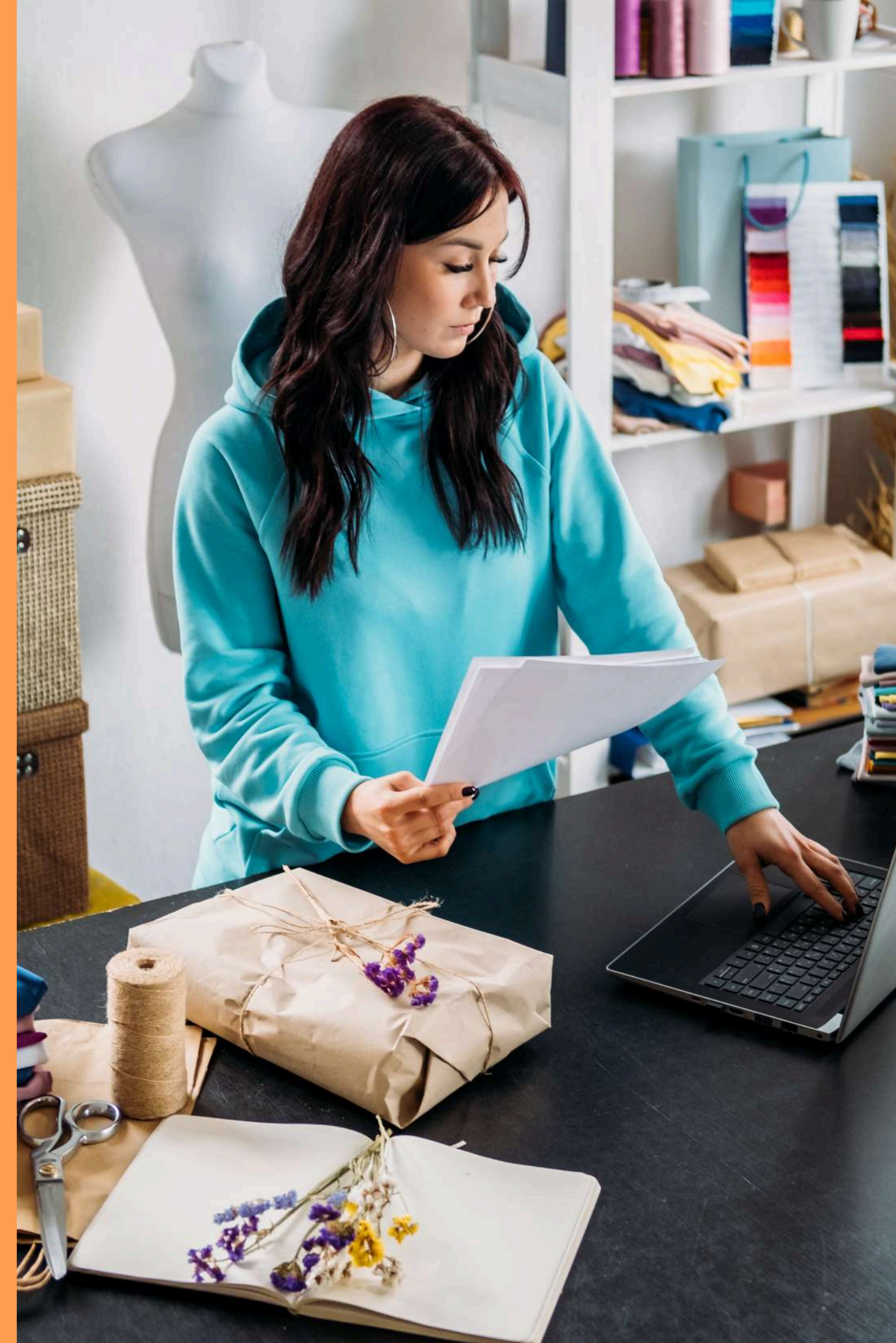
In fact, 87% confirm that investing in translation and localization has directly contributed to successful expansion efforts.

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.

# 90%

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





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**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

# 50%

**of businesses globally are not currently communicating and building trust through a consistent global brand image to build brand recognition and credibility**

**92% of businesses globally  
are (or are considering)  
translating/localizing their  
marketing content and  
campaigns**



The background image shows a clothing store interior. In the foreground, there are several metal racks filled with clothes, mostly white and light-colored shirts and blouses, hanging on wooden hangers. The store has a modern, minimalist feel with white walls and shelves. In the background, a person is visible, possibly a customer or employee, standing near a counter or display area. The lighting is warm and ambient, with some pendant lights visible in the distance.

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**52%**

**of businesses globally are **not currently communicating in real time** in the language of their customers**

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**



**All areas of businesses globally have seen **an increase in translation and localization demand**, specifically:**

- **Software 40%**
- **Website 39%**
- **Ecommerce 36%**

# 91%

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



## 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)

