



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

Travel



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.

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



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

|Travel

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

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

| Travel



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

57%

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



59%

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

52%

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



76%

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



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

