



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

USA



The background of the entire page is a stylized, semi-transparent American flag. The stars and stripes are visible, but the colors are muted to allow the white text to stand out. The flag appears to be waving, adding a sense of motion to the static page.

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.

A photograph of the Golden Gate Bridge in San Francisco, California. The bridge's iconic orange-red towers and suspension cables are prominent, stretching across the frame. The bridge spans a deep blue body of water, with the San Francisco city skyline visible in the distance under a clear blue sky. The foreground shows the rocky edge of the bridge's approach.

| US

The majority (73%) of US business leaders cited identifying and entering new markets challenging

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

| US

97%

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

| US

74%

of US business leaders
highlighted **language barriers**
as a challenge to their business
expansion efforts



A low-angle, close-up shot of the Statue of Liberty's head and crown against a clear blue sky. The statue's face is in profile, looking upwards and to the right. The crown's spikes are prominent. The image is partially obscured by a dark blue diagonal overlay on the right side.

| US

Three-quarters (75%) of US business leaders struggle to adapt products and services when expanding their business globally

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



| US

95%

Of US business leaders state that **speed to market will improve their capacity** and comfort to expand into new regions faster and more effectively

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



| US

99% of US businesses
are (or are considering)
translating/localizing
their product offerings

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

| US

75%

Three-quarters of US business leaders find **maintaining brand consistency a challenge** when expanding their business globally

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



| US

98% of US businesses are
(or are considering)
translating/localizing their
software and user interfaces



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



| US

More than three-quarters
of US business leaders find
competition a challenge in their
business expansion efforts

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

| US

72%

The majority of US business leaders
expanding their business **struggle to
recruit locally**

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

| US

The majority (74%) of US business leaders find adapting marketing content a challenge when expanding their business



| US

98%

Of US businesses are (or are considering)
translating/localizing multimedia content

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



| US

Over three-quarters (81%) of US business leaders 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



| US

The majority (72%) of US business leaders find navigating legal and regulatory requirements a challenge in their business expansion efforts

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

| US

Over three-quarters (78%) of US business leaders have faced instances where the lack of translation/localization has negatively impacted their business



| US

98%

Of US businesses are (or are considering)
translating/localizing support documents

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

| US

95%

Almost all of US business leaders 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



| US

Almost all US business leaders surveyed (98%) 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

| US



Over three-quarters (81%) of US business leaders 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

| US

Over two-thirds of US business leaders do not think their business is **communicating effectively with global audiences**



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

An aerial photograph of a river winding through a vast, rugged canyon with red rock walls. The river is a light blue-grey color, contrasting with the warm, reddish-brown tones of the canyon walls. The sky is overcast with soft, grey clouds.

| US

100%

Of US businesses are (or are considering)
translating/**localizing their marketing
content/campaigns**

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

| US

99% of US businesses
are (or are considering)
translating/localizing
their website

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

| US

93% of US businesses are (or are considering) translating/localizing their legal & compliance documents



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

A photograph of a natural rock arch, known as Nature's Window in Kalbarri National Park, India. The arch is made of reddish-brown sandstone and is illuminated by the warm, golden light of a sunset. The sky is a mix of blue and orange, with some clouds. The background shows a valley with more rock formations and a small body of water.

| US

Almost all US business leaders surveyed (95%) 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



| US

93%

Almost all of US business leaders **believe**
in the potential of AI and LLMs and are
excited by the prospect of AI to drive
business expansion

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

| US

All areas of US businesses have seen an increase in translation/localization demand, specifically:

- **Software (66%)**
- **Website (53%)**
- **Ecommerce (48%)**

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





| US

98% of US businesses
are or are considering
translating/localizing e-
commerce content

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

| US

Over two-thirds of US business leaders do not think their business is communicating effectively with global audiences



| US

98%

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

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

| US

Business leaders in the US believe a lack of localization/translation strategy can impact all aspects of a business, particularly brand credibility (48%), communications (42%), speed to market (41%), and the ability to remain competitive (40%)

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

