### Phrase

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





### **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.



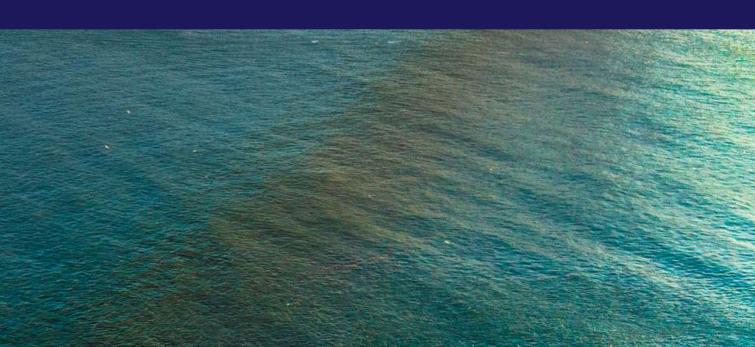


The Phrase Business Case for Global Expansion Guide/Censuswide, 2025

US



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



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



74% of US business leaders highlighted language barriers as a challenge to their business expansion efforts





Three-quarters (75%) of US business leaders struggle to adapt products and services when expanding their business globally 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, 202

US



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





# 75%

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





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





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

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





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



# 98%

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





Over three-quarters (81%) of US business leaders confirm their company has lost business due to the lack of a proper translation/localization strategy







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

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



# 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



### 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





Over three-quarters (81%) of US business leaders confirm their company has lost business due to the lack of a proper translation/localization strategy

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



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





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

US



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



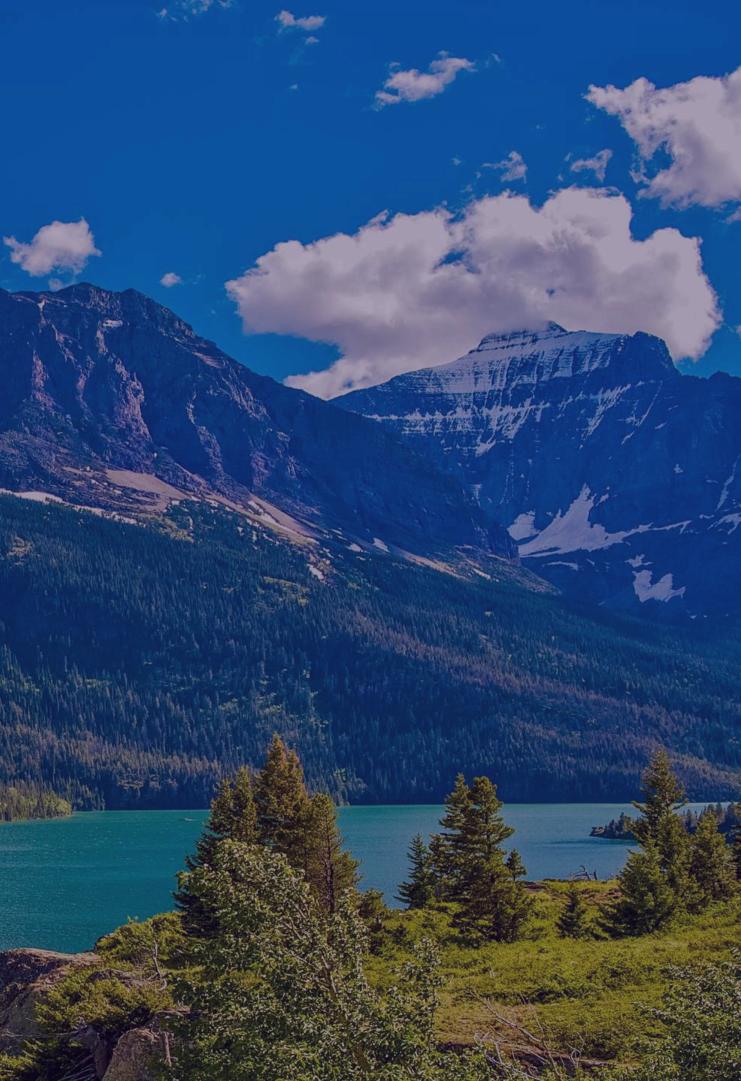
# 93% of US businesses are (or are considering) translating/localizing their legal & compliance documents





Almost all US business leaders surveyed (95%) foresee the role of translation/localization evolving in their business strategy in the next 3 years

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



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

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







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







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



**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%)



**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 <u>www.phrase.com</u>

