



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

UK





## 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.



| UK

**93%** of businesses are planning to **expand into new markets that operate in different languages** within the next 5 years





| UK

# 90%

Of UK businesses are (or are considering)

translating/localizing their software and user interfaces

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







| UK

**Nearly two-thirds (63%) of UK business leaders expanding their business struggle with local recruitment**

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



| UK

**Over half (58%) of business leaders in Europe struggle with competition in their business expansion efforts**

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



| UK

**90%** of UK businesses are (or are considering) **translating/localizing** their product offerings



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



| UK

**92%** of UK businesses are or are considering **translating/localizing** their marketing content/campaigns

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





| UK

# 85%

Of UK business leaders 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



| UK

**89%** of UK businesses are or are considering **translating/localizing** their **E-learning/training material**

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



| UK

**90%** of UK businesses are  
(or are considering)  
**translating/localizing**  
**ecommerce content**



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





| UK

**Over half (59%) of UK businesses are **not** currently communicating in real time in the language of their customers**

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



| UK

**Over half (50%) of UK business leaders do not think their business is communicating effectively with global audiences**

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





| UK

**Over half (69%)** of business leaders in the UK struggle with competition in their business expansion efforts

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







| UK

**Over half (51%) of UK business leaders confirm their company has lost business due to the lack of a proper translation/localization strategy**



| UK

77%

Over three-quarters of UK business leaders **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



| UK

**90%** of UK businesses are  
(or are considering)  
**translating/localizing**  
**support documents**





| UK

**Over half (58%) of UK businesses are not currently communicating and building trust through a consistent global brand image to build brand recognition and credibility**



| UK

**Over half (60%)** of European business leaders have faced instances where the **lack of translation/localization** has negatively impacted their business

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





| UK

# 61%

UK businesses **are not currently harnessing the power of AI and large language models to unlock new opportunities**, improve operational efficiencies, and enhance customer experiences

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





| UK

# 75%

Of UK 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



| UK

**Over half (60%) of UK business leaders find maintaining brand consistency a challenge when expanding their business globally**





| UK

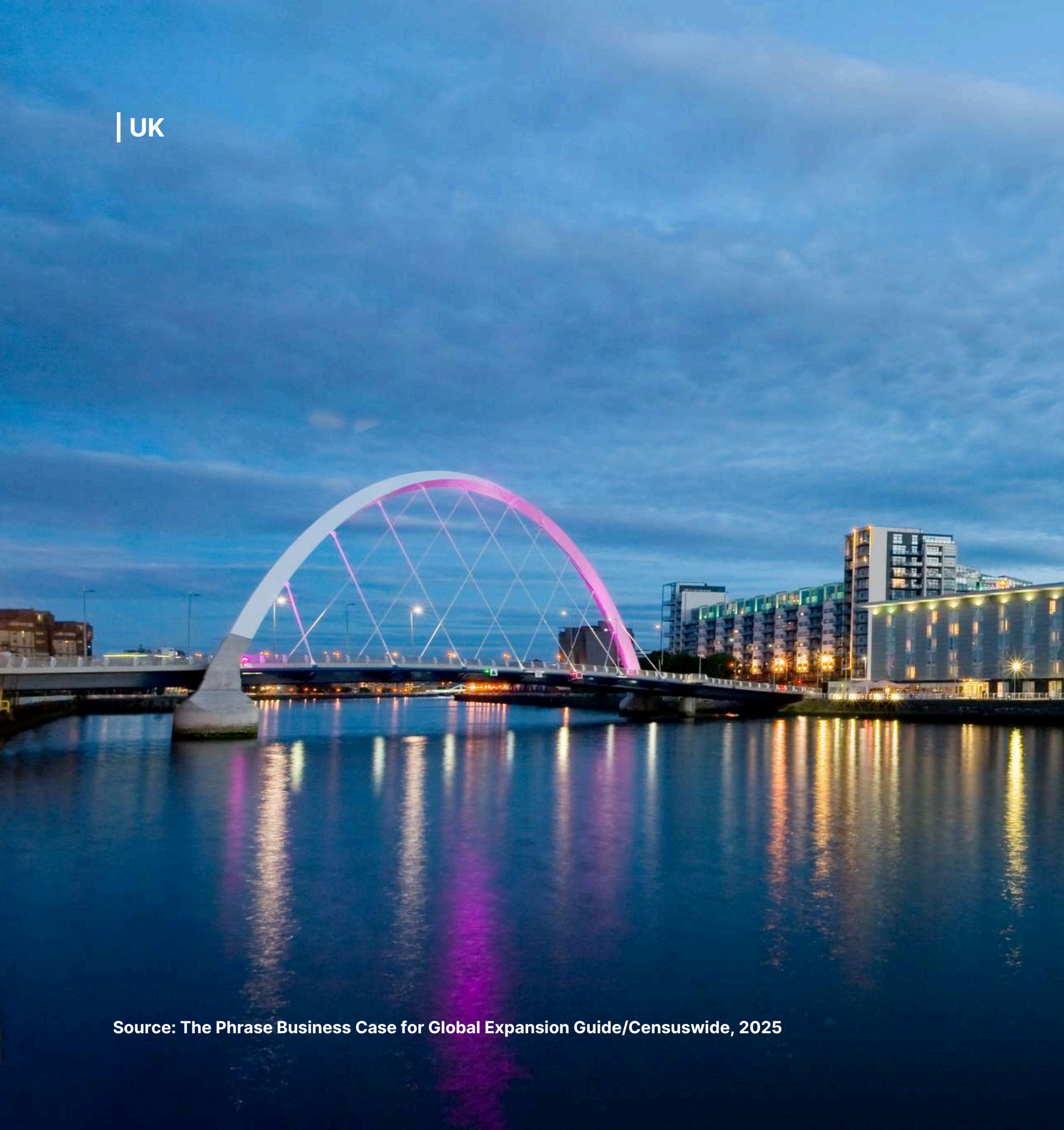
# 71%

The majority of UK 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



| UK



**Over two-thirds (69%)  
of UK businesses are **not**  
currently using AI to deliver  
a personalized approach  
through every customer  
touchpoint**





| UK

**UK business leaders believe that a lack of localization/translation strategy impacts all aspects of business, particularly brand credibility (33%), a loss of revenue (28%), competitiveness (26%), and communications (26%)**



| UK

**92%** of UK businesses  
are (or are considering)  
translating/localizing  
their website

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



| UK

Over half (60%) of UK businesses are not currently streamlining and enhancing the efficiency, security, and transparency of customer processes throughout the business

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





| UK

# 61%

Of business leaders in the UK **find adapting content a challenge** in their business expansion efforts

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





| UK

Over half **(60%)** of UK businesses  
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



| UK

**Over half (59%) of business leaders in the UK struggle to navigate legal and regulatory requirements**





| UK

**Nearly two-thirds of business leaders in the UK struggle to adapt products and services when expanding their business globally**

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



| UK

**All areas of UK businesses have seen an increase in translation/localization demand, specifically software (31%), website (31%), e-learning (33%)**

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





| UK

# 93%

Of UK businesses are (or are considering)  
translating/localizing their legal &  
compliance documents

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





| UK

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

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



| UK

**Nearly two-thirds of UK businesses highlighted language barriers as a challenge to their business expansion**



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



An aerial photograph of London at dusk, showing the River Thames, the Tower Bridge, and the Shard. The sky is a deep blue with some clouds. The city lights are visible, and the water reflects the sky and the city.

| UK

**88% of UK businesses are  
(or are considering)  
translating/localizing  
multimedia content**

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](https://www.phrase.com)

