

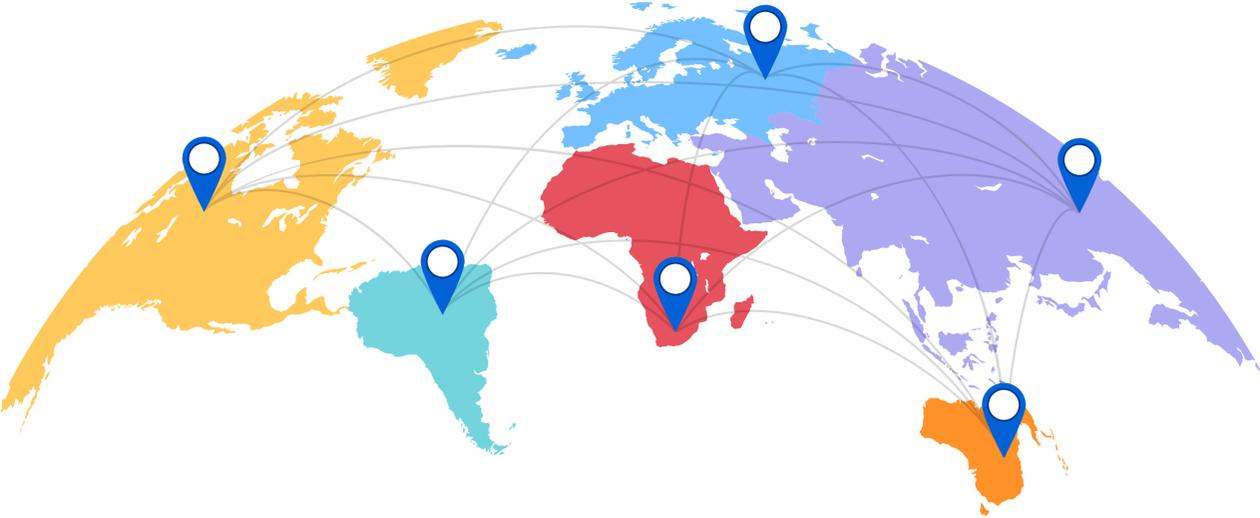
TRENDING TRANSLATED LANGUAGES IN THE U.S. AND EUROPE

Translation is essential for business, but needs may differ between the U.S. and Europe.

¡HOLA!

SALUT

안녕!



POPULAR BUSINESS LANGUAGES FOR UNITED STATES COMPANIES

According to the U.S. Bureau of Labor Statistics, demand remains strong for popular translated languages in the U.S. These languages are useful in international markets.

- ▶ There are **480 million Spanish speakers** worldwide. The country with the most native speakers is Mexico.
- ▶ **40.5 million people** in the U.S. speak Spanish at home, making the U.S. with the second-most native speakers in the world.
- ▶ Latin American and U.S. Spanish speakers primarily speak different dialects than in Europe. U.S. companies often translate content into what is known as “**Universal**” Spanish.
- ▶ **65.5% of Spanish speakers** use the Internet. Spanish speakers comprise **8.1% of total Internet users**.

SPANISH

- ▶ Portuguese has **220 million native speakers** worldwide. The country with the most native Portuguese speakers is Brazil.
- ▶ In the U.S., **770,000 people** speak Portuguese at home.
- ▶ U.S. companies may wish to localize to Brazilian Portuguese to reach the **200 million+ speakers** in Brazil.
- ▶ **59.1% of Portuguese speakers** use the Internet. Portuguese speakers comprise **4.1% of total Internet users**.

PORTUGUESE

- ▶ German has **100 million speakers** worldwide. It's the second-most common native tongue for Europeans.
- ▶ In the U.S., **910,000 people** speak German at home.
- ▶ **95.1% of German speakers** use the Internet. German speakers comprise **2.2% of total Internet users**.

GERMAN

- ▶ Russian has **240 million speakers** worldwide.
- ▶ In the U.S., **910,000 people** speak Russian at home.
- ▶ **76.1% of Russian speakers** use the Internet. Russian speakers comprise **2.6% of total Internet users**.

RUSSIAN

- ▶ French has **274 million speakers** worldwide. In the U.S., **1.2 million people** speak French at home.
- ▶ U.S. companies may wish to localize to Canadian French/Quebecois to reach the Canadian market, especially since **Canadian law requires** many products sold in Quebec to have French packaging.
- ▶ **32.5% of French speakers** use the Internet. French speakers comprise **3.2% of total Internet users**.

FRENCH

- ▶ Chinese has **1.2 billion native speakers**.
- ▶ In the U.S., **3.4 million people** speak Chinese (including Mandarin & Cantonese) at home.
- ▶ Chinese has the **second most speakers**, after English, of any language used on the Internet.
- ▶ Simplified Chinese characters are one of the **two standard** character sets in written Chinese.
- ▶ Chinese speakers comprise **19.3% of Internet users**.

CHINESE (SIMPLIFIED)

POPULAR BUSINESS LANGUAGES IN EUROPE

The language diversity in Europe creates different business translation needs than those common in the United States.

- ▶ With **90 million native speakers**, German is the most common native language in Europe.
- ▶ **18% of Europeans** speak German as their first language, and **14% speak** it as an additional language, making it the second most popular additional language in Europe.
- ▶ German speakers make up **2.2% of all Internet users**, but **95.1% of German speakers** use the Internet—the highest level of Internet penetration among the Internet's **top 10 languages**.
- ▶ Translating into German allows European companies to **reach a significant portion of the European Union's** population, as well as almost **1 million German speakers** in the U.S.

GERMAN

- ▶ With almost **77 million speakers**, French is a primary or second language of many international organizations such as the UN, NATO, the WTO and the International Committee of the Red Cross.

- ▶ **26% of the EU speaks French**. It is the third most popular additional language in Europe, after English and German.

- ▶ **3.2% of Internet users** speak French.

- ▶ Translating into French allows European companies to **reach valuable markets** in France, Canada, Switzerland, Belgium, Luxembourg and throughout Africa.

- ▶ European companies need to understand the French-speaking markets they're targeting, since European markets may expect **Metropolitan French**, while Canadian markets may expect **Canadian French**.

FRENCH

- ▶ English is the native tongue of **13% of the European Union**, eclipsed only by **German at 18%**.
- ▶ **38% of people living in EU** countries speak English as a second language.
- ▶ English is the language of the Internet. **72.2% of English speakers** use the Internet, and English speakers make up **25.4% of all Internet users**.
- ▶ Translating into English allows European companies to **reach valuable markets** in the U.S., UK, Australia, India, New Zealand, Hong Kong and Indonesia.

ENGLISH

- ▶ With **1.2 billion native speakers**, Standard Chinese has more speakers than any other language on Earth.

- ▶ **Less than 1% of people** in the EU speak Chinese, but Chinese is skyrocketing in popularity, especially on the Internet.

- ▶ Chinese has the **second most speakers**, after English, of any language used on the Internet.

- ▶ Translating into Chinese allows European companies to **reach valuable markets** in China, the U.S., Singapore and Canada.

CHINESE (SIMPLIFIED)

- ▶ **15% of Europe** speaks Spanish. With **390 million speakers**, Spanish is the second most popular native tongue in the world. **5.9% of the world** speaks Spanish as a native language.

- ▶ Translating into Spanish allows European companies to reach **valuable markets** in the U.S., Spain, Latin America and Canada.

- ▶ European companies need to be careful to understand the Spanish-speaking markets they're targeting. U.S. and Latin American markets may expect “**Universal**” Spanish, while residents of Spain and other European countries may expect **Peninsular** or “**Castilian**” Spanish.

SPANISH

OTHER NOTABLE LANGUAGES FOR INTERNATIONAL BUSINESS

These languages may not yet be the top-requested translated languages for U.S. & European businesses, but their increasing online and international popularity makes them ideal for businesses looking to expand internationally.

- ▶ Japanese, with **130 million speakers worldwide**, is becoming a force outside Japan. Brazil has the second-largest Japanese-speaking population, followed by the U.S.

- ▶ Japanese is the **8th most popular language** on the Internet. Internet penetration among Japanese speakers is extraordinarily high at **93.3%**.

- ▶ Japan's projected e-commerce sales for **2019 are \$134.1 billion**.

JAPANESE

- ▶ Arabic has **422 million speakers** worldwide. It has **1.2 million native speakers** in the U.S.

- ▶ Arabic is the **fourth most popular language** on the Internet; Arabic speakers make up **5.3% of all Internet users**.

- ▶ Translating into Arabic opens up valuable markets like the **United Arab Emirates**, where Internet penetration is 99%, and e-commerce was valued at **\$10 billion in 2018**.

ARABIC

- ▶ Korean is the **eighth most common native tongue** in the U.S.

- ▶ South Korea's economy is the **fourth largest in Asia** and the **11th largest in the world**.

- ▶ South Korea is one of the **fastest-growing developed countries** in the world, and one of the “**Next 11**” countries predicted to dominate the world economy in the mid-21st century.

- ▶ Korea boasts a **92.7% Internet penetration rate**, and has the highest average Internet connection speed in the world.

KOREAN