Locale

5 Fundamental Foreign Languages for SaaS Businesses

Your guide to the 5 essential languages that will multiply your revenue with the best ROI

Locale

Localization

lō- kə- lə- 'zā- shən

"Product adaptation for a specific market, including language translation"

Also known as l10n

Localization as a Multiplier

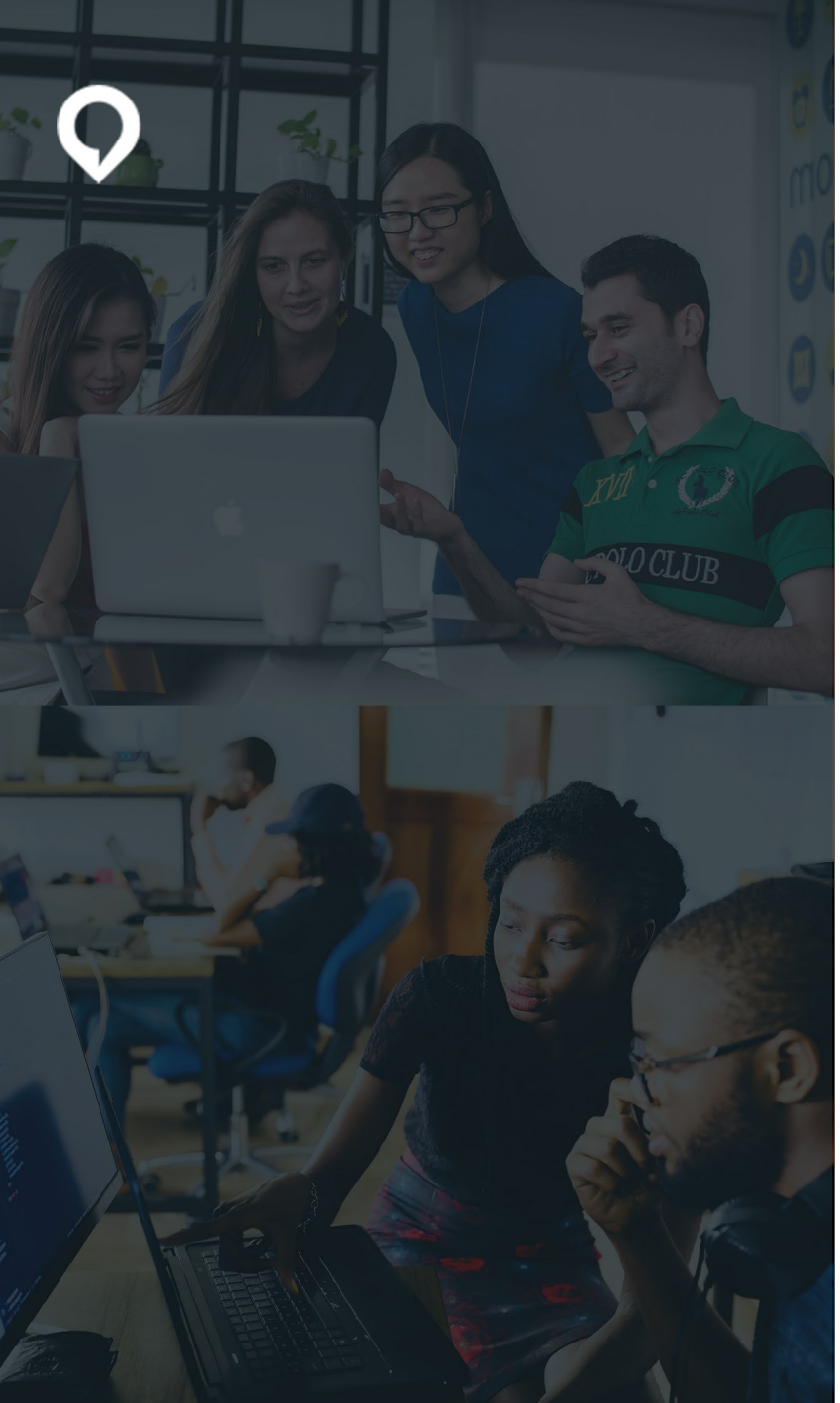
Scale Internationally with Localized Content

Localization will help you quickly expand your reach into a global market and get real ROI.

- Attract more customers.
- Improve conversion rates.
- Increase revenue.

Did you know?

- 60% of consumers across the globe say they rarely purchase from websites that are based only in English.
- Almost 75% of consumers want to buy products in their native language and more than 92% prefer purchases in their native currency.



It’s All About Meaningful Connections

If you’re a U.S.-based SaaS company, you’re already reaching more than 1B potential customers with English, the third-most spoken language in the world. But what about the rest?

About 75% of consumers prefer to make purchases in their native languages, so if you haven’t localized your product, you’re missing opportunities for connections that can help you attract more customers, improve conversion rates, and ultimately increase your bottom line.

Don’t miss out on ultra-simple market optimization with Locale. You can increase your revenue and scale internationally with these **Top 5 Languages for Localization.**

5 Português
Portuguese

Portuguese is the official language for 10 countries, among them Brazil, which has a booming tech economy. In 2018, venture funding in Brazil reached $1.3B, dominating the Latin-American market by nearly two-thirds, and increasing more than 50 percent from the previous year. Fintech investments are among the biggest deals made in Brazil in the past year, but real estate and transportation are also making gains. Brazil also surpassed the average global IT spend last year, with most of its investments going into hardware and services. Brazil has risen to No. 9 worldwide in IT investments.

Difficulty:	Very Easy (1 out of 5)
Direction:	Left-to-Right
Family:	Indo-European
ISO 639-3:	por
Industries:	Agritech, Edtech, Fintech, Healthtech, Marketing tech

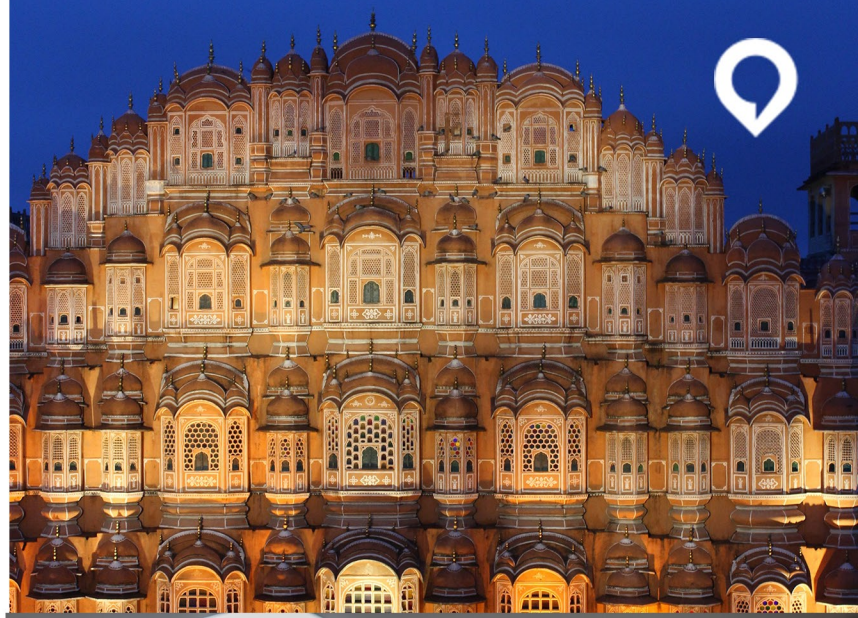
Native Speakers:	221M
Worldwide Speakers:	234M
Most Spoken:	
Brazil:	194M
Angola:	15M
Portugal:	9M

4 हिन्दी Hindi

India is the second most populated country in the world and is one of the top 10 wealthiest nations in the world. It is expected to have a $5 trillion economy by 2024 and it is anticipated it will overtake both Germany and the UK to become the fourth wealthiest nation in the world by 2025. India is well-known for using its English-speaking population to become a major exporter of outsourcing services including technology, business, and software. There continues to be an emerging market for both services and technology in India.

Difficulty:	Difficult (4 out of 5)
Direction:	Left-to-Right
Family:	Indo-European
ISO 639-3:	hin
Industries:	Technology, Business, Agriculture, Transportation, E-Commerce, Pharmaceuticals

Native Speakers:	612M
Worldwide Speakers:	615M
Most Spoken:	
India:	612M
Nepal	1M



3 תירבע Hebrew

Are your clients tech Unicorns? If yes, then you won't be surprised Hebrew made our list. There are more than 8.7 million people living in Israel and the first half of 2019 has broken five-year records with 66 exit deals reaching nearly $14.5B. Twenty three of those deals ranged between $100M and $1B. During that same time, IPOs raised $231M. **So, if your product targets SaaS or tech companies, you'll**

Difficulty:	Difficult (4 out of 5)
Direction:	Right-to-Left
Family:	Afro-Asiatic
ISO 639-3:	heb
Industries:	Technology, Manufacturing, Agriculture, Tourism, Transportation

Native Speakers:	8M
Worldwide Speakers:	9M
Most Spoken:	
Israel:	8M

2 中文 Chinese

While there are nearly 300 living languages in China today, Mandarin is the official national language. Because of its diverse regions and dialects, some Chinese languages can be mutually unintelligible when spoken; however, Chinese writing, for the most part, is similar and understandable across the country. Four of the world's top 10 highest-grossing companies on the internet are based in China, and Chinese companies are among the top acquirers of companies in the Western hemisphere. Be sure to localize to Chinese to prepare for a great IPO!

Difficulty:	Very Difficult (5 out of 5)
Direction:	Right-to-Left
Family:	Sino-Tibetan
ISO 639-3:	cmn
Industries:	E-Commerce, Technology, Healthcare, Education

Native Speakers:	1B
Worldwide Speakers:	1B
Most Spoken:	
China:	1M
Hong Kong:	3M
Taiwan:	19M
Singapore:	2M
Malaysia:	1M

1 Español
Spanish

Hispanics account for nearly 20 percent of the U.S. population and there are more than 100M native Spanish speakers in the U.S. If you're doing business in the U.S., you're missing a huge share of your market by not localizing to Spanish. But that's not the only reason why you should. Combined with those who speak Spanish as a second language, the reach is about 560M people and Hispanic purchasing power is expected to reach $1.8 trillion by 2021.

Difficulty:	Very Easy (1 out of 5)
Direction:	Left-to-Right
Family:	Indo-European
ISO 639-3:	spa
Industries:	Technology, E-Commerce, Education, Healthcare, Finance

Native Speakers:	460M
Worldwide Speakers:	534M
Most Spoken:	
Mexico	127M
US	58M
Colombia	47M
Spain	46M
Argentina	44M

Other Languages to Consider

Arabic

Arabic is the official language of 25 countries. It is the fifth most spoken language in the world with more than 300M speakers.

Swedish

With a population of about 10M, Sweden has the highest number of tech exits in Europe. It's consistently creating new companies that are competing well in a global market.

French

French is the official language in 29 countries. There are more than 300M French speakers living in 50 countries throughout the world. Also, combined with English, you can target most of Africa, which could be another high-growth market for your

You’ve defined your markets. Locale will help you reach them.

Accurately, Hassle-free, Affordably

Start Translating Today