

Translation Technology Insights 2025.

How corporates can scale with AI, strategy, and smart localization.

The shift in the industry

The translation industry is undergoing seismic change, but corporate demand remains strong.

74%

report stable or growing demand for translation services.

64%

say budget is the main blocker to workflow improvement.

58%

of corporate teams have 5 or **fewer employees**, highlighting lean operations.



While demand is rising, resources are tight - lean teams must rethink workflows to stay efficient and impactful.

AI adoption is accelerating

AI is no longer optional – its central to scaling content and reaching global audiences

58%

of corporates use machine translation (MT) and 29% use large language models (LLMs).

83%

plan to invest in AI capabilities imminently.

48%

are prioritizing AI investment specifically to enhance quality assurance.



Corporates are investing in AI to improve both speed and quality, but its potential goes far beyond. Teams must experiment with AI and uncover where it can deliver the greatest impact for their business.

Quality vs cost: The balancing act

Efficiency is essential - but not at the expense of quality, compliance, or brand integrity.

45%

cite cost-saving as a key driver for change.

73%

are concerned about AI accuracy and 69% about translation quality - showing quality remains a top priority.

88%

perform post-editing on AI-generated translations.



AI is helping teams stretch budgets, but quality still matters. Use automation strategically - pair it with human oversight to protect quality, reduce rework, and maintain brand trust.

Integration unlocks impact

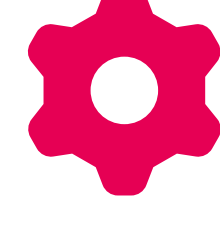
To scale effectively, translation must connect to broader business goals.

58% of corporates want technology that's easier to use. Yet only **11%** currently use integrations with content systems. **39%** say better integrations would help tackle current challenges.

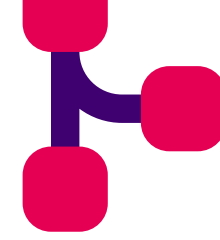
Corporate teams should integrate localization with analytics, CRM, and publishing tools to track performance, streamline workflows, and ensure translations drive business results.



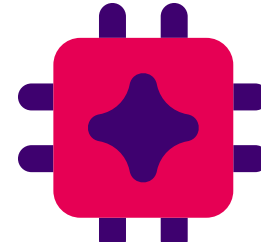
To stay ahead



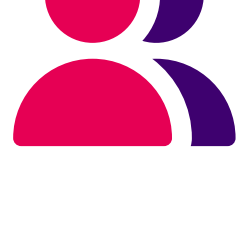
Audit and optimize workflows – identify where AI can reduce manual effort and where human input is essential



Measure what matters – track translation success by its contribution to strategic business goals, not just volume or speed.



Adopt future-ready technology – invest in scalable platforms with configurable AI and integration capabilities.



Partner with experts who can advise and guide – work with vendors who understand your goals and can help shape your strategy, optimize workflows, and unlock new opportunities.

We see it all the time that translations come back and there are errors that we need a human to fix. It's always going to be the case that we need humans for certain types of projects. It's our job to figure out the appropriate level for different projects.

Localization Program Manager
at a global tech company.

I think there will be a stratification of super-high-value types of content, and then other types of content where MT and LLMs will take over. That bar will continue to be raised.

Localization Program Manager
at a global tech company.

[Read the full report](#)



Copyright © 2025 RWS Holdings Plc. All rights reserved.