TRANSLATION STATISTICS 2023

by LangShop

Welcome to "Translation Statistics 2023"

A comprehensive report curated from extensive research conducted by LangShop among 6K+ Shopify stores worldwide.

Our findings are fortified with data from esteemed sources such as Statista and Internet World Stats, delivering an authoritative exploration into the landscape of multilingual website trends.

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Overview of Internet Language Usage Trends

Statista notes 63.7% of websites use English, with 1.2 billion English-speaking internet users - around 25.9% of the online population.

As a result, this leaves 74.1% of Internet users unable to comprehend over 63% of websites without translation tools.

Internet Users by Country | Languages used for web content

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Countries Using Translation Apps for Global Sales

To broaden their global sales reach, merchants often rely on translation apps and services

Our research reveals a widespread adoption of translation apps in Japan, Germany, the US, France, and Canada.

This suggests a strong focus on international trade or expansion within these countries.

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Top 5 Additional Languages

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Which Additional Languages To Select?

One straightforward method is to look at the most prevalent languages among multilingual websites.

Undoubtedly, English is #1 additional language among multilingual websites worldwide.

Additionally, surveyed global brands often incorporate languages like French, German, Spanish, and Italian. However, the ideal language choice can vary across industries. **Conducting research** - comparing markets, analyzing competitors, and gaining insights - is crucial. **Each case demands a tailored approach** to determine the most suitable language(s) for effective expansion.

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Top Localization Features Used by Multilingual Brands

Translation represents just one facet of store localization. To enhance it further, consider implementing these features:

- Currency conversion (23%*)
- Language and/or currency switcher (40%*)
- Geolocation popup (46%*)
- Language and/or currency redirect (6%*)
- Multilingual SEO (14%*)

* % of surveyed multilingual websites that use this feature (within LangShop)

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Rare Languages and Dialects Translated with LangShop

Western Frisian
Also known as simply Frisian, is a West Germanic language spoken by the Frisian people, treasured at the coast of the Netherlands, mostly by those of Frisian descent who also speak spoken of the Frisian languages.

Galician
Around 2.4 million people have at least some degree of fluency in Galician language, mainly in Galicia, an autonomous community in the northwestern Iberian Peninsula, where it has official status along with Spanish.

Nuosu
The Sichuan language of the Yi people, it has been chosen by the Chinese government as one of prominent 5 languages and as such, is the only one taught in schools in Yi areas, in a simplified version.

Yoruba
Spoken in a language spoken in West Africa, primarily in Southwestern and Central Nigeria.

Zulu
Zulu, or isiZulu, as an endonym, is the most widely spoken language of the Nguni Bantoid language of Southern Africa.

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Most Popular Translation Methods

Choosing a translation method can be challenging due to the diversity of options available. To simplify this choice, we've ranked popular translation methods from the most commonly used to the least:

- AI Translation (Standard engines) — 84.11%
- Google Cloud Translation — 9.03%
- DeepL Pro Translation — 6.34%
- Manual Translation — 0.51%

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AI Translation vs. Manual Translation

AI translation stands as the **#1 choice**, because of its time-saving capabilities.
Manually translating one product typically takes **2–3 minutes**, while AI translation accomplishes the same task in just **2.5 seconds**.

In 2023, LangShop's AI translation saved 864 hours for an average merchant.

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Number of Additional Languages on Multilingual Websites

Businesses add different numbers of additional languages based on their size and goals. Although Shopify allows translation into up to 20 languages, not many merchants opt for this maximum.

In fact, among surveyed stores, 39.6% translate their store into just one language.

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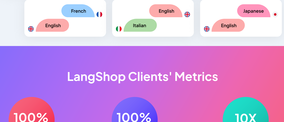
Top Translation Language Pairs

Language pairs provide a clear view of both the original and translated languages, allowing us to grasp prevailing patterns and tendencies.

The top translation pair is English to French.

Translating English websites into German, Spanish, and Italian is also common.



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LangShop Clients' Metrics

100% Satisfaction

LuxeLight, Romania
I want to start this review by saying that this app is 100% worth trying just for the dedicated support and the importance the langshop team gives to any customer who encounters problems ^_^

100% Satisfaction

Minimarket, Cyprus
I can now translate everything on the site, even third party apps which I use, using langshop dynamic text translations!
I will definitely recommend it!

10X Sales Boost

Inclusive Inc., United States
^_^ Langshop did that seamlessly for 20 languages. Combined with Shopify markets, sales of one specific product designed exclusively for disabled individuals with spinal cord injuries or other neurogenic disabilities increased 10x immediately. ^_^

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