



People are more likely to buy from you if you speak their language

Whilst some people like to hide behind English as the 'international language', when it comes to buying online, it's been shown multiple times over that whether people can understand content in another language or not, they're more likely to place their trust in a website that they can access in their native language. It's basic psychology, but it rings true, and I'm sure we can all understand why. In fact, according to a study by the European Commission, 43% of Europeans would only purchase something online if the website was in their native language. That means that websites that are left untranslated miss out on nearly half of potential customers!



Only one-third of Portugal's population speaks a foreign language

Never mind whether or not they'd feel comfortable buying from a website in another language, two-thirds of the population only speak Portuguese, and so can only be reached through content translated for and tailored to them.



The Portuguese economy is growing

Companies have long been a little reluctant to invest in Portugal, with good reason, as the country has experienced some very tricky periods in recent decades. In 2019, however, Portugal's economy is on the up, and unemployment is falling, and has been doing so consistently for several consecutive years.

That means it's a great time to reach out to the country's residents, who have increasing disposable income, and are keen to spend it with brands who make the effort to interact with them in their language.



It's a small, but powerful market

Although Portugal's population is only just over 10 million people, which may seem small, especially compared to the over 200 million Brazilians, time and time again brands have come to realise that Portugal should be ignored at their peril.

Giants such as Microsoft and Vodafone can attest to the importance of creating content specifically tailored to Portugal, rather than in Brazilian Portuguese, which is a very different thing.

Portugal may be comparatively small compared to Brazil or its European neighbours, but it sure is mighty, and if your fashion brand translates its content into Portuguese it's an investment that will pay dividends.



Portuguese is the fifth most spoken language on the internet

This may come as a surprise to some, but Portuguese is the fifth most spoken language on the internet, coming in just behind Arabic, and also beaten by Spanish, Chinese and, of course, English.

Interestingly, it far outstrips its fellow European languages, French and German, partly due to the huge population of one of the countries that Portugal shares a language with, Brazil.



It's the law

Essentially, if you want to sell your products to the Portuguese market, there are laws in force that require any documentation related to use, guarantees and security translated into Portuguese.

It's all part of consumer protection, so if you're going to be selling in Portugal then it's best to have everything translated, lock stock and barrel, to avoid any complicated situations, and even potential legal cases.

I hope you've found this guide useful.

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