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Wikipedia Named Best Global Website of 2021

For the 17th year, *Web Globalization Report Card* recognizes world's leading multilingual websites

(Ashland, OR – March 10, 2021) – Wikipedia was named the best global website, according to the 17th edition of the *Web Globalization Report Card*, followed by Google and Nestlé.

“At more than 300 languages, Wikipedia reflects world demand for a truly multilingual internet,” said report author John Yunker. “Most companies continue to do a poor job of supporting the language needs of their current and potential customers.”

For 2020, Byte Level Research studied the websites of the 150 leading global brands across 15 industries. Websites were scored according to languages supported, global navigation, global and mobile website design, and localization.

Notable highlights include:

- **The top 25 websites support an average of 62 languages**, nearly twice the average number of languages supported by all 150 websites.
- **Apple** joins the top 25 list for the first time, after having improved its global gateway.
- **Nestlé** leads all consumer goods companies with a world-ready global design and ongoing investment in localization.
- Technology companies such as **Adobe, Microsoft,** and **Nikon** continued to demonstrate leadership in languages and global consistency, as well as increasing degrees of investment in localization.
- **NIVEA** leads the cosmetics and skin care industry with support for 46 languages and culturally relevant visuals in many markets.

Best Global Websites 2021

1. Wikipedia
2. Google
3. Nestlé
4. Airbnb
5. Adobe
6. Philips
7. Uber
8. IKEA
9. Visa
10. Microsoft
11. Booking.com
12. Nikon
13. Deloitte
14. Church of Jesus Christ of Latter-day Saints
15. KPMG
16. Apple
17. NIVEA
18. Pfizer
19. Volvo Cars
20. Canon
21. American Express
22. Tinder
23. Sanofi
24. Cisco Systems
25. 3M

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