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Wikipedia, Airbnb and Bosch named Best Global Websites of 2025

In its 21st year, *The Web Globalization Report Card* recognizes the world's leading multilingual websites

(Ashland, OR) – Wikipedia was named the best global website, according to the latest edition of *The Web Globalization Report Card,* followed by Airbnb and Bosch.

"Wikipedia is one of the most linguistically diverse websites on the planet with content in more than 300 languages," said report author John Yunker.

For 2025, Byte Level Research studied the websites of the 150 leading global brands across 14 industries. Websites were scored according to languages supported, global navigation, global and mobile website design, and localization.

Notable highlights include:

- **Airbnb** shines in its support for automatic translations, and illustrates best practices many other websites would be wise to emulate.
- **As a group, these 25 websites support an average of 50 languages**. Most websites support fewer than 10 languages.
- Companies like **Bosch**, **Philips**, **Volvo**, and **Apple** demonstrate that you can leverage global design templates to efficiently serve a mix of audiences around the world.

Best Global Websites 2025

1. **Wikipedia**
2. **Airbnb**
3. **Bosch**
4. **IKEA**
5. **Nestlé**
6. **Pfizer**
7. **Google**
8. **Coca-Cola**
9. **Philips**
10. **Spotify**
11. **DHL**
12. **Adobe**
13. **Visa**
14. **Volvo Cars**
15. **AmEx**
16. **Uber**
17. **TripAdvisor**
18. **Canon**
19. **LG**
20. **Apple**
21. **Microsoft**
22. **3M**
23. **Merck (MSD)**
24. **Sanofi**
25. **LDS.org**

2025 Web Globalization Report Card
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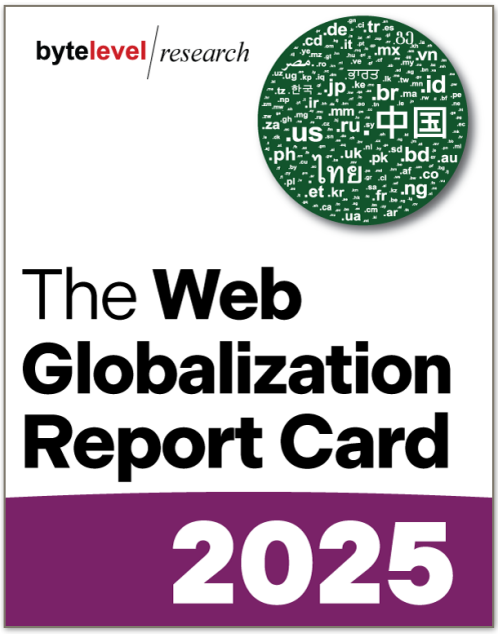
About the 2025 Web Globalization Report Card



Founded in 2000, Byte Level Research was the first company devoted to the art and science of web globalization. Byte Level Research benchmarks websites and mobile apps based on their global effectiveness – including languages, depth of local content, global consistency, and usability.

The *2025 Web Globalization Report Card* is the 21st edition of this report and is published alongside the Web Globalization Best Practices & Emerging Trends report. Combined, these reports include a wealth of analysis, website case studies and recommendations.

Companies do not pay to be included in the *Report Card*, and all research is conducted by John Yunker; no work is outsourced. Companies that have purchased the *Report Card* over the years include Adobe, Cisco, FedEx, Sony, and Panasonic.

Some companies have purchased the report for more than a decade, relying on it for both insights into emerging trends and a means of benchmarking their progress.

John Yunker, co-founder of Byte Level Research, is the author of the books *Beyond Borders: Web Globalization Strategies* and *Think Outside the Country: A Guide to Going Global and Succeeding in the Translation Economy* (also available in Japanese).

To learn more, please visit **www.bytelevel.com**.