



**LATINO  
DONOR**  
COLLABORATIVE

**LATINO  
DATA  
COLLABORATIVE**

**THINK TANK**

# Ana Valdez

## President and CEO

# OUR UNIQUENESS

The **LDC** is a national organization that works specifically to create **economic data** about Latinos in mainstream America.



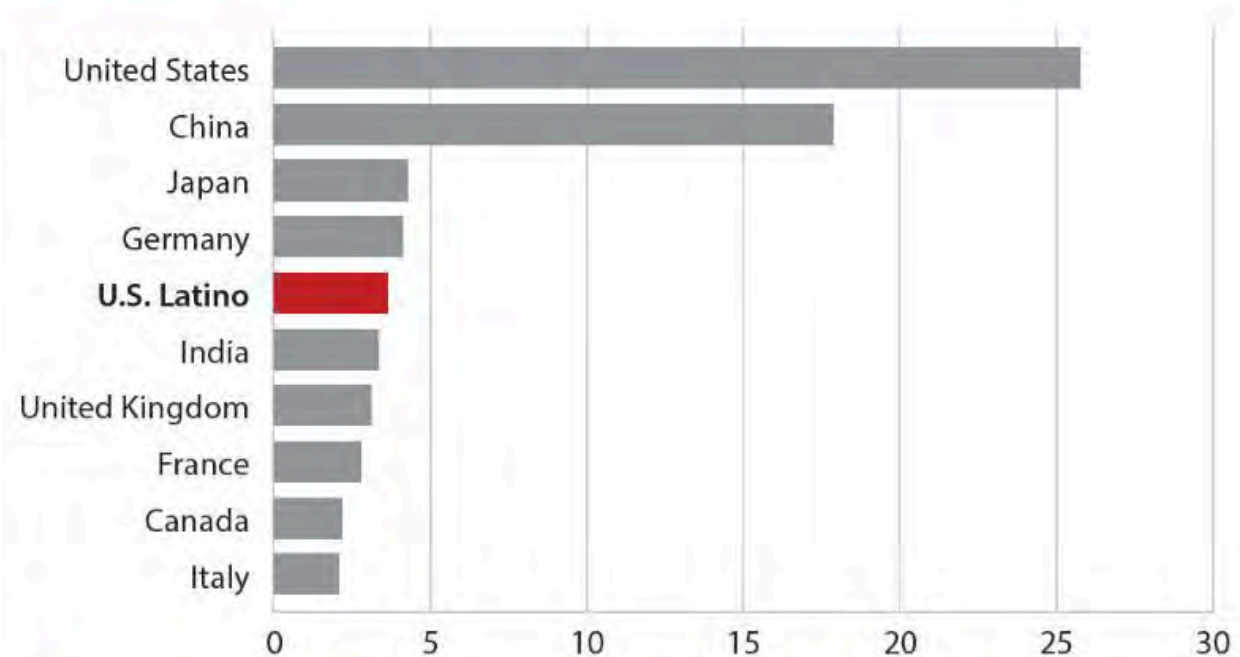
# LATINO DATA COLLABORATIVE

## THINK TANK

- **The 2025 Official LDC U.S. Latino GDP Report™ – Part One** highlights the accelerating contribution of Latinos to the U.S. economy:
- **U.S. Latino GDP** reached **\$4 trillion in 2023**, making it the **5th largest economy in the world** if measured independently—surpassing the U.K. and France and on par with India.
- Since 2015, Latino GDP has grown **over 50%**, compared to just **17%** among non-Latinos.
- If the overall U.S. economy had grown at the Latino rate, national GDP would be **\$6.8 trillion larger** today.
- **Latino Gross Domestic Income (GDI)** rose to **\$3.1 trillion**, up from \$2.1 trillion in 2018.
- **Latino Purchasing Power** increased to **\$4.1 trillion**, up from \$2.8 trillion over the same period.

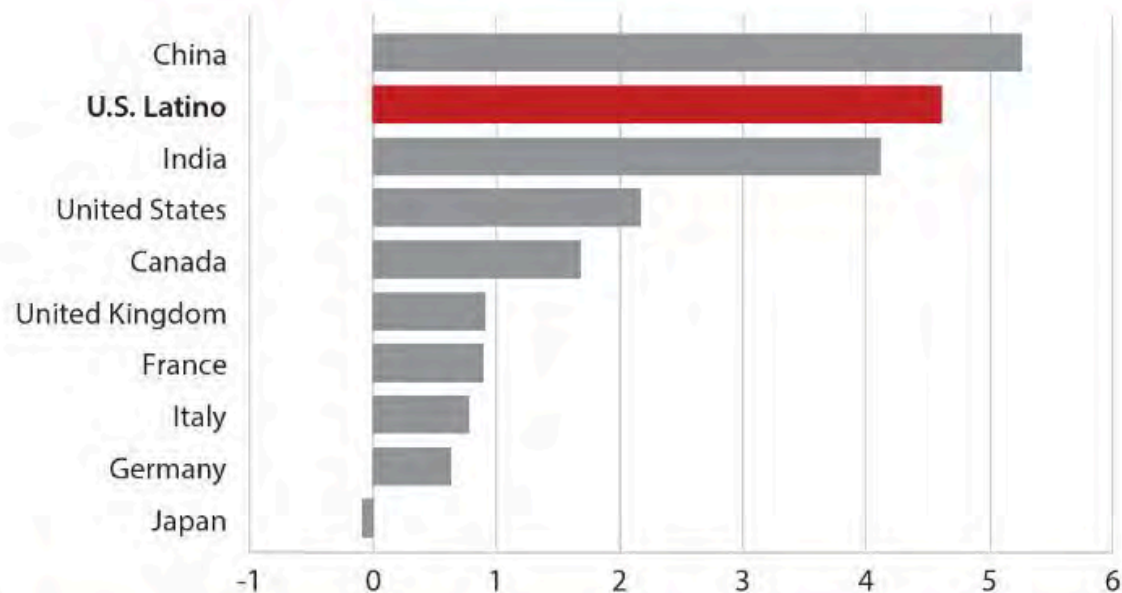
# The Latino GDP in the World Stage

If U.S. Latinos were a standalone economy, it would be the 5th largest in the world



A. The world's leading economies in 2022 compared to the U.S. Latino GDP as estimated from expenditures made "by and on behalf" of members of this demographic. Figure corresponds to trillions of current U.S. dollars.

# The Latino GDP in the World Stage



**B. Real, annualized percent GDP growth among the world's leading economies between 2017 and 2022 compared to the growth in the U.S. Latino GDP as measured from expenditures made "by and on behalf" of members of this demographic. Figure corresponds to chained growth rates.**

**U.S. Latinos represented the **second fastest growing economy** from 2017 to 2022**



# One in Every Four Children in the U.S. Were of Hispanic Origin in 2020

U.S. Census Bureau (2020)

Latinos represent **19.5%** of the U.S. population



**27%** of young people in the U.S. are Latinos



Almost all Latino youth under age 18,  
**94%**, are American-born and raised  
compared to **46%** of those aged 35  
or older.

# BEHIND THE GROWTH



# 1. POPULATION GROWTH

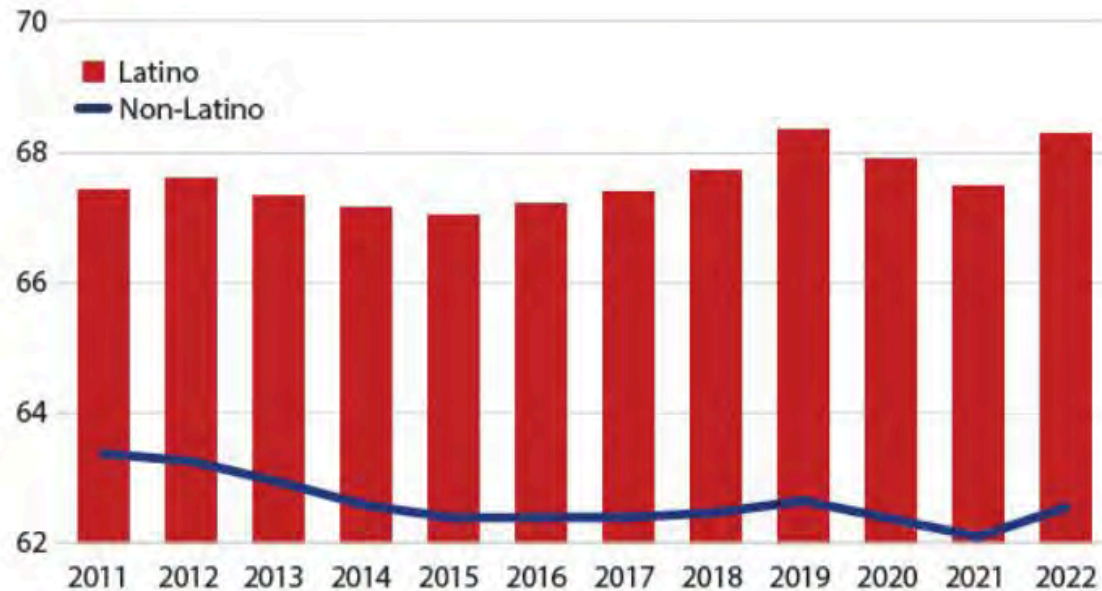
## 2. WORKFORCE AND LABOR FORCE PARTICIPATION

Latinos are projected to  
account for **78% of net**  
**new workers** between  
2020 and 2030. 

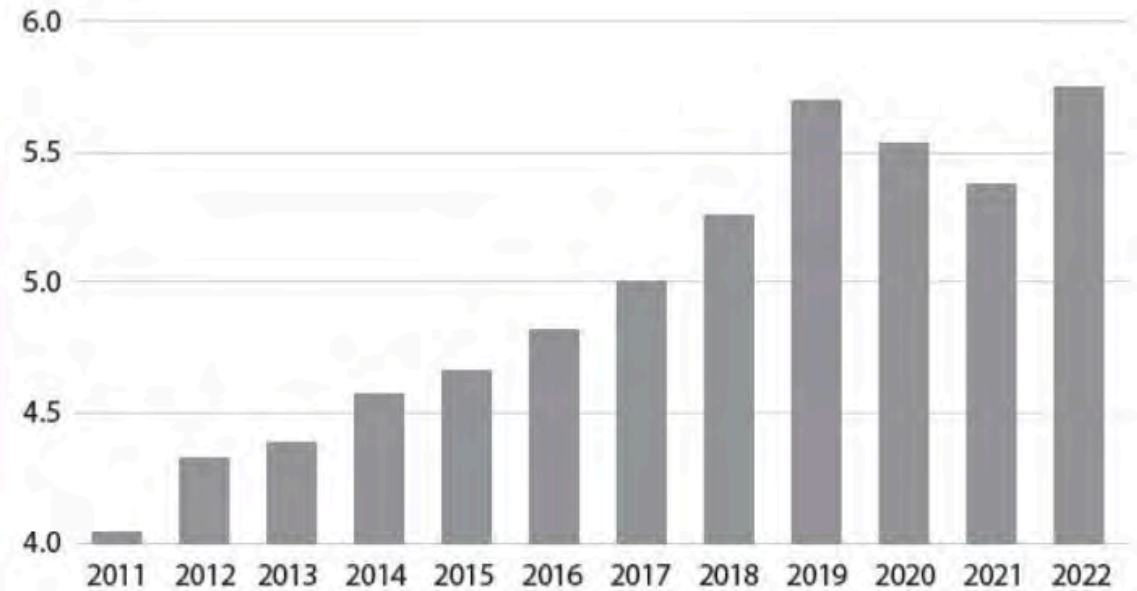
# LATINO WORKFORCE

DATA FROM DEPARTMENT OF LABOR

# Labor Force Participation



**A. Labor force participation among those 16 years and older, as percentage of the total respective population.**



**B. Labor force participation premium, which is defined as the difference in labor force participation rate between U.S. Latinos and non-Latinos.**

\*Source: The 2024 Official LDC u.S. Latino GDP Report

# 3. EDUCATIONAL ATTAINMENT

# Educational Advancement

---



On a year-over-year basis, there's a:

**2.8X and 2X**

**FASTER GROWTH RATE**

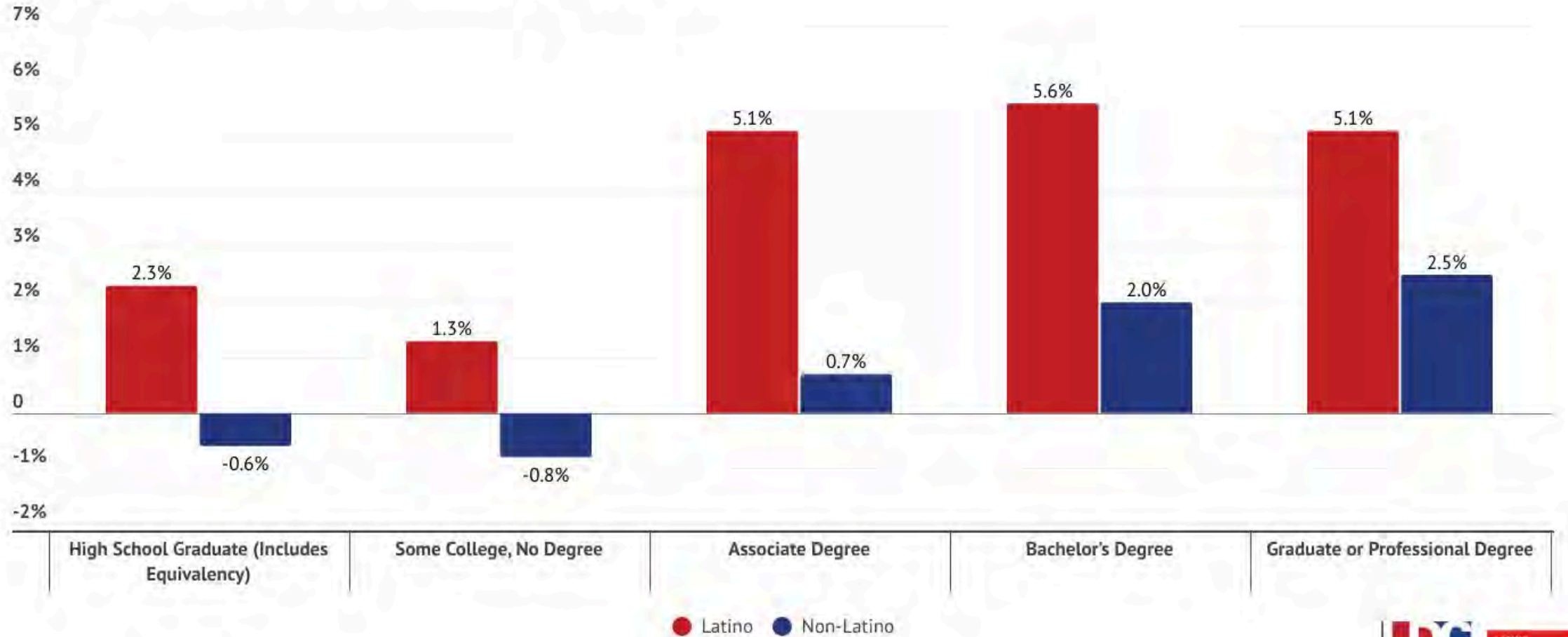
in bachelor's and graduate degrees among Latinos,  
respectively, relative to other groups.

\*Source: The 2024 Official LDC u.S. Latino GDP Report



# Educational Advancement

## Changes in Educational Attainment, 2021-2022



\*Source: The 2024 Official LDC u.S. Latino GDP Report

# 4. ENTREPRENEURSHIP

# Entrepreneurship

---

There are

**4.7 million Latino businesses**

in the United States, contributing

**\$800 BILLION**

to the economy annually, and they employ

**3.5 million workers**

\*Source: Stanford Business School: Latino Entrepreneurship Initiative, LBAN



**Latino-owned employer businesses grew 44%** from 2018 to 2023, while White-owned businesses declined 3% in the same period.

**U.S. ENTREPRENEURSHIP GROWTH IN TOTAL NUMBERS**  
from 2007 to 2022



- Latino-owned businesses
- Non-Latino-owned businesses

*\*Source: Stanford Business School: Latino Entrepreneurship Initiative, LBN*

The number of Latino-owned businesses is growing

**10X  
FASTER**

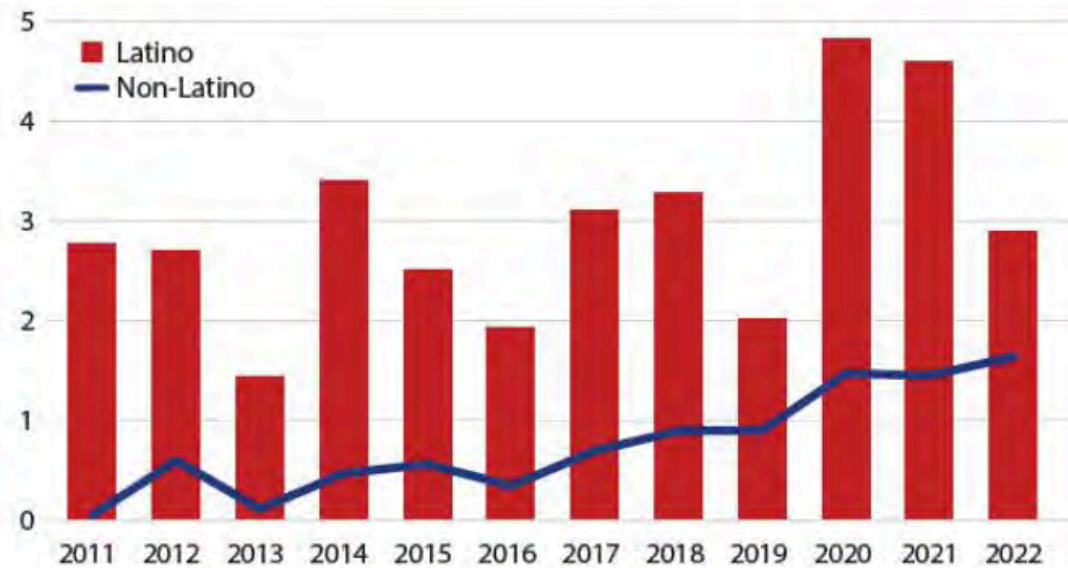
than White-owned  
businesses



LET'S  
GROW  
COLLABORATION

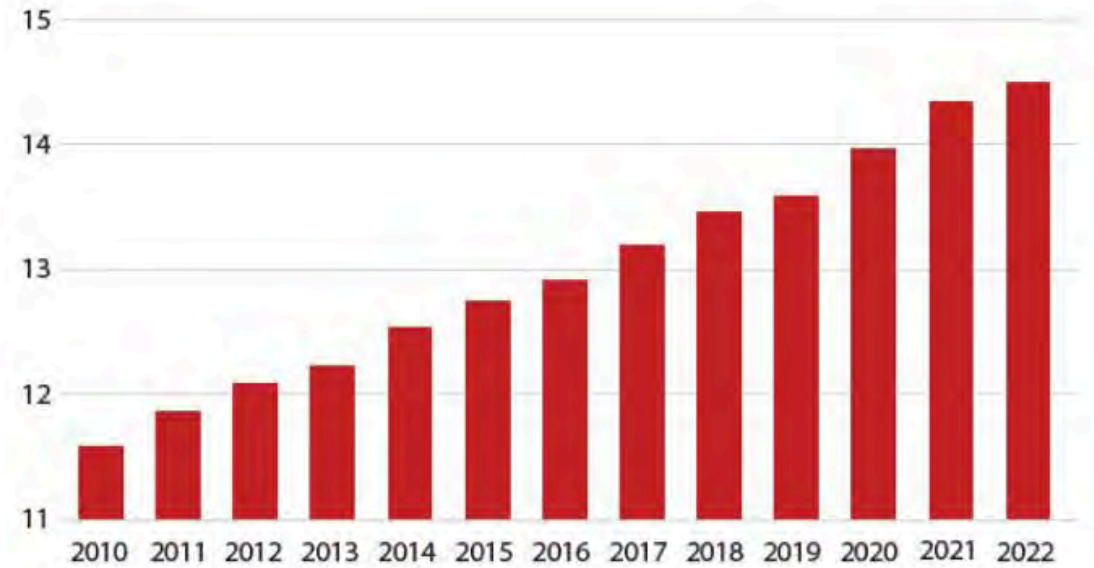
# 8. HOMEOWNERSHIP AND EARNINGS

# LATINO HOUSEHOLDS



**A. Percentage annual growth in number of households by Latino origin.**

Source: U.S. Department of Commerce, Census Bureau , American Community Survey.



**B. Percentage share of households identifying as Latino.**



**U.S.  
LATINO  
YOUTH  
2030**

# Economic Power of Latino Youth

Latino youth will be **major contributors to the U.S. economy**, both as workers and entrepreneurs.

**62%**

of young Latinos prioritize owning a business, compared to **32%** of older Latinos.

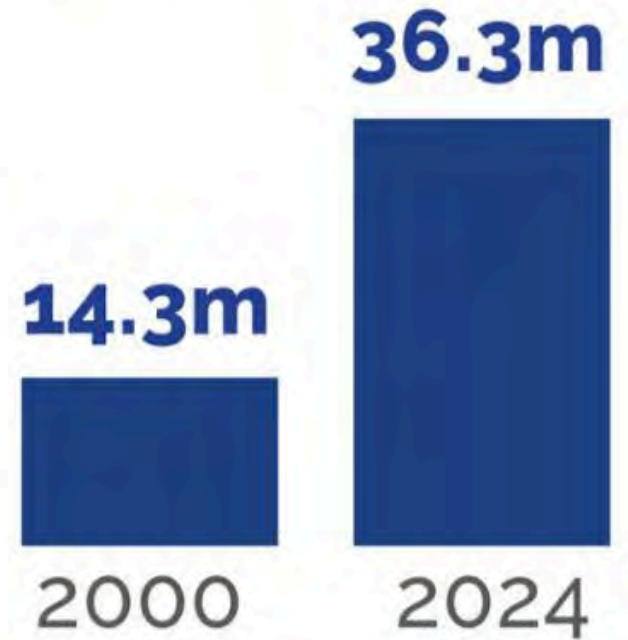
Their consumption power is **growing 1.3x faster** than non-Latinos, particularly in **personal care, home electronics, and autos**.





# Latino Youth Are Shaping Civic Life

In November 2024 there will be **36.2 million Hispanic eligible voters** in the U.S., **up 153%** from 2000 when there were just 14.3 million.



Young Latinos are candidates for office, volunteers, and advocates, pushing for change

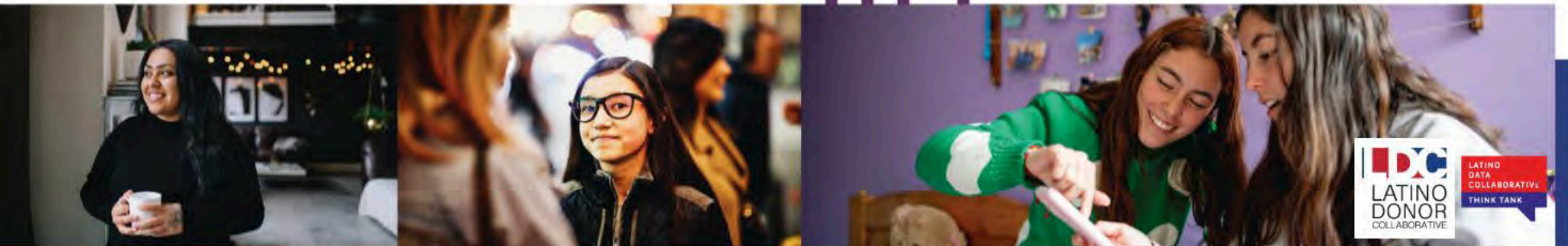


# Unapologetically Latino and American

They value **family** and **community**, drawing strength from both cultures.



They see themselves as **leaders**, **shaping future generations** by sharing and promoting their culture with others.



# Young Latinos Are Driving Global Culture



Latino music is now the fastest-growing genre in the U.S., with streaming **increasing by 15% in 2024.**

Latino youth are redefining American culture through their influence on **music**, **fashion**, and **media**.



**70%** of Latino youth say the Spanish language is more important to them today than it was five years ago.

**This cohort will be the biggest  
breakthrough in years to come for  
some companies...**

# LET'S PLAY: PERCEPTION VS. REALITY



LATINO  
DATA  
COLLABORATIVE

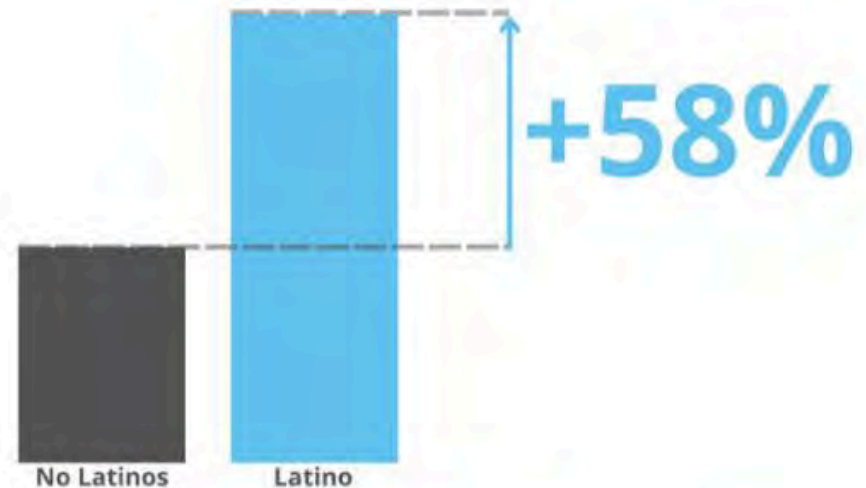
## The Economic Opportunity

Investing in Latino representation is not just the right thing to do—it's a **smart business decision**.

McKinsey estimates that **proper Latino representation** could generate an **additional**

**\$12-18  
BILLION**

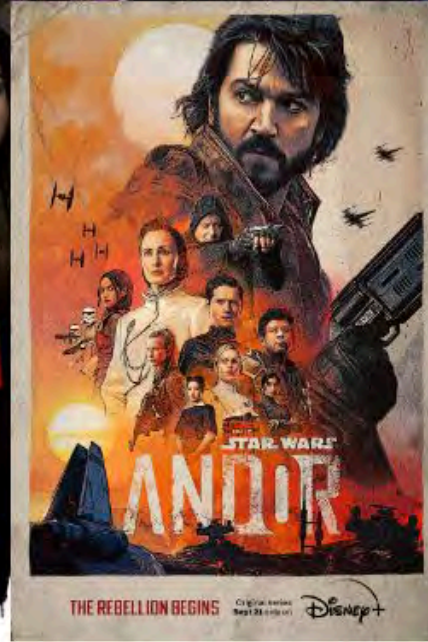
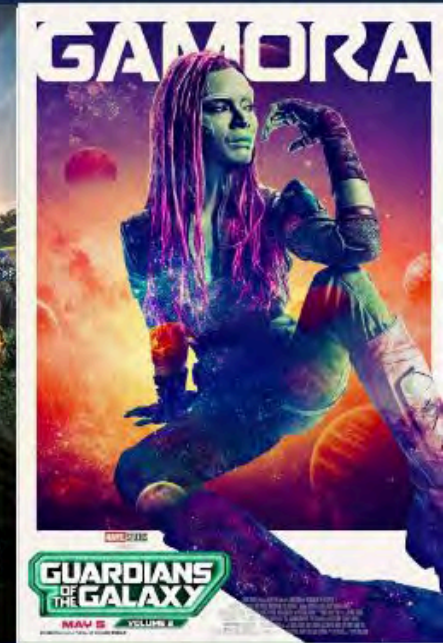
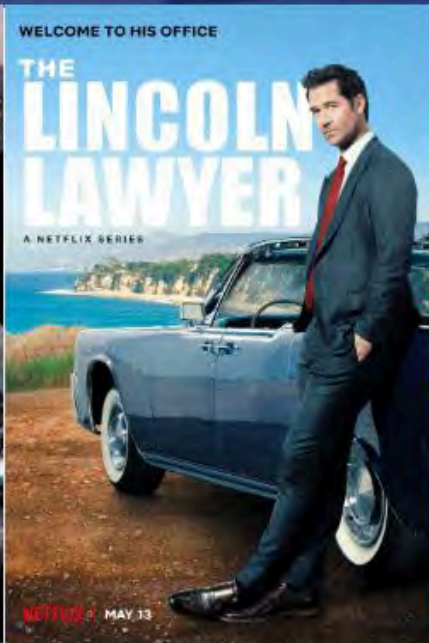
**annually** for the entertainment industry.



**Films with Latinos in key roles outperformed** non-Latino films by over 58% at the global box office, 2013 - 22.

# Latino Content Succeeds & Sells

Latino talent and stories, sell, and they appeal not only to the Latino segment in America, but to all Americans and other global audiences.



IDC  
LATINO  
DONOR  
COLLABORATIVE

STUDIO CITY  
LAVANTEL  
INDIANA JONES  
AND THE KINGDOM OF THE CRYSTAL SKULL  
Disney+

**The New General Market, but the  
media industry doesn't  
seem to be aware of it...**

# If U.S. Latinos Were Excluded from the AI Economy:



- The U.S. would lose **its largest source of future tech workforce growth**
- AI products would fail to reach **one of the largest consumer markets**
- Innovation would reflect a third **less than the reality of America**

**THIS IS YOUR OPPORTUNITY:**  
**DON'T LET FALSE BELIEFS AND**  
**PRECONCEIVED IDEAS**  
**BLINDSIDE YOU!**

**USE FACT BASED DATA INSTEAD...**

# THANK YOU!



[avaldez@latinocollaborative.org](mailto:avaldez@latinocollaborative.org)

**Latinocollaborative.org**

**@latinoDonorCollaborative**

**@ElevateLatinos**

