

How Do U.S. Latinos



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THINK TANK

Impact the Economy?



OUR UNIQUENESS

The LDC is a national **think tank** that produces economic **data** about the U.S. Latino cohort and its **impact** in the U.S. economy overall.





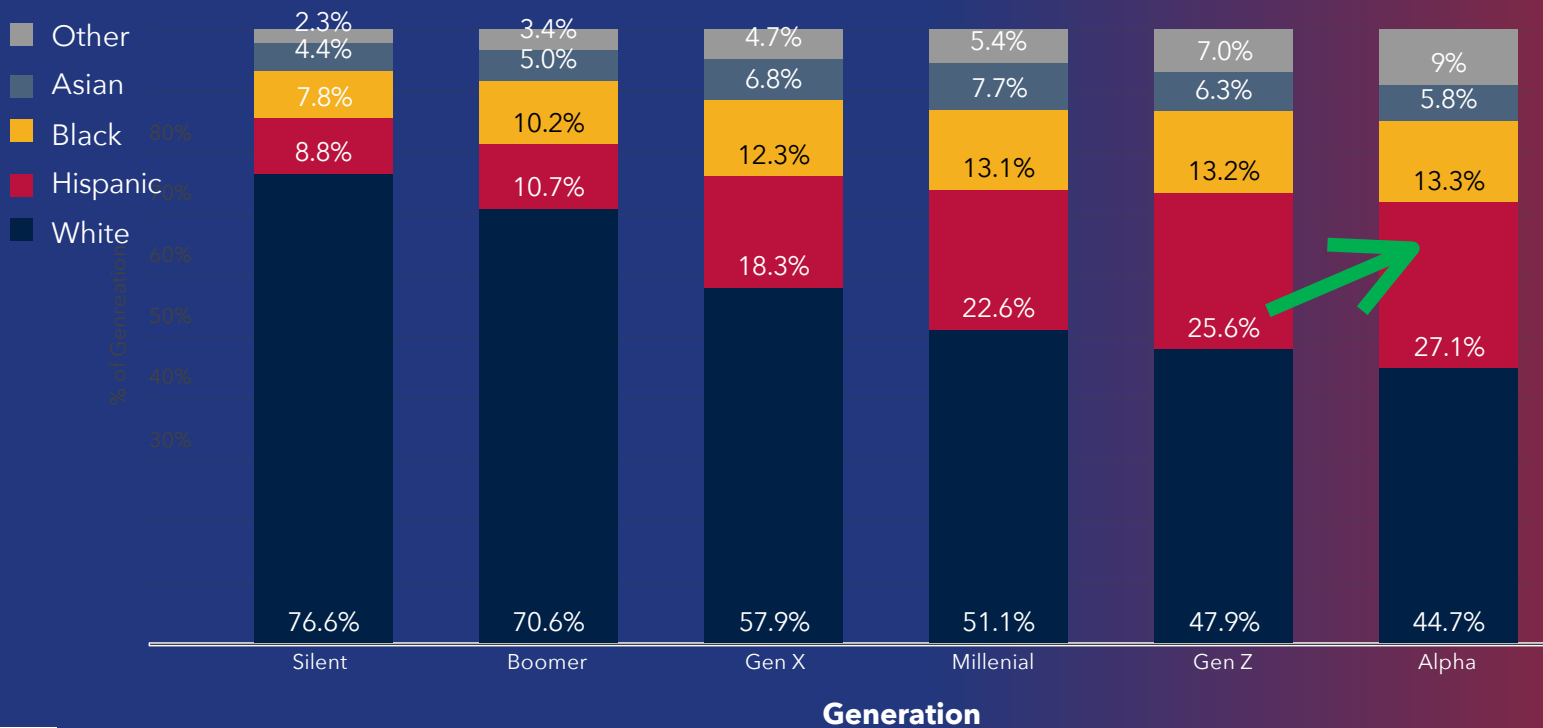
WHO *are* U.S. LATINOS?



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THE NEW MAINSTREAM AMERICA

Generational Population By Race/Ethnicity



Birth Period	Generation
Before 1945	Silent
1946 - 1964	Boomers
1965 - 1980	Gen X
1981 - 1996	Millennials
1997 - 2012	Gen Z
2013 - Present	Alpha

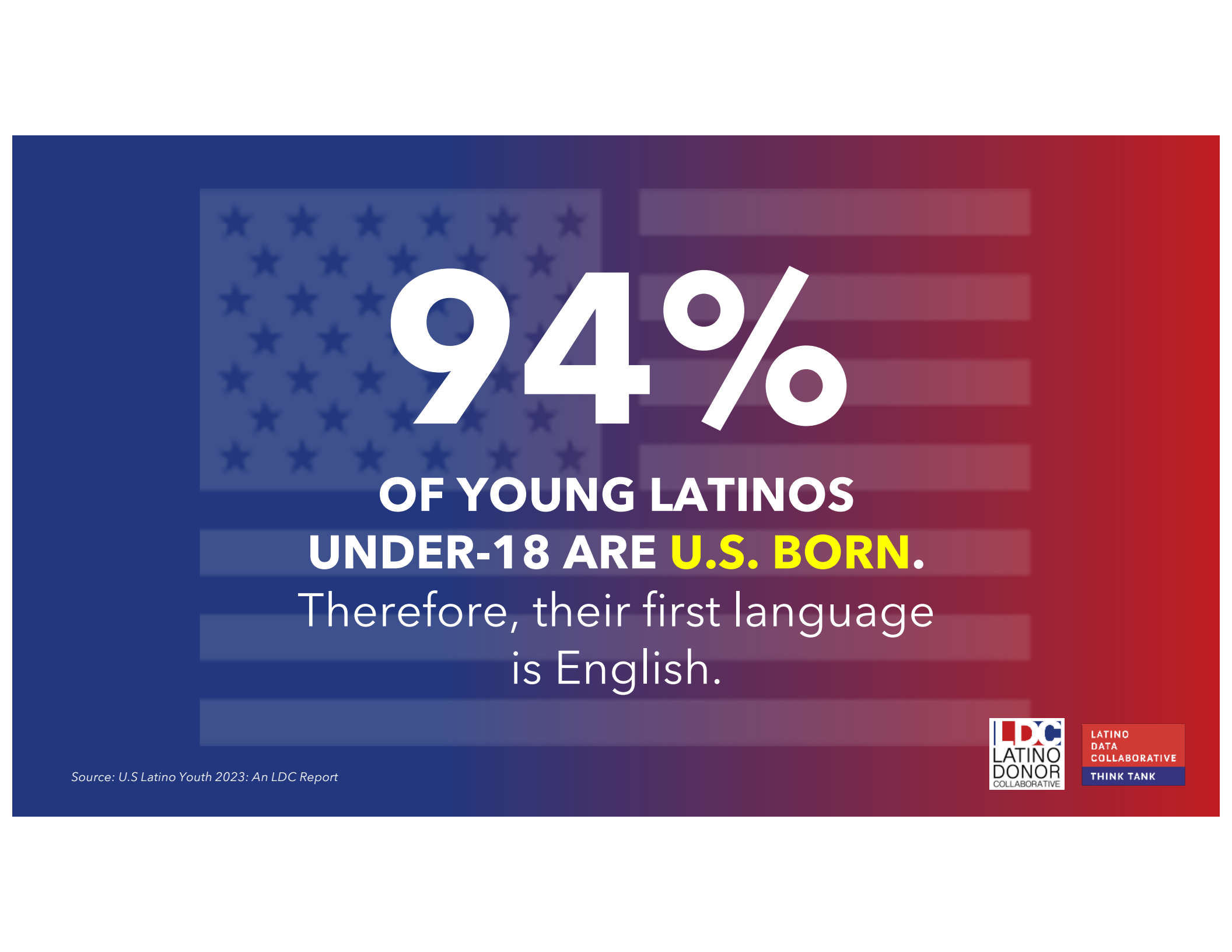
89% OF LATINOS ARE
IN THE U.S. LEGALLY.



81% ARE U.S.
CITIZENS

8% ARE LAWFUL
RESIDENTS OR HOLD
LEGAL STATUS

*Sources: U.S. Census, Kantar



94%

**OF YOUNG LATINOS
UNDER-18 ARE U.S. BORN.**
Therefore, their first language
is English.

Source: U.S Latino Youth 2023: An LDC Report



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The 2026 LDC U.S. Latino Economic Impact Report

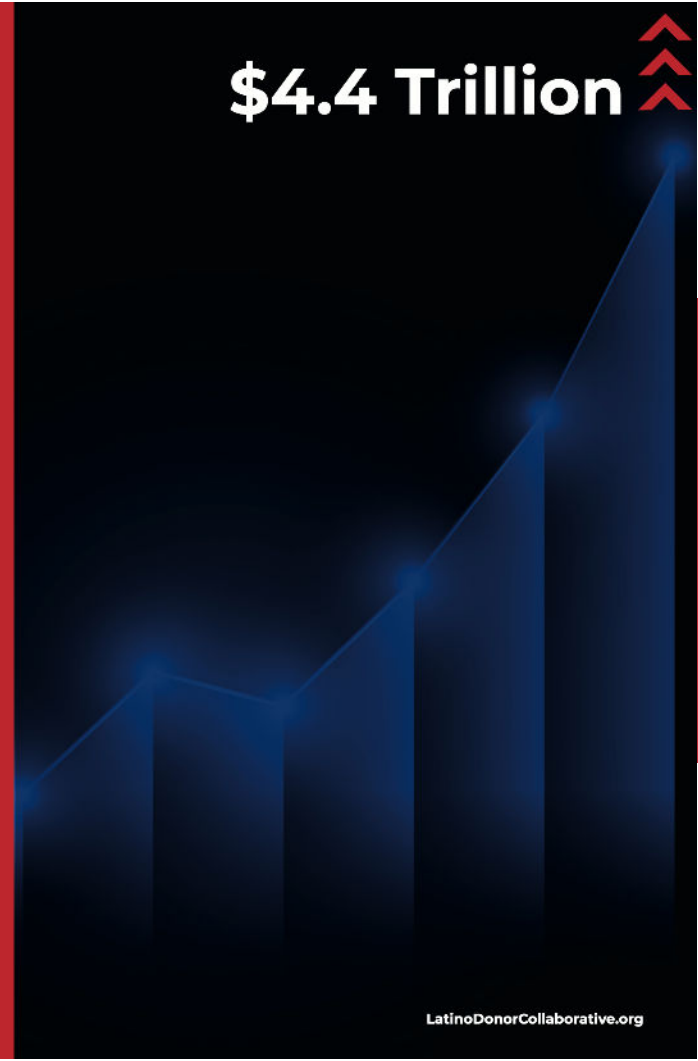
Growth engine of the U.S. economy

Part One • May 2026

Research Partner

ASU W.P. Carey
School of Business
Arizona State University

\$4.4 Trillion 



LatinoDonorCollaborative.org

The U.S. Latino
Household Consumption
was

\$2.8
TRILLION
DOLLARS
in 2024

The **3rd largest**
consumer market in
the world. **Bigger**
than Germany, Japan
and the UK.

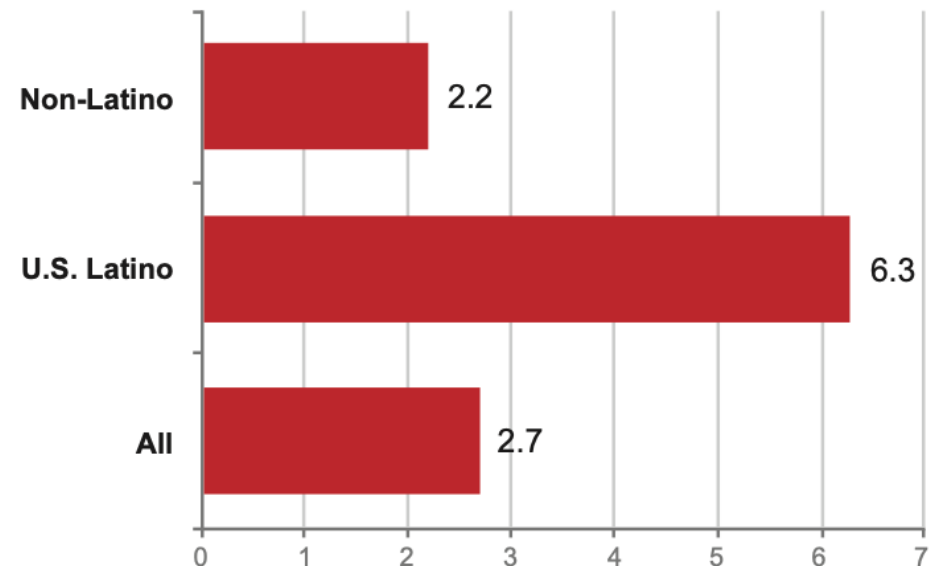
*Source: The 2026 LDC U.S. Latino Economic Impact Report - Part One



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U.S. LATINO CONSUMPTION OUTPACES THE U.S.

Annual U.S. Latino
consumption is
growing nearly **3x**
faster than non-
Latino consumers.



Inflation-adjusted annual consumption growth, 2019–2024 (percent)

*Source: The 2026 LDC U.S. Latino Economic Impact Report - Part One



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The U.S. Latino
GDI was

\$3.4

**TRILLION
DOLLARS**

in 2024

Growing **2x faster**
than non-Latino Gross
Domestic Income.

*Source: The 2026 LDC U.S. Latino Economic Impact Report - Part One



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The U.S. Latino
GDP was
\$4.4
TRILLION
DOLLARS
in 2024

U.S. Latinos
accounted for **28%** of
total U.S. economic
growth.

*Source: The 2026 LDC U.S. Latino Economic Impact Report - Part One



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U.S. LATINO GDP IN THE WORLD STAGE

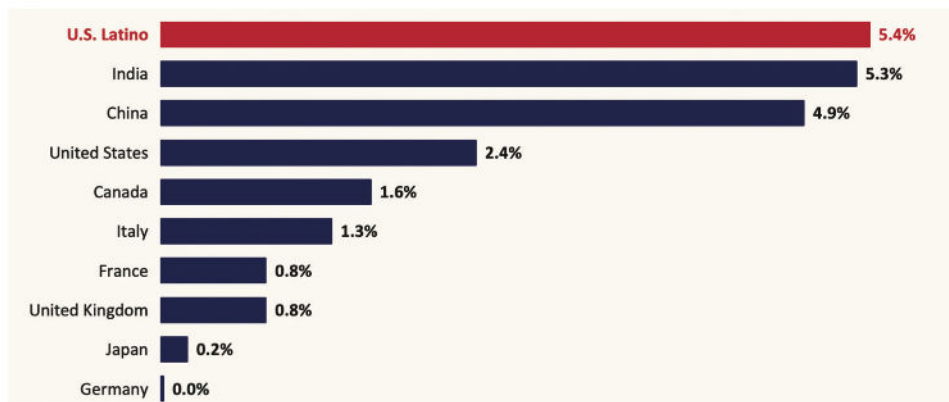
If **U.S. Latinos** were a
standalone economy;
it would be the **4th**
largest in the world.



Leading economies in 2024 (trillions USD)

The world's leading economies in 2024 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 U.S. dollars.

U.S. LATINO GDP GROWTH IN THE WORLD STAGE



Annualized real GDP growth, 2019–2024 (percent)

Real, annualized percent GDP growth among the world's leading economies between 2019 and 2024 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 **fastest**
growing economy;
from 2019 to 2024.

*Source: The 2026 LDC U.S. Latino Economic Impact Report - Part One

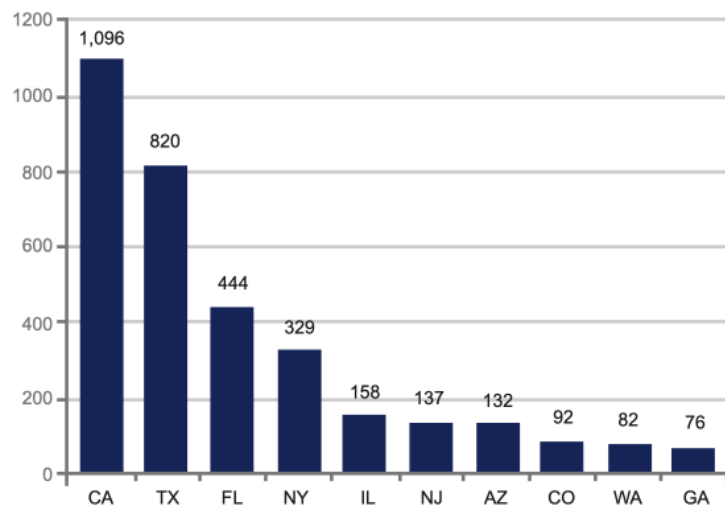


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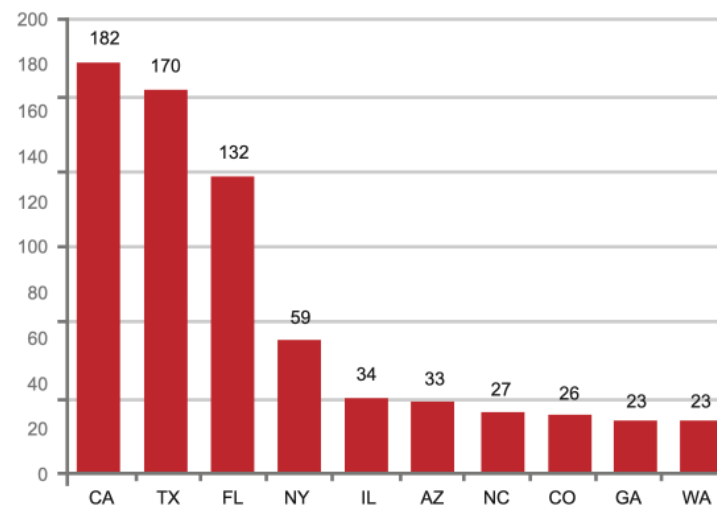
THE U.S. LATINO ECONOMY BY STATE

The five largest state Latino economies by GDP are **California** (\$1.09 trillion), **Texas** (\$820 billion), **Florida** (\$444 billion), **New York** (\$329 billion), and **Illinois** (\$158 billion).

U.S. Latino Growth Domestic Product By State (2024)



A. Top Latino GDP in 2024 (billions of 2024 USD)



B. Latino additions to GDP (billions of 2024 USD)

BEHIND THE GROWTH

1. POPULATION

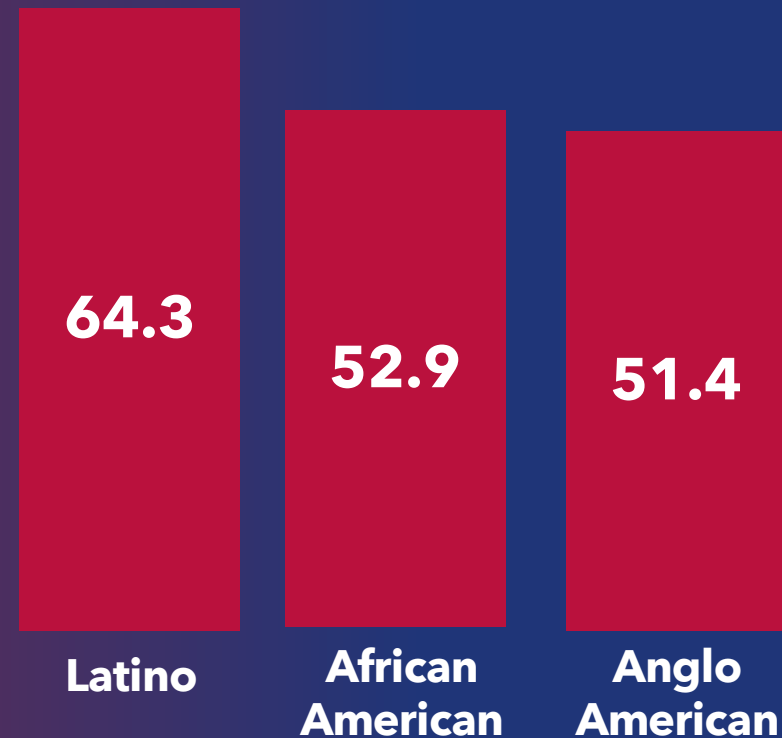


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POPULATION GROWTH

The **highest fertility rates** during 2022-2024 were to U.S. Latinas.

Fertility Rate Per 1,000 Women
Ages 15-44



BEHIND THE GROWTH

2. WORKFORCE & LABOR PARTICIPATION



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LABOR WORKFORCE

1

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

2

U.S. Latinos workers are **younger on average.**

U.S. Latinos

39

Anglo American

42

3

29M workers are U.S. Latino and are projected to reach **35.9M in 2030.**

*Source: Department of Labor



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BEHIND THE GROWTH

3. EDUCATIONAL ATTAINMENT



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EDUCATIONAL ATTAINMENT

On a year-over-year basis, there's a
2.8X FASTER GROWTH RATE
in bachelor's degrees and
2X in graduate degrees
among U.S. Latinos, relative to
other groups.



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

BEHIND THE GROWTH

4. ENTREPRENEURSHIP



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ENTREPRENEURSHIP

U.S. Latinos create

36%

of all new
businesses

19% of U.S. Latino startups are in
tech, compared to 14% for
non-Latinos.

Without Latino-owned firms, there
would have been **no**
net new U.S.
business growth
during the pandemic
(2020– 2021).

*Source: Forbes, Axios, McKinsey, LBN



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BEHIND THE GROWTH

5. HOMEOWNERSHIP & EARNINGS



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U.S. LATINO HOUSEHOLDS

U.S. Latinos account for

139.6%

of **total homeownership growth** nationwide and

92.6%

of the net **growth in U.S. household formations.**

8.2%

of U.S. Latino home purchases were made by **borrowers under 25**, compared to 6.2% of non-Latinos.

Source: NAHREP State of Hispanic Homeownership 2025 Report



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America's **cultural transformation** has **deep implications** for any successful strategy in this country.



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CONTACT US

info@latinocollaborative.org
www.latinodonorcollaborative.org



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AND FOLLOW US

**Elevate
Latinos**

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Social Media Campaign for Latino Youth



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And don't forget
to scan the QR
code below to
sign up for our
newsletter!



THANK YOU!



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