

# HOW TO BUILD THE HISPANIC BUSINESS CASE 2025



#SomosEconomicPower







If I were to describe an ideal country for expanding your business: the fifth-largest economic power with a GDP of \$3.6 trillion denominated in dollars and therefore devoid of currency risk; a place with a strong regulatory environment so there is no sovereign debt risk; a G20 country that is English dominant and the second-largest Spanish speaking economy in the world; and a youthful, fast-growing country with an average age of 28 and mode age of 19.

**Would you want to expand your business into a country like that?**

**Everyone says, 'Of course!'**

**'Well, I just described to you the U.S. Latino community.'**

**Cid Wilson, CEO, HACR**

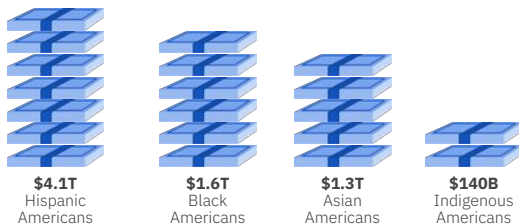


# HISPANICS ARE PROSPERITY, POWER & PROGRESS

## A KEY ECONOMIC POWER

**\$4.1T** Latino GDP is among the 10 largest and is the 2nd fastest growing among the world's largest economies

**\$4.1T** purchasing power is the highest one within key minority markets in the U.S.



If it were an independent country, Latino GDP would be the **5th largest in the world**. **Hispanics are the employees & consumers of the future!**

**4.6%** GDP Annual Growth  
**2.6x faster than the U.S. economy!**

Source: LDC U.S. Latino GDP Report (2025)

## LEADING IN BUSINESS CREATION

**86%** of all new businesses in the last 10 years have been launched by Hispanics

**49%** home ownership rate, which had the largest increase across underrepresented population

**10x** Latino-owned businesses are **growing 10X faster than white-owned businesses**



One out of 5 U.S. entrepreneurs are Latino

**\$1.3T** contributions of Latinas to the U.S. GDP



Latinas create small businesses **6 times faster** than any other group in America.

Source: US Census Bureau 2018 National Projections, based on 2014 data; 9th Annual Report on the State of Latino Entrepreneurship, LBN & Stanford; 2023 State of Hispanic Homeownership Report | NAHREP

## WILL CONTINUE TO GROW

**12.6%** projected Latino population growth (2022-2030)

**19yrs** most common age of Hispanics vs. 61 for non-Hispanics

**959B** in annual household spending. With an income growth of 77% and home ownership growth of 28%, we lead **upward mobility**



Source: PEW Research - U.S. adults Survey 2020 Census, 2020

# **HISPANICS ARE CRITICAL TO THE ECONOMY**

## WE ARE THE WORKFORCE

**The future of America's workforce is Hispanic**

**78%**

of U.S. net new workers by 2030

**40%**

of U.S. workforce growth is Hispanic

**+250%**

The growth of the Latino workforce in the last 25 years

Source: LDC U.S. Latino GDP Report (2022)

## WE ARE THE VOTERS & TAXPAYERS

**An aging America is counting on Latino contributions to Social Security and Medicare**

**32M**

Latinos were eligible to vote in 2024

**\$102B**

to social security

**\$379B**

Federal, State and Local tax revenues come from Hispanics

Source: NBC News- Over half of eligible Latinos voted in 2020 - a historic first (2021)  
UnidosUS - How Hispanic Contribute to the U.S Economy (2017)

## WE ARE BREAKING STEREOTYPES

**+80%**

are English speakers

**73%**

increase in adults earning Bachelor/ Advanced Degrees. We're making inroads through education

**+21%**

increased representation in Management, Business, Science and the Arts. We're reaching higher skilled occupations

**+18%**

growth in healthcare occupations

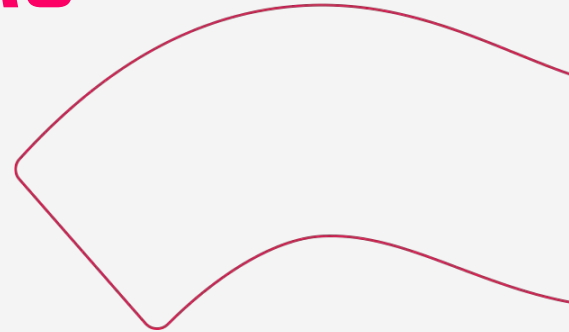
**+13%**

growth in computer-related jobs

Source: PEW Research - U.S. adults Survey 2020



# **5 KEY BUSINESS OPPORTUNITY AREAS**



# 5 KEY BUSINESS OPPORTUNITY AREAS

#1

## **Economic Engine: The \$4.1 Trillion Powerhouse**

Hispanics would rank as the world's 5th largest economy if considered a standalone economy.

This underscores their crucial role in driving America's economic growth.

Latinos are the consumers of the future.

Source: 2025 LDC US Latino GDP Report

#2

## **Entrepreneurial Surge: Fueling Business Growth**

Latino-owned businesses are growing 10 times faster than the national average.

With nearly 3 million employees and \$800 billion in revenue.

These entrepreneurs are generating jobs and boosting local economies across various sectors.

Source: 2024 State of Latino Entrepreneurship

#3

## **Securing the Future: Defining America's Workforce**

The fastest-growing segment of the U.S. workforce, projected to represent 78% of net new workers between 2020 and 2030.

With a labor force participation rate of 65.6%, they are essential to America's future workforce.

Source: US Bureau of Labor Statistics

#4

## **Empowering Innovation: Latinas Lead Entrepreneurial Revolution**

Latinas are launching small businesses six times faster than any other group.

They own 104,000 employer businesses, generating \$125 billion in revenue and creating jobs across key industries.

Latinas are also leading the way in sectors that require skilled labor, offering more than just entry-level jobs.

Source: National Association of Women Business Owners / US Census Bureau's Survey of Business owners

#5

## **Setting Trends: Shaping Consumer Markets and Driving Long-Term Value**

Latino consumers are shaping trends across key sectors such as retail, healthcare, CPG, and entertainment.

Their household spending exceeds that of other groups with similar income levels.

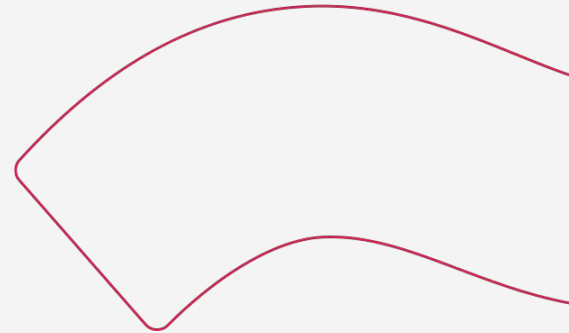
Hispanic buying power extends 12 years longer than that of non-Hispanic whites, underscoring their lasting market impact.

They are already leading the way in homeownership.

Source: Nielsen



# **BUSINESS OPPORTUNITIES PER INDUSTRY**





# ★ BUSINESS OPPORTUNITY PER INDUSTRY: CONSUMER PACKAGED GOODS (CPG)



Latinos represent **20% of the key 18–34 demo**, crucial for future CPG growth



**Higher household spend** in grocery, personal care, and cleaning supplies



Family-focused culture increases **bulk-buying and brand loyalty**



Bicultural identity influences product selection, with **preference for brands that “get” both cultures**



Latino women **over index on brand engagement**, particularly for home, baby, and wellness products

3.8

is the average Hispanic household size.  
**The largest of any race or ethnicity**

49%

of all Hispanic households include **children under 18**. Hispanic households are more likely to be **multigenerational**

84%

of Latinos are willing to show **loyalty to big brands** that demonstrate their interest through community involvement

+12 Yrs

is the **extended buying power lifespan for Latinos** vs non-Hispanic whites



# BUSINESS OPPORTUNITY PER INDUSTRY: REAL ESTATE



In 2021, the **Latino homeownership rate reached 48.4%**. This was an increase of nearly one percentage point from 2019

9.8M

is the **record high** number of Hispanic households **owning their own home**



**U.S. Latinas are more likely** than other women **to have bought a first home** in the past year

52%

of **all new homeowners in the U.S.** will be Latino by 2030



Hispanic households have been responsible for **25.6% of the country's overall homeownership growth** over the last ten years

40.8%

Latino adults aged 45 and under **were mortgage ready** in 2021

70%

Latinos will account for **70% of homeownership growth** over the next **20 years**



# ★ BUSINESS OPPORTUNITY PER INDUSTRY:

## FOOD & BEVERAGES



The industry has the **highest number of Hispanic managers**



Hispanic households **spend more on groceries and dining out** compared to other groups at similar income levels.



**Latino culture drives flavor trends** like spicy, tropical, and traditional foods entering mainstream menus



**Latino-owned food brands and restaurants are growing rapidly**, contributing to local economies and industry innovation

25%

**of restaurant industry workers are Latino**, including chefs, servers, and managers

+20%

**of restaurant managers in the U.S. are Hispanic**

25%

Nearly a **quarter of chefs are Hispanic**



# ★ BUSINESS OPPORTUNITY PER INDUSTRY: SERVICE



**Hispanics now comprise 10.7% of management positions**, up from just 5.2% in 2000 — a sign of upward mobility within service-driven industries

22%

**of all service workers**, including hospitality, cleaning, and personal services — the highest proportion of any demographic group



**Latinos are overrepresented in frontline essential jobs**, which played a critical role during the pandemic and highlighted their indispensable economic value

30%

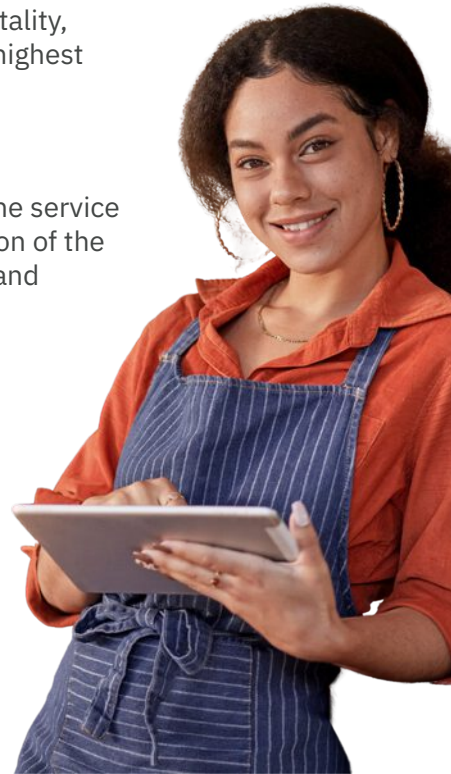
**Nearly 1 in 3 Latina women** work in the service sector, representing a significant portion of the workforce in caregiving, food service, and hospitality roles



**Latino entrepreneurship in services is booming**, from restaurants to cleaning services to wellness, driving local economic growth across the U.S.

10.7%

**of management positions** are now comprised by Hispanics, up from 5.2% in 2000



# ★ BUSINESS OPPORTUNITY PER INDUSTRY: PHARMA



**Spanish-language campaigns** significantly **increase** patient education and **prescription adherence**



**Latinas are health decision-makers** in their families, influencing pharmaceutical purchases and wellness product choices

**\$18B**

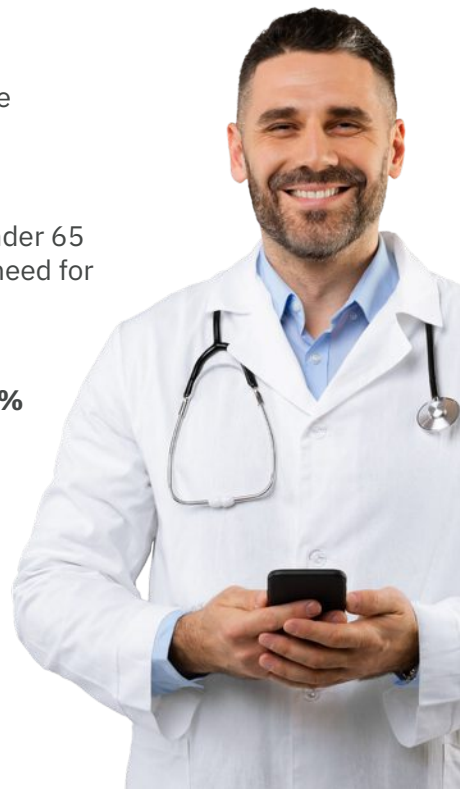
**opportunity from better engaging** the growing Latino patient population

**10.6%**

**health access gap:** 20% of Latinos under 65 lack health insurance—highlighting a need for better pharma outreach

**57K**

**Hispanic workers** accounted for **10.6% of the pharmaceutical and medical** manufacturing workforce, in 2018





# ★ BUSINESS OPPORTUNITY PER INDUSTRY: **HEALTHCARE**



Language access matters: **Spanish-speaking providers increase patient satisfaction** and outcomes



**Latino patients are often caregivers too**, managing multi-generational care responsibilities



**Latinas drive healthcare decisions, from pediatric care to elder support**, making them critical influencers in health campaigns

2.2M+

**Latinos work in healthcare**, including aides, nurses, physicians, and surgeons

17%

**of health aides are Hispanic**

8.4%

**of nurses are Hispanic**

57K

**physicians and surgeons are Hispanic**



# BUSINESS OPPORTUNITY PER INDUSTRY: **BEAUTY**



**Higher engagement with skincare, fragrance, and hair care**, especially among bilingual Millennials

19%

of the **U.S. beauty market** is represented by **Latinas**, and steadily growing



**Young and loyal:** Latinas offer long lifetime value to brands



Culture-forward buying: **Seeking products that match diverse skin tones, hair textures, and traditions**



Social media power: **Latina beauty influencers drive trends and purchasing behavior** through TikTok, YouTube, and Instagram



# ★ BUSINESS OPPORTUNITY PER INDUSTRY: ENTERTAINMENT



**Latinos are the most active streaming audience**, spending more hours watching digital content than any other demographic

25%

**1 in 4 Gen Z Americans is Latino**, meaning future entertainment audiences will be increasingly bilingual and bicultural



**Latinos are underrepresented in Hollywood** — only **5.2% of lead roles** and **\*4.2% of directors** in major films, despite being 20% of the population



**Latino-driven content performs strongly across platforms**, with hits like **Encanto**, **Coco**, and **Gentefied** demonstrating mainstream appeal



**Latino social media influencers dominate** in engagement

Source: Nielsen / USC Annenberg Inclusion Initiative / Netflix

Source: Pew Research Center



# BUSINESS OPPORTUNITY PER INDUSTRY: **TECH**



**Digital-first consumers:** Latinos overindex in **streaming, gaming, and online shopping**



Latino Gen Zers and Millennials are **fueling the demand for tech brands with inclusive and purpose-driven missions**

**80%**

**8 in 10 Hispanic adults own a smartphone,** higher than non-Hispanic whites

**71%**

**use social media** regularly, especially platforms like **Instagram, TikTok, and WhatsApp**

**61%**

of Latinos are **early tech adopters,** eager to try new technologies before others

Source: eMarketer

Source: Pew Research / Nielsen



# ★ BUSINESS OPPORTUNITY PER INDUSTRY: BANKING & FINANCIAL



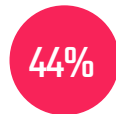
**Latino wealth has grown at ~7% annually for 20 years**, double the rate of white Americans



**Young, first-time investors:** Latino millennials are entering the financial market **faster than previous generations**



**Cultural preference for relationships and trust** means brands must personalize service and **build loyalty through community engagement**



of Latinos **use income to support family**, creating demand for savings, remittance, and joint accounts



**of Latinos are underbanked**, creating opportunity for inclusion through fintech and community-based banking





# BUSINESS OPPORTUNITY PER INDUSTRY: **AUTOMOTIVE**



**Latinos under 45 show greater brand loyalty** than non-Hispanics



**Latino families** often prioritize reliability and affordability, **leading in SUV and mid-size vehicle purchases**



**Automotive ads in Spanish or bilingual formats drive significantly higher engagement** in Hispanic households

**68%**

**of U.S. auto industry volume growth** from 2011 to 2020 came from Hispanic consumers

**44%**

**of new vehicle registrations** in key states are Hispanic





**ARE YOU READY TO EMBRACE  
THE LATINO BUSINESS-GROWTH CASE?**



**MAKE YOUR BUSINESS GROW**

**KNOW YOUR DATA**

**BUILD YOUR INSIGHTS**

**TAKE ACTION**

# THANK YOU!



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