



# 2025 LATINO DONOR COLLABORATIVE *U.S. Latinas Overview*<sup>TM</sup>

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Leaders,  
Changemakers,  
and Pillars of Society

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## ABOUT THE LATINO DONOR COLLABORATIVE

The Latino Donor Collaborative (LDC) is a non-profit and non-partisan organization that creates original economic research about the Latino/Hispanic community in the United States.

Our data are used by decision-makers and resource allocators to promote growth in the new mainstream American economy. Together with our partners at top U.S. research centers, we produce fact-based data to identify opportunities.

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# Table of Contents

- What Is This Report and Why Is It Needed?..... 2**
- Executive Summary..... 3**
- U.S. Latinas: A Growing Powerhouse..... 5**
- Latinas Fueling the U.S. Economy..... 6**
- Beyond the Stereotypes: Understanding Latina Women..... 8**
- Latina Entrepreneurs: A Rising Economic Force..... 9**
- Values Orientation: Latinas as Pillars of Society..... 11**
- Latinas as Key Influencers and Changemakers Today and in the Future..... 14**
- Opportunities That Remain..... 19**
  - Latinas in Leadership: A Missed Opportunity for Corporate Growth .....19
  - Education and Workforce: The Next Frontier for Latinas in STEM..... 20
  - Closing the Pay Gap: A Business Imperative ..... 20
  - Access to Capital for Latina Entrepreneurs..... 21
  - The Lack of Media Representation ..... 21
- Conclusion: Why Does This Matter for the American Economy, Businesses, and Brands? ..... 22**
- Recommendations..... 23**
- Sources..... 25**

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# *A Message From the Latino Donor Collaborative*

We are proud to present the **2025 LDC U. S. Latinas Overview™**. This report, part of the Latino Donor Collaborative's Latina Initiative, provides robust, data-driven insights that reflect Latinas' significant contributions as entrepreneurs, corporate leaders, and primary economic decision-makers within their households.

Latinas are an influential demographic reshaping America's economy, workforce, and culture. One in five U.S. women today is Latina, and nearly one in four young women under the age of 18 are Latina, underscoring their expanding role in our nation's future. Latinas are not only the fastest-growing female demographic in the United States but are also among the most active contributors to the workforce, with a 69% labor force participation rate. They are key economic decision-makers, serving as the primary shoppers in 86% of Latino households. Their entrepreneurial spirit is fueling business growth at an unprecedented rate, outpacing White women and men in new business formation. Simply put, investing in Latinas is investing in America's economic future.

Culturally, Latinas are influential leaders in every sense. Nearly 80% of Gen Z Latinas identify with their roots and heritage, and they expect more from brands in terms of representation.

However, limited funding and systemic barriers continue to prevent Latinas from reaching their full potential. By actively investing in and engaging Latinas, businesses and policymakers can harness this powerful demographic for sustained growth, innovation, and competitiveness in the U.S. marketplace.

Wishing you continued success,

A handwritten signature in black ink that reads "Ana Valdez". The signature is fluid and cursive.

**Ana Valdez**  
President and CEO  
The Latino Donor Collaborative

# *What Is This Report and Why Is It Needed?*

The 2025 LDC U.S. Latina Report™ highlights the essential, yet often overlooked, contributions of Latinas in the United States. Despite their growing influence throughout the economy and society, Latinas remain underrepresented in government, corporate leadership, and media. This report provides data and insights that underscore the critical role U.S. Latinas play in shaping both the present and the future of the nation.

Studying Latinas as a distinct demographic is crucial because they do not conform to existing stereotypical narratives. Their experiences, challenges, and contributions set them apart not only from other women but also from Latino men, emphasizing the need for a nuanced understanding of their unique role in society.

This report also aims to inform business leaders, educators, and brands about the opportunities to engage this cohort. By providing detailed insights and data, it is intended to foster informed decision-making and resource allocation that will yield positive outcomes for the country as a whole.



# *Executive Summary*


Latinas are a growing force in the United States, shaping the country's economy and culture. Today, one in five U.S. women is Latina, and one in four young women under the age of 18 is Latina.<sup>1</sup> From 2010 to 2022, Latinas experienced the largest population growth among female racial and ethnic groups.<sup>2</sup> In addition, Latinas are younger than other demographics, with a median age of 30 compared to 44 for White non-Hispanic women,<sup>3</sup> and only 9% have reached retirement age.<sup>1</sup>

Beyond population growth, Latinas are a driving force in the U.S. economy. With a labor force participation

rate of 69%, they are among the most active contributors to the U.S. economy, second only to non-Hispanic White women.<sup>2</sup> U.S. Latinas are also key economic decision-makers, with 86% serving as the primary shoppers in their households.<sup>4</sup>


At the same time, Latinas are balancing family commitments with ambitious careers, entrepreneurship, and leadership roles, excelling in diverse industries. This entrepreneurial drive is evident in the success of Latina-owned businesses, which are outpacing those owned by White women and men, reinforcing their influence in the economy.<sup>5</sup>

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The growing presence of Latinas as consumers and entrepreneurs underscores their expanding influence. Rooted in family, honesty, and authenticity, Latinas prioritize strong values that shape their personal and professional lives.<sup>6</sup>

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They instill values of respect and responsibility that are passed down through generations, fostering strong family bonds, inclusive workplaces, and lasting brand loyalty.<sup>6</sup>

Beyond their family-centered values, Latinas are reshaping industries and driving cultural change. Influencers like Selena Gomez, the most-followed woman on social media,<sup>7</sup> are leading trends and shifting the cultural narrative.

As digital and cultural trailblazers, Latinas are redefining representation, demanding authenticity from brands, and shaping the future of media and commerce. Nearly 80% of Gen Z Latinas see their heritage as central to their identity,<sup>8</sup> and 81% say that brands need to improve representation.<sup>9</sup> Additionally, Latinas are deeply rooted in

community—31% of Hispanic households are multigenerational, the highest of any racial or ethnic group.<sup>10</sup> This deep-rooted family structure impacts their decision-making, and for businesses, understanding these dynamics offers a unique opportunity to build authentic connections and lasting brand loyalty.

Latinas are an economic powerhouse, transforming industries as entrepreneurs, professionals, and consumers. Organizations and brands that embrace their influence and values can create meaningful connections and drive long-term growth. Recognizing Latinas as changemakers is a strategic advantage as they fuel innovation, strengthen communities, and unlock a dynamic market critical to America's prosperity.



# *U.S. Latinas: A Growing Powerhouse*

Latinas in the United States are a rapidly expanding demographic that is shaping the nation's social, economic, and cultural landscape. As of 2022, Latinas made up approximately 9.6% of the total U.S. population and over 17% of the female population.<sup>2</sup> This means that nearly one in five women in the country is now Latina,<sup>3</sup> and one in four young women under 18 is Latina, solidifying their role as key contributors to America today and in the future.

Between 2010 and 2022, the Latina population grew by 5.6 million—the largest numerical increase of any female racial or ethnic group.<sup>2</sup> This growth underscores their increasing influence across the workforce in politics, education, and beyond.

In addition to their growing numbers, Latinas stand out for their youth, with a median age of 30 compared to 44 for White women.<sup>3</sup> This youthful energy serves as a catalyst for their economic and cultural contributions. Notably, only 9% of Latinas are of retirement age, compared to 22% of non-Hispanic White women.<sup>1</sup>

Furthermore, over half of Latinas are second-, third-, or fourth-generation Americans, showcasing their deep roots in the country.<sup>3</sup> While immigration continues to shape parts of the Latino experience, the vast majority

of Latinas were born and raised in the United States. Their bilingualism, biculturalism, and deep connection to both their heritage and American society uniquely position them as bridges between cultures.

Latinas will remain a significant presence in key areas for years to come. Their impact across all aspects of American life will keep expanding, influencing everything from consumer markets to political representation.

Understanding and acknowledging the strength and influence of Latinas today is critical for businesses, brands, and society at large. Their numbers alone make them an undeniable presence, but it is their ambitions, contributions, and leadership that make them indispensable to the success of the United States.





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**“Latinas are transforming  
the fabric of society —leading  
businesses, reshaping industries,  
driving innovation in media, and  
raising the next generation of  
Latino leaders.”**

**- Ana Valdez**

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# *Latinas Fueling the U.S. Economy*

Latinas are increasingly recognized as a pillar in the U.S. economy, both in the workforce and as influential consumers. With their expanding presence in the labor market and households, Latinas are reshaping industries and making major strides as key economic decision-makers at home.

Latinas play a vital role in the workforce, with a participation rate of 69%, the second-highest among women, surpassed only by non-Hispanic women. This figure highlights their growing economic impact.<sup>2</sup> Their contributions are not limited to specific sectors—Latinas help drive the nation's overall productivity and growth.

Latinas are also central to economic decision-making within their households. Approximately 86% of Latinas are the primary shoppers in their households,<sup>4</sup> outpacing the national average of 78% for women in the United States.<sup>11</sup> This prominence in household purchasing underscores Latinas' growing economic influence—not only as key contributors to the labor

force but also as major drivers of consumer markets.

The impact of Latinas as consumers extends beyond household products. Nearly 80% of Gen Z Latinas consider their heritage a key part of their identity, with 44% actively seeking to incorporate their cultural background into their appearance.<sup>8</sup> As an example, they represent a significant and rapidly growing market within the beauty industry.

The importance of Latinas to the U.S. economy extends beyond statistics—it is a testament to their hard work, ambition, and resilience. Businesses, brands, and policymakers that recognize and invest in this growing demographic will be better positioned for success in the years to come.

## **Latinas in the Beauty Industry: A Growing Influence**

Latinas are significant contributors to the U.S. beauty industry, accounting for 14.1% of beauty households and 16.4% of the dollars spent.<sup>6</sup> The beauty market was valued at \$95.55 billion in 2023 and is projected to reach approximately \$185.26 billion by 2034.<sup>12</sup>

Consumer preferences are evolving, with 50% of Gen Z Latinas preferring organic and chemical-free beauty products. Social media also plays a key role, with 53% using it for beauty tips and trends and 57% following strict skincare routines influenced by online content.<sup>8</sup> For beauty brands, this shift highlights the importance of clean formulations, influencer-driven marketing, and culturally inclusive campaigns to engage Latina consumers effectively.

# *Beyond the Stereotypes: Understanding Latina Women*

Latinas have made significant strides in higher education. According to Pew Research, approximately 35% of young Latinas between 18 and 24 were enrolled at least part time in college in 2021.<sup>13</sup> This progress underscores a growing commitment among Latina women to prioritize education as a means to empower their future. Additionally, younger generations of Latinas are earning bachelor's degrees at higher rates than previous generations. In fact, the percentage of Latina adults with a bachelor's degree or higher has nearly quadrupled, rising from 5.4% in 2000 to 20% in 2021.<sup>14</sup> Latinas are breaking barriers and entering traditionally male-dominated fields, contributing to a more dynamic workforce.

The percentage of Latinas with a bachelor's degree increased from 16% in 2013 to 23% in 2023.<sup>2</sup> Among Latina students, 41% aspire to obtain a master's degree, and 21.5% have set their sights on earning a doctorate, surpassing their male counterparts in doctoral aspirations (17%).<sup>15</sup>

In addition to higher education, Latinas are making remarkable strides in entrepreneurship. According to the Stanford Business School's *2023 State of Latino Entrepreneurship* report, Latina-owned businesses demonstrate robust revenue growth, outpacing White female- and White male-owned businesses.<sup>5</sup>

Latinas' participation in the workforce continues to rise. From 2013 to 2023, the Latina labor force participation rate increased from 65% to 69%.<sup>2</sup> Those with a bachelor's degree or higher are more likely to participate in the labor force than those with a

high school education or less (82% vs. 60%).<sup>2</sup> This trend demonstrates that higher education is directly linked to greater labor force participation, with Latinas having a significant presence across many industries. This shift in workforce participation will only accelerate, as projections indicate that Latinas will make up nearly 30% of the total U.S. female population by 2060, further cementing their growing influence within the national demographic landscape.<sup>2</sup>

Latinas continue to break barriers in education, entrepreneurship, and the workforce, redefining their roles in traditionally male-dominated fields. Their growing presence in higher education and business is driving economic and social progress. However, representation and parity are still lacking, and visibility is not keeping pace with the real world. Access to opportunities and higher levels of representation still need to be improved.

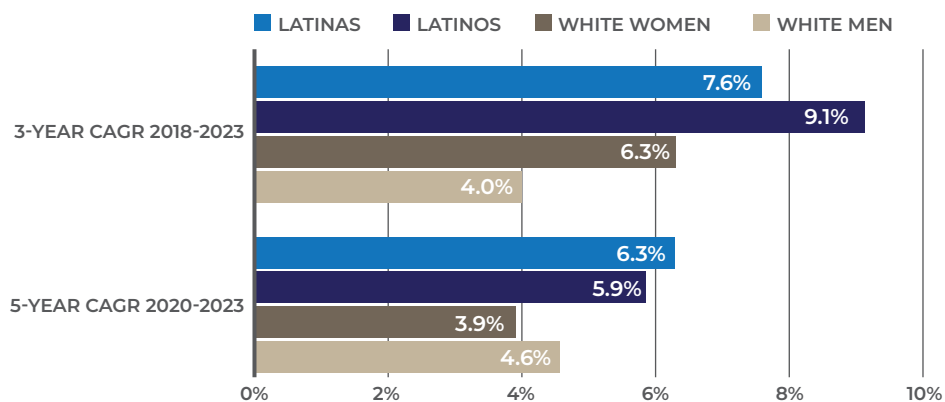
# *Latina Entrepreneurs: A Rising Economic Force*

Latinas are not just excelling in education and the workforce—they are also becoming leading entrepreneurs. According to a recent study, nearly half of all Latinas believe that owning a business is an essential part of the American Dream.<sup>16</sup> This ambition translates into action—27% of all Latino/Latina-owned businesses are owned by women, surpassing the 21% ownership rate of non-Hispanic White women.<sup>17</sup> Their cultural adaptability and strong ties to both their heritage and American society allow Latinas to easily navigate different cultural spaces and engage with mainstream markets, giving them a distinct advantage in business.

Despite challenges such as limited access to capital and systemic barriers, Latina-owned businesses continue to thrive. Over the past five years, Latina entrepreneurs have achieved a remarkable 6.3% compound annual growth rate (CAGR), outpacing the 3.9% growth of White female-owned businesses.<sup>5</sup> This upward trajectory signals that, given the right resources and opportunities, Latinas excel at driving economic prosperity and job creation.

Latinas are not just contributing to the economy—they are shaping it. As entrepreneurs, executives, educators, and leaders, they are breaking barriers and transforming industries. Recognizing the power of Latina women is about more than acknowledging their contributions; it is an investment in the future of the U.S. economy. As society embraces and empowers Latinas, they will continue to drive excellence, innovation, and leadership, fueling economic growth and advancing U.S. prosperity.

**FIGURE 1. MEDIAN COMPOUND ANNUAL GROWTH RATES (CAGR) BY ETHNICITY AND GENDER**



SOURCE: SLEI SURVEY OF U.S. BUSINESS OWNERS, 2023.



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“By bringing their unique perspectives and experiences to the table, Latina entrepreneurs can create products and services that meet the needs of diverse communities.”

—Teany Hidalgo

Mónica Gil, EVP, Chief Administrative & Marketing Officer at NBCUniversal Telemundo Enterprises, captures the essence of Latina empowerment:

“Latinas are leveraging their growing influence, bicultural heritage, and personal strength to drive progress for our nation. With 31 million Latinas across the U.S. and Puerto Rico, they are entrepreneurial, highly skilled, and hold significant economic and political influence to lead positive outcomes across key priorities in our country.”

# *Values Orientation: Latinas as Pillars of Society*

Latinas distinguish themselves as key players in American society, not only for their economic contributions but also for their deeply held values that influence both their personal lives and the broader community. Their commitment to family, honesty, and authenticity shapes their decisions in the workplace, in business, and at home, making them central to maintaining and strengthening the foundation of our communities and institutions.<sup>6</sup>

One of the most defining characteristics of Latina women is their strong connection to family. A significant number of Latinas derive immense joy and fulfillment from spending time with family and friends. In fact, 78% of Hispanic women report finding great joy in family interactions, underscoring the importance of familial bonds in their lives.<sup>18</sup> This emphasis on family is not just a social ideal but a way of life that often shapes their career choices and responsibilities. For example, Latina mothers tend to spend more time with their children, especially during adolescence, than mothers from other cultural groups.<sup>19</sup> Research has shown that Latina mothers are particularly involved in their children's lives, spending more time together during family routines and leisure activities.<sup>19</sup>

Latinas, especially younger generations and those born in the United States, often balance the demands of career advancement with the financial responsibility of supporting their families.<sup>18</sup> Additionally, U.S.-born Latinas are more likely than Latina immigrants to report feeling intense or frequent pressure to succeed in their careers. They

also experience greater pressure in all four areas of family responsibilities: caring for children, living near family, providing financial support, and assisting elderly relatives.<sup>18</sup>

Latino families are also known to prioritize family meals together more often than the families of other ethnic groups,<sup>19</sup> reflecting a value system that emphasizes family connection. This tradition of family-centered child-rearing is an essential component of how Latinas nurture their children, focusing not just on academic achievement but also on raising respectful, responsible, and moral individuals. These values serve as the foundation for the strong, cohesive communities that Latinas create and contribute to.

Latinas' values are not limited to family and child-rearing but extend to their purchasing decisions and lifestyle choices. According to the NIQ Consumer Life survey, the top values guiding Hispanic consumers are honesty, protecting the family, and authenticity.<sup>6</sup> These values influence everything from the brands they support to the companies they choose to work with.

The concept of authenticity is particularly significant, as Latinas increasingly take pride in their identity with each generation. As noted above, nearly 80% of Gen Z Latinas consider their heritage a key part of their identity.<sup>8</sup> In addition, 62% of Latinas consider themselves to be “200%’ers,” meaning they proudly live and celebrate being both 100% Latina and 100% American.<sup>20</sup> This sense of dual identity informs their professional aspirations and purchasing decisions, driving them to seek out brands that acknowledge and respect their cultural heritage while also meeting their needs as modern American consumers.

Another essential value in the Latina community is respect. In Latino culture, respect is fundamental to maintaining harmonious relationships within the family and community. This value is often passed down to children, with an emphasis on teaching them how to respect others. Alongside respect, values such as responsibility and strong interpersonal relationships are central to Latina parenting. While Latinas emphasize academic success, they are also committed to teaching their children the importance of personal responsibility, ethical behavior, and strong moral values.<sup>19</sup>

Latinas’ core values are not just cultural traditions but compasses in their personal and professional lives. These values shape their decisions, drive their careers, and influence their contributions to U.S. society. As entrepreneurs, mothers, students, and community leaders, Latinas are redefining what it means to be successful by creating environments that embrace community while navigating the demands of modern American life. Companies and organizations that align with these values can build stronger, more meaningful connections with Latina consumers, fostering brand loyalty and success.



# *Latinas as Key Influencers and Changemakers Today and in the Future*

Latinas are shaping industries across culture, business, and media. From entertainment and beauty to entrepreneurship and digital media, they are leading the way as influencers and changemakers. Icons like Becky G and Selena Gomez, America’s top influencers, are driving cultural trends with their global impact, while entrepreneurs such as Linda Alvarado and Patty Arvielo have redefined traditionally male-dominated mainstream fields.

According to *The Latina Influence: 2022 Industry Report*, nearly 60% of Latina influencers are full-time content creators,<sup>21</sup> and 81% believe that brands should do more to authentically represent them.<sup>14</sup> Rather than waiting for brands to take action, they are forging their own paths, creating content, and building a stronger cultural and economic presence. With Gen Z Latinas leading the way, their online presence is more than social—it’s strategic. According to MRI-Simmons, 60% of Gen Z Latinas research products online before making a purchase, highlighting their role as informed consumers and trusted brand ambassadors.<sup>8</sup>

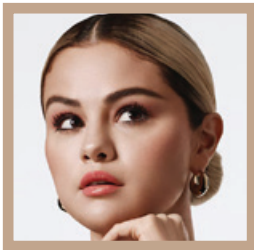
Latinas are not only shaping culture; they are innovating as entrepreneurs and digital influencers. Social media has become a powerful tool for Latinas to demand better representation while amplifying their voices in various sectors. Gen Z Latinas are particularly impacted by social media in their everyday lives. MRI reports that one in three Latinas aspire to emulate the social media influencers they follow.<sup>8</sup> This growing wave of Latina entrepreneurs and digital creators is expanding their reach while boosting corporate respect for the Hispanic community—one of the largest consumer demographics in the United States.

“When brands reflect the diversity of their consumer base, they foster deeper trust and loyalty. For Latinas, seeing themselves authentically represented in campaigns, product offerings, and brand leadership drives greater engagement and connection. This translates into increased brand advocacy, higher sales, and long-term consumer retention,”

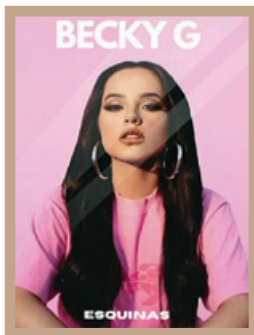
—Emily Perez



# *Real-World Impact: How Latinas Are Breaking Barriers and Reshaping Industries Through Businesses and Social Media Initiatives*



**Selena Gomez**, the most-followed woman on Instagram with a global audience of over 400 million, uses her reach to advocate for mental health awareness and body positivity. As a CEO, she has been widely praised for challenging conventional beauty norms and making cosmetics accessible to people of all skin tones.<sup>22</sup>



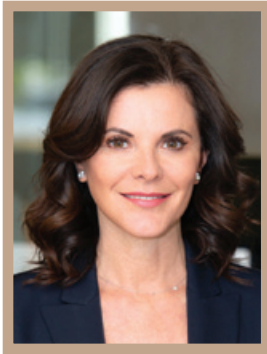
**Becky G**, born Rebbeca Marie Gomez, is a pioneering Latina singer, actress, and entrepreneur. She first gained recognition through viral YouTube covers before breaking into the mainstream music scene. She has since become a cultural icon, known for blending reggaeton, pop, and Latin trap into her music. Outside of music, Becky G is a prominent advocate for Latina representation in the entertainment industry and is involved in various business ventures, including fashion and beauty. She uses her platform to empower young Latinas, encouraging them to embrace their heritage and pursue their dreams. Becky G is also actively involved in charitable work, supporting causes such as education and youth empowerment.<sup>23</sup>



**Linda Alvarado**, president and CEO of Alvarado Construction, is a trailblazing Latina entrepreneur who founded her company in 1979, making her one of the first Latinas to own a major construction firm in the United States. Her success in a historically male-dominated industry is a testament to her resilience, leadership, and business acumen. Alvarado's company has become one of the most prominent Hispanic-owned construction firms in the country, specializing in general contracting, construction management, and design-build services.<sup>24</sup>



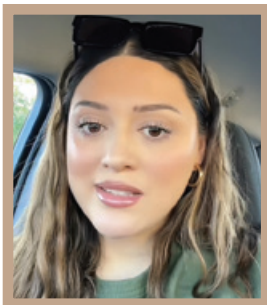
**Beatriz Acevedo**, a visionary entrepreneur and media executive, has dedicated her career to elevating Latino voices in media, technology, and finance. She is the co-founder and CEO of SUMA Wealth, a financial technology company focused on empowering Latinos with financial education and tools to build generational wealth. Acevedo is a sought-after speaker and advocate for Latino representation, using her influence to create opportunities for underserved communities and foster economic mobility.<sup>25</sup>



**Patty Arvielo**, co-founder of New American Funding, is a financial powerhouse who has built one of the nation's largest independent mortgage companies. A self-made entrepreneur, she worked her way up from a Latina loan processor to a leader in the mortgage industry, breaking barriers in a historically male-dominated field. She is a passionate advocate for financial literacy, dedicating her career to expanding homeownership opportunities, especially for Latinos, through innovative lending solutions, bilingual educational programs, and community outreach. Arvielo also spearheads mentorship initiatives aimed at increasing Latino representation in the financial sector, ensuring that the next generation has access to the tools needed for economic empowerment.<sup>26</sup>



**Eva Longoria** is a celebrated Latina actress, producer, and activist. A powerful advocate for Latino rights and women's empowerment, she is also a successful entrepreneur and philanthropist. As an ambassador for L'Oréal, the United States' leading beauty company<sup>27</sup>, Longoria promotes diversity, inclusion, and confidence. Through her Eva Longoria Foundation, she works to empower Latinas by providing education and entrepreneurship opportunities. Eva continues to inspire millions, using her platform to celebrate Latinx culture and drive social change.<sup>28</sup>



**Fernanda Cortes**, a rising influence in digital storytelling, is a content creator who blends personal experiences with brand collaborations. Her work on social media showcases Latina experiences, and she partners with major brands to bring culturally relevant narratives to the mainstream. Her influence is evident in her significant social media following, with over 1.1 million followers and 106.4 million likes on TikTok, underscoring her impact as a digital storyteller and her ability to connect authentically with diverse audiences.<sup>29</sup>

These women exemplify the profound impact Latinas are having across industries ranging from beauty and technology to finance and real estate.

Latinas' leadership style is deeply rooted in community and cultural values. Research indicates that Latinas are more likely to adopt a transformational leadership style than other leadership approaches. Transformational leadership emphasizes understanding and developing followers' abilities and needs, helping to build strong connections within organizations.<sup>30</sup> This leadership style consists of four key components: idealized influence, inspirational motivation, individualized consideration, and intellectual stimulation. These elements naturally align with Latina leaders because Hispanic culture places a strong emphasis on *personalismo*—the practice of forming close, trusting relationships. Additionally, the values of transformational leadership mirror those of collectivist cultures, which prioritize group needs over individual desires. Influenced by this cultural perspective, many Latinas often assume informal leadership roles within their families before transitioning into formal leadership positions in organizations.<sup>31</sup>

Latinas' strong family ties are central to their success. More than any other racial or ethnic demographic, Latinos are among the most likely to live in multigenerational households. In 2022, there were 5.9 million multigenerational Hispanic households, representing 31.4% of Hispanic households overall, compared to just 18% of non-Hispanic households.<sup>10</sup> This family structure emphasizes the importance of family in Latino culture and highlights how its dynamics shape unique decision-making processes, making Latinos a valuable group for brands looking to connect with consumers in meaningful ways.

**Latinas have high expectations for brands to reflect their values, cultures, and perspectives. This growing demand presents an incredible opportunity for companies to embrace diversity and authenticity in their messaging, as 54% of Latinas believe it is important for brands to support their communities and causes.<sup>9</sup>**

Latinas' cultural and economic impact continues to grow as they break barriers and redefine what it means to be a leader and influencer in the 21st century. Their resilience and creativity are foundational elements behind the evolution of industries, and their influence will only expand as they lead with authenticity. Brands that fail to recognize the power and potential of the Latina community risk missing out on one of the most important demographic forces in the country.



# *Opportunities That Remain*

Latinas are exceptional leaders, yet they continue to face systemic barriers that limit their full potential. Despite their resilience, they often encounter limited access to leadership roles, persistent pay gaps, and a lack of investment in their businesses and careers.

The absence of Latinas in leadership isn't just an oversight—it's a loss for businesses, industries, and the economy. Companies that fail to support and elevate Latina talent miss out on the innovation, insight, and economic power this group brings to the table. Overcoming these barriers requires intentional investment in leadership development, equitable pay, and greater access to opportunities in high-growth fields like STEM and entrepreneurship.

## **Latinas in Leadership: A Missed Opportunity for Corporate Growth**

Latinas in the corporate world are steadily rising through the ranks, but due to a systematic lack of access, they are still severely underrepresented in leadership roles. They hold just 5% of entry-level positions and only 1% of C-suite roles.<sup>3</sup> This disparity extends into the highest levels of decision-making: over the past decade, Latinas held only 1.7% of Fortune 500 board seats.<sup>32</sup> For any company that wants to lead, innovate, and stay ahead of the competition, ignoring Latinas in leadership is not just a mistake—it's a missed opportunity. Their underrepresentation is a barrier to progress, leaving companies behind in a market that demands fresh perspectives and innovation.

## **Education and the Workforce: The Next Frontier for Latinas in STEM**

In education, Latinas are still vastly underrepresented in fields such as science, technology, engineering, and mathematics (STEM). Latinas account for only 3.8% of engineering enrollments and 3.1% of degrees awarded.<sup>15</sup>

The United States is facing a serious shortage of skilled workers in tech, engineering, and other high-demand industries. By investing in Latina talent and equipping them with the support they need to succeed, businesses can build a workforce that is not only diverse but also highly skilled and driven to innovate.

## Closing the Pay Gap: A Business Imperative

In the United States, Latinas earn, on average, 43% less than White men and 28% less than White women. Research shows that this wage gap begins as early as age 16. Although Latinas are pursuing higher education at increasing rates, a college degree fails to close the gap. In fact, the disparity is widest for Latinas with a bachelor's degree, who earn 35% less than White men on average.<sup>1</sup> Over the course of a career, this wage shortfall can amount to a loss of over a million dollars for a Latina compared to her White male counterparts.<sup>31</sup> The overall age at which a Latina's career earnings catch up to men's career earnings at age 60 is 90.<sup>31</sup> As a result, many Latinas face financial barriers that limit their ability to invest in education, purchase a home, or build wealth.

## Access to Capital for Latina Entrepreneurs

Latina entrepreneurs are on the rise, but they face significant barriers, particularly in accessing financing. Latina-owned businesses receive only 39% of the amount requested from local and national banks.<sup>33</sup> By failing to support Latina entrepreneurs, investors and business owners are missing out on a high-potential sector. Businesses and investors that recognize the value of supporting these entrepreneurs will position themselves for long-term success and growth in a competitive market.

## The Lack of Media Representation

Media representation remains strikingly disproportionate. While Latina characters are increasingly being portrayed as multidimensional rather than stereotypical, they accounted for only 2.7% of single lead roles in TV shows in 2024, highlighting a significant gap between their presence on screen and in society.<sup>34</sup>

“Latinas’ emphasis on family, trust, and authenticity makes them valuable assets in leadership roles, helping to shape corporate strategy and marketing efforts that resonate with the U.S. Latino market. Their presence in boardrooms, C-suites, and senior management isn’t about diversity and inclusion—it’s a strategic advantage that drives market share, profitability, and long-term shareholder value.”

—Sol Trujillo

# ***Conclusion: Why Does This Matter for the American Economy, Businesses, and Brands?***

Latinas are a dynamic force in the U.S. economy, workforce, and society, with the financial clout to shape entire industries through their entrepreneurial spirit, strong labor participation, and growing influence as key consumers. Latinas are loyal consumers who prioritize authenticity, community, and cultural relevance in the brands they support.<sup>6,8</sup> They are the primary shoppers in their households, informed consumers, and trusted brand ambassadors. Companies that understand and align with these values will not only build stronger relationships with their customers but also increase their market share and drive long-term success.

Investing in Latina talent and entrepreneurship is more than a strategic move—it is essential to the future of business. Nearly 80% of Gen Z Latinas consider their heritage a core part of their identity, with 44% actively incorporating their culture into their appearance.<sup>8</sup> This influence is especially evident in the beauty industry, where Latina consumers are setting trends and driving demand for inclusive products that reflect diverse tones, hair textures, and cultural aesthetics.

Latinas are unique. As entrepreneurs, business leaders, and trendsetters, they are using their individuality and hard work to amplify their voices and demand better representation. In fact, 81% say that brands need to do more to recognize and reflect their presence.<sup>9</sup>

As informed consumers and trusted brand ambassadors, they seek brands that align with their values and resonate with their cultural roots. Companies that invest in genuine representation, inclusive leadership, and meaningful engagement with Latinas will gain a competitive edge. This requires not only authentic marketing but also ensuring that they have a seat at the decision-making table.

Policymakers must also take action to remove barriers that limit Latinas' access to education, career advancement, and entrepreneurship. Structural inequities must be addressed to create a level playing field where Latinas can thrive.

**Latinas' growing influence underscores the need for brands, policymakers, and organizations to align with their aspirations and priorities. By embracing Latinas' contributions, the United States can unlock a more dynamic, resilient, and prosperous future.**

# Recommendations



## Recommendations for CEOs, Decision-Makers, and Resource Allocators:

- **Understand and invest in Latina talent.** Recognize the economic contributions of U.S. Latinas and support initiatives that foster career growth, entrepreneurship, and leadership.
- **Implement proportionate hiring and promotion practices.** Establish equitable hiring, promotion, and compensation practices that open pathways to leadership for Latinas.
- **Develop authentic marketing and advertising strategies.** Create campaigns that genuinely engage and reflect Latina consumers.
- **Address the Latina experience.** Assess representation at the individual community level rather than using broad categories like “BIPOC” or “POC.” Create strategies that are specifically tailored to Latina professionals, entrepreneurs, and consumers.
- **Increase Latina representation in leadership and boards.** Prioritize Latina representation in boardrooms and executive positions to align with the nation’s population and promote more effective decision-making.
- **Support Latina-owned businesses.** Provide funding, mentorship, and resources to help Latina-owned businesses thrive.
- **Promote economic awareness and data-driven decision-making.** Stay informed about Latina economic contributions to the U.S. economy to better understand and leverage their impact.
- **Expand mentorship programs.** Create or engage in mentorship initiatives that empower Latina students and professionals, encouraging their growth and leadership within the community.
- **Enhance product development and innovation.** Integrate Latina perspectives into product development and innovation to more effectively address the needs and preferences of this expanding market segment.



## Recommendations for the Latina Community:

- **Leverage networks for collective success.** Encourage group growth and success by using community networks to support each other in business, education, and career advancement. Collaborate with Latina professionals and organizations to amplify opportunities and resources.
- **Pursue leadership and influence decision-making.** Seek leadership positions across industries to increase Latina representation and impact.
- **Engage in mentorship and support.** Participate in mentorship programs as a mentee or mentor to strengthen the pipeline for Latina leaders.
- **Promote empowerment and advocacy.** Stay informed about the economic contributions of Latinas and use data to support increased investment and awareness.
- **Use your voice to shift the narrative.** Share factual, data-driven insights about Latinas to combat stereotypes and highlight their influence.



## Recommendations for the General Public:

- **Support authentic Latina media representation.** Consume and promote media that accurately portrays Latinas in diverse and empowered roles. Advocate for Latina voices in front of and behind the camera in film, television, and digital content.
- **Increase cultural awareness.** Learn about the historical and present-day contributions of Latinas to the U.S. economy, business, and culture.
- **Engage with Latina-owned businesses.** Select Latina-owned products and services to stimulate local economies and create economic opportunities. Promote Latina entrepreneurs by sharing their work and supporting their ventures.
- **Spread the word and challenge misconceptions.** Use social platforms, community events, and workplace discussions to raise awareness of Latina contributions.

By implementing these recommendations, businesses, policymakers, and the public can unlock the full potential of Latinas to drive innovation, economic growth, and lasting social impact.



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