

IC FAST FACTS 2025

STEADY

HOMEOWNERSHIP

RATE INCREASE:

In 2023, the Hispanic

homeownership rate reached

new households.8

Over the last 10 years,

Hispanic households have

been responsible for

of the country's overall

homeownership growth,

despite only making up

14.8% of households.8

One of Latinos' greatest values: On a year-over-year basis, there's a

2.8X AND 2X

FASTER GROWTH RATE

in bachelor's and graduate degrees,

respectively, among Latinos, relative

to other groups.²

There are approximately

5.7 million U.S. Latino

enterprises in the U.S.

These businesses

3.8 million people

in annual revenue.3

High-income Latino earners grew

SIX TIMES FASTER

THAN NON-LATINOS.

If this trend continues for the

next decade, over

employ over

and generate

U.S. Latinos

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The 3-year (2020-2023) median

compound annual growth rate was 8.7% for Latino-owned businesses versus

just 5.6% for white-owned businesses.3

HISPANIC CONSUMERS ARE AMONG

THE MOST ENGAGED IN BEAUTY AND

SELF-CARE, GENERATING

OF THE REVENUE IN THE U.S.

BEAUTY INDUSTRY AS A WHOLE.

Hispanics make up about

IN 2023, U.S. LATINOS

INDIVIDUALS

HISPANICS

ARE PROJECTED TO ACCOUNT FOR

The median age is 31, a full decade

younger than non-Latinos.7

to the working-age

population

(comprised

between ages

the non-Latino

16-64), while

working-age

population

declined by

560,000.²

of the U.S. population.

E



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THE U.S. LATINO GDP WAS \$4.0 TRILLION IN 2023, EQUIVALENT TO THE



larger than that of the United Kingdom, France, and other major economies.2

LATINOS IN KEY INDUSTRIES:



In 2023, grew 15.5% year-over-year, more than four times faster than the rest of the industry, and reached 19.3% of total manufacturing.²

U.S. Latinos have been particularly engaged in Public **Administration (\$448 billion)** and Real Estate, Rental, & Leasing (\$340 billion), among other sectors.²⁴

PURCHASING POWER WAS MEASURED AT

IN 2023, **GROWING 2.4 TIMES FASTER** THAN THE REST OF THE ECONOMY.2

SURPASSING THE 0.46% GROWTH **RATE FOR ALL AMERICAN EMPLOYER BUSINESSES.**2

THE NUMBER OF LATINO-OWNED **BUSINESSES IS GROWING**

THAN WHITE-OWNED BUSINESSES.3

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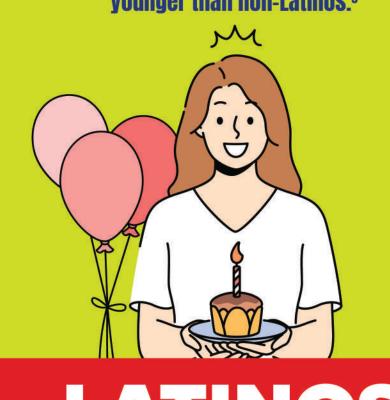
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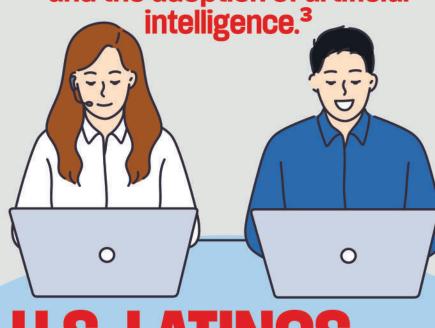


LATINOS WORK AND MOVE THE ECONOMY:

Latinos are projected to make up of the U.S. labor force by 2030 and more than 30% by 2060.10



Latino/a-owned businesses in the tech sector surpass white-owned businesses in both revenue growth and the adoption of artificial



U.S. LATINOS FUELING SOCIAL MEDIA GROWTH:

According to Pew Research, 49% of **U.S. Latinos** use TikTok,

surpassing usage among all other major groups. This trend is similar for Instagram and WhatsApp.



platform among U.S. Latinos, with 86% of adults using it.11

of Hispanics in the U.S. use social media platforms, compared to 80% of non-Hispanics.12

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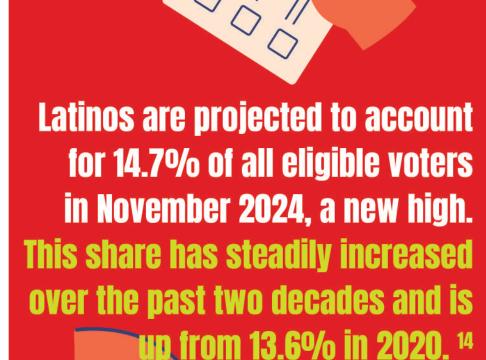
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7% ANNUALLY OVER A FOUR-YEAR PERIOD,

while non-Latino business ownership grew by less than 2% per year.21

Latinos have grown at the second-fastest rate of any major racial and ethnic group in the **U.S. electorate since the last** presidential election.

An estimated 36.2 million are eligible to vote this year, up from 32.3 million in 2020.¹⁴





TEND TO BE YOUNGER THAN ELIGIBLE VOTERS **OVERALL.**

Only 33% of Latino eligible voters are ages 50 and older, compared with 48% of all U.S. eligible voters.¹⁴

rose 4.9% per year from 2018 to **2023**. more than double the rate of non-Latinos.

In 2023 alone, Latinos spent over \$2.5 trillion across all sectors.²⁴



U.S. Latinos have favorable views of the United States: 83% see the U.S. as a land of opportunity and a safe place to raise their

Additionally.

educational situation opportunities |

improved prospects and safety.16

IN 2023, up from \$2.1 trillion in 2018, and is growing at a rate 2.5 times faster than the rest of the country.²⁴

of all new startups in 2023, according to a recent analysis of Census Bureau data. 17

OF DEFENSE,

Latinos represent 19% of active dut military personne and 8% of DoD civilian employees.18

MOST LATINOS

of Latinos speak only English

or speak it well.¹⁹

MOST LATINOS ARE U.S. CITIZENS: Four in five Latinos

2 PASSPORT

As of 2022 81% of Latinos iving in the country are U.S. citizens, up

are U.S. citizens.

In the nation's largest economies, U.S. Latino economic activity accounts for up to 42% of overall state growth, while total GDP to expand rapidly.²⁴

Latinos are a significant driver of both opening-weekend attendance and total box office revenue. TICKET

hey account for 24% of film ticket sales, 29% of daily mobile TV viewers, and 24% of streaming subscribers. Latinos are the most avid filmgoers per capita in the United States.²

quadrupled, rising from

5.4% in 2020



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of new

earners will

be Latino.²

nigh-income

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