

LATINOS ARE THE DRIVERS OF U.S. ECONOMY

Check out these Stats about U.S. Latinos*



\$2.8T in U.S. GDP



\$1.8T in Purchasing Power



Fashion & Beauty

- Drive 34% of apparel spending, projected at \$48.85 billion by 2026.
- Latinas lead with a 13% higher spend on beauty and a 15.2% growth rate, outpacing the industry average.



Sports

- Consume more sports than all other Americans, spending 20 hours weekly across TV, Video, and Radio.



Tech

- On their phones for more than 14 hours a week for app, audio, video, and web purposes—more than any other cohort.
- #1 streamers