

THE 2025 LDC U.S. *Latinas* Overview™



LATINO
DATA
COLLABORATIVE
THINK TANK

U.S. LATINAS: LEADERS, CHANGEMAKERS, AND PILLARS OF SOCIETY

U.S. LATINAS:

DEMOGRAPHICS



One in five U.S. women is Latina, and one in four young women under 18 is Latina.

WORKFORCE

With a labor force participation rate of 69%, Latinas are among the most active contributors to the U.S. economy, second only to non-Hispanic White women.



CONSUMER DECISION-MAKERS



86% of Latinas are the **PRIMARY SHOPPERS** of their households.

ENTREPRENEURSHIP

Latina-owned businesses are growing at a 6.3% compound annual growth rate, surpassing the 3.9% growth of White female-owned businesses.



IMPACT ON FUTURE GENERATIONS



Latina parenting is rooted in strong values like:

- Family
- Community
- Meaningful relationships
- Academic success
- Personal responsibility
- Ethical behavior

EDUCATIONAL ATTAINMENT

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.



LATINAS, A KEY OPPORTUNITY FOR BRANDS

81%

OF LATINAS BELIEVE BRANDS HAVE A RESPONSIBILITY TO IMPROVE REPRESENTATION.

NEARLY 80%

OF GEN Z LATINAS VIEW THEIR HERITAGE AS CENTRAL TO THEIR IDENTITY.

68%

OF LATINA AND LATINO YOUTH SAY BRANDS DON'T DO A GOOD JOB REPRESENTING PEOPLE IN THEIR COMMUNITY VS. 57% NON-LATINO YOUTH.

OTHER REMAINING OPPORTUNITIES:

Underrepresentation in Leadership Roles facing lack of access:
Latinas make up **ONLY 1%** of C-suite **POSITIONS**.

Pay Gap:
U.S. Latinas earn on average **43% less** than White men and 28% less than White women.

Access to Capital:
Latina-owned businesses **RECEIVE ONLY 39%** of the requested amount from local and national banks.

Media Representation:
In 2024, Latinas held just **2.7%** **OF SINGLE LEAD ROLES**.

U.S. Latinas' influence across the economy and society is crucial and continues to grow. Businesses that authentically engage with this market and invest in Latina talent will gain a competitive edge, while policymakers must address structural inequities to ensure the country's success.

For more information and details of the report,
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