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U.S. Latino GDP.

History

The **Latino Donor Collaborative** created the concept of “U.S. Latino GDP” in 2016 to document the economic impact of U.S. Latinos in our country. It was envisioned by our Co-Founder and Chairman of the Board, Sol Trujillo, with the goal of producing a fact-based, data-driven benchmark that would empower an accurate understanding of Latinos as an essential force in America’s economy.

The idea took shape in 2015 during an LDC board meeting. By early 2016, we had designed the format and launched the development of what would become the first official U.S. Latino GDP Report™, published in 2017. Since then, it has become a widely cited economic reference, relied upon by decision-makers in government, business, media, and academia.

From day one, the LDC has led the research, funding, publication, and national distribution of the report—reaching thousands of leaders and earning widespread media coverage across the U.S. and internationally. We are proud to have created and sustained the first report of its kind, delivering hard data where assumptions once prevailed.

Over the past seven years, the LDC has invested more than \$2 million to develop, promote, and expand the reach of the Latino GDP Report. Today, it is a trusted resource that helps stakeholders across industries understand and quantify the true scale of U.S. Latino economic contributions in America.

LDC U.S. Latino GDP.

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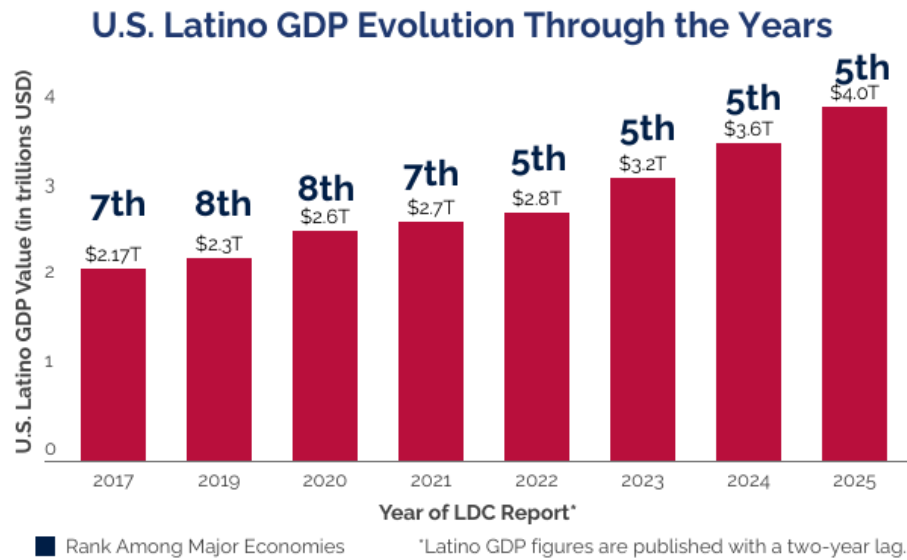
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The 2025 Official LDC U.S. Latino GDP Report™

Crossing \$4 Trillion: At the Heart of America’s Economic Growth and Resilience

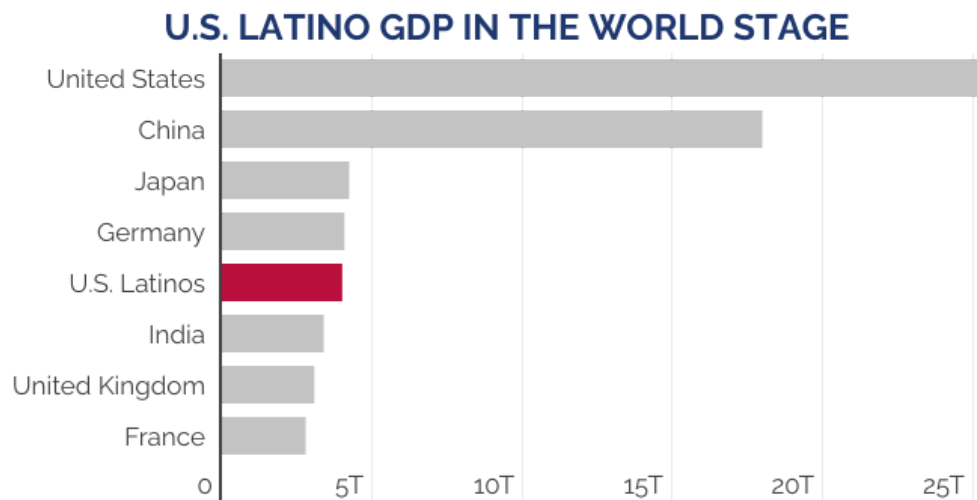


Latino GDP Has Nearly Doubled in Just Eight Years

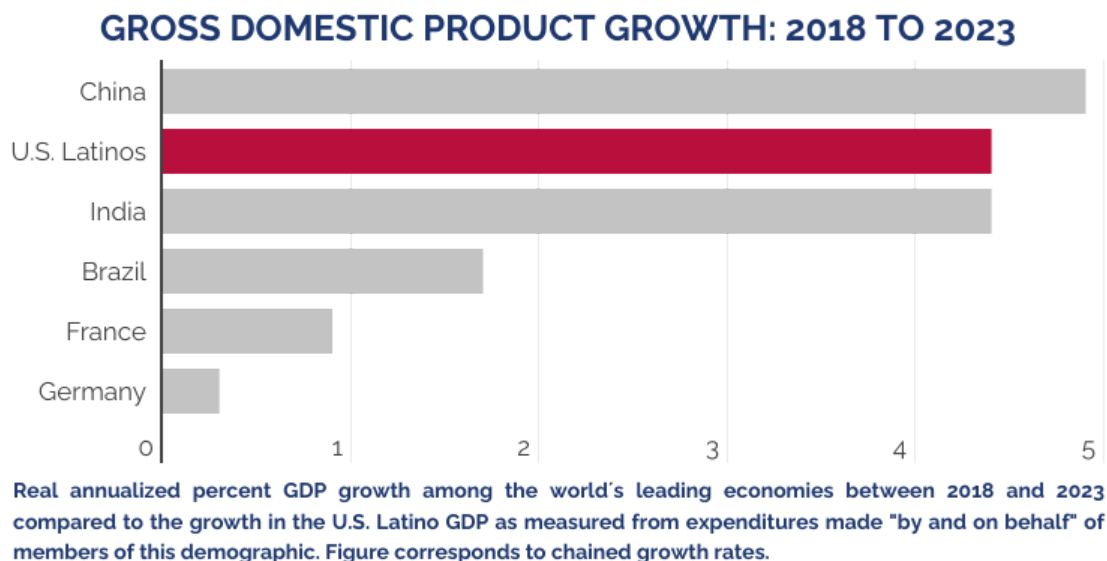
In 2015, the U.S. Latino economy stood at \$2.1 trillion. By 2023, it reached \$4 trillion, growing by nearly \$2 trillion in just eight years and moving from the 7th to the 5th largest economy in the world if ranked independently.

A Global Economic Power

The U.S. Latino economy reached \$4 trillion in 2023, making it the 5th largest economy in the world if measured independently. Its scale now surpasses major national economies like the U.K. and France.



The world's leading economies in 2023 compared to the U.S. Latino GDP as estimated from expenditures made "by and on behalf" of members of this demographic. Figure corresponds to trillions of current U.S. dollars.



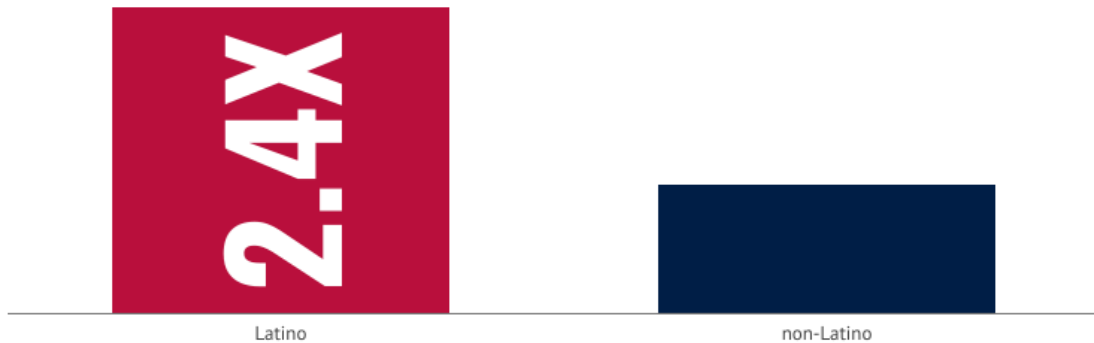
Faster Than Almost Any Other Economy

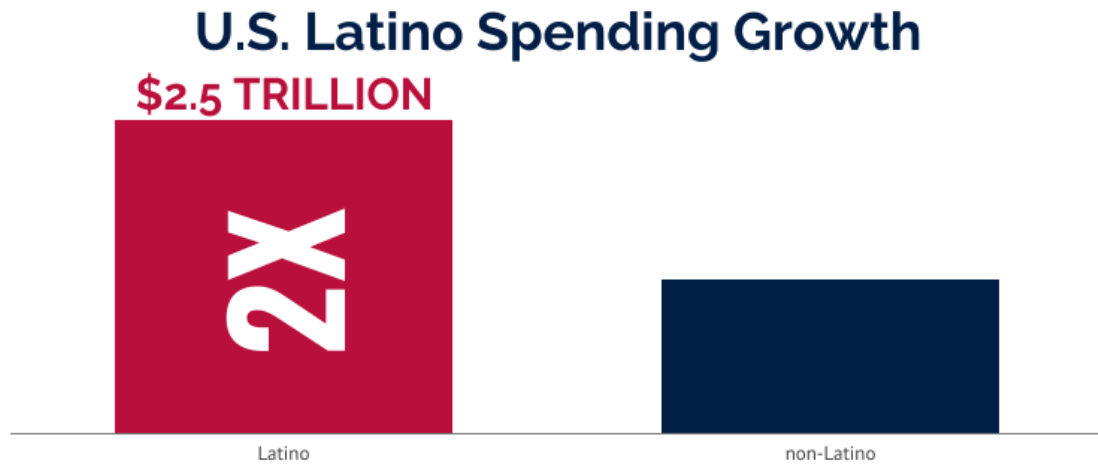
Between 2018 and 2023, U.S. Latino GDP grew at an average annual rate of 4.4%, faster than every major economy except China. It outpaced the broader U.S. economy by more than 2x.

Latino Purchasing Power Hits \$4.1 Trillion

In 2023, U.S. Latino Purchasing Power reached \$4.1 trillion. It has grown 2.4 times faster than the national average, reshaping U.S. markets in retail, housing, tech, and beyond.

U.S. Latino Purchasing Power Growth





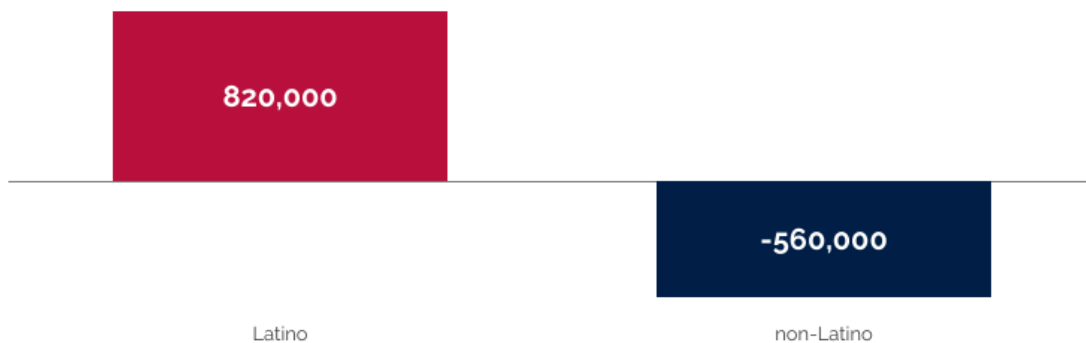
Driving U.S. Consumer Spending

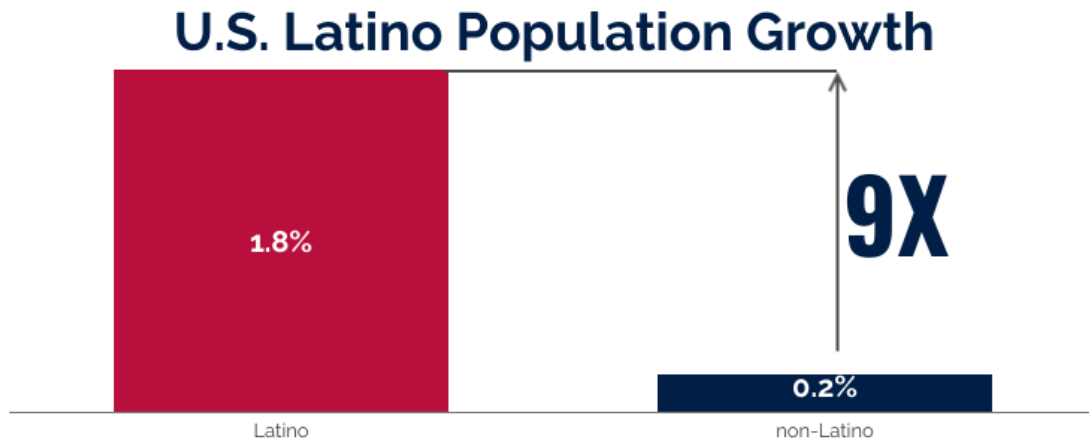
U.S. Latino consumer spending rose 4.9% per year from 2018 to 2023, more than double the rate of non-Latinos. In 2023 alone, Latinos spent over \$2.5 trillion across all sectors.

The Workforce Backbone of the U.S.

In 2023, Latinos added 820,000 working-age individuals, while the non-Latino population declined by 560,000. Latino labor force participation rose 2.9%, compared to just 0.2% for non-Latinos.

U.S. Latino Additions to U.S. Working-Age Population





Demographic Advantage: Young, Growing, Essential

Latino population growth (1.8%) is nine times faster than the national average (0.2%). With a median age of 31, Latinos are the youngest and fastest-growing segment of the U.S. workforce.

Fueling U.S. Manufacturing Growth

Latinos now drive 19.2% of all U.S. manufacturing output, a sector that reached \$2.8 trillion in 2023. Latino manufacturing grew 15.5% year-over-year, over four times faster than the rest of the industry. As reshoring gains momentum, Latino workers and businesses are powering America's industrial resurgence.



U.S. Latino contributed

19.2%

of the total **national manufacturing** output.

Timeline.

The Latino GDP Concept OVER THE YEARS

**2015****LATINO GDP CONCEPT**

GDP concept envisioned and shared by Co-Founder and Chairman of the Board, Sol Trujillo.

MEASUREMENTS

Implement the LDC's
U.S. Latino GDP



2017

FIRST LDC U.S. LATINO GDP REPORT



2020

LDC U.S. LATINO GDP REPORT

Quantifying the New American Economy





2022

**LDC U.S. LATINO GDP
REPORT**
Quantifying the New American
Economy

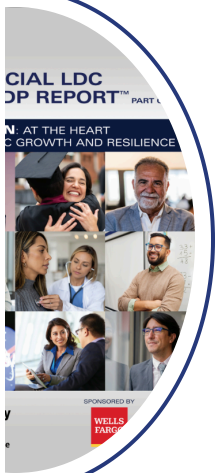




2024

OFFICIAL LDC U.S. LATINO GDP REPORT

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