AN LDC REPORT

DATA BEYOND DEMOGRAPHICS

U.S. Latinas' Economic *Power, Influence, & Growth*

2026

CONDUCTED BY

KANTAR

LATINO DONOR COLLABORATIVE

IN PARTNERSHIP WITH

HISPANICS IN PHILANTHROPY

Televisa Univision

VICTORIA'S SECRET

ALX

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KANTAR

LATINO DONOR COLLABORATIVE

"Speaking my mind is a privilege, and I want to make sure I'm *very loud.*"

– MILLENNIAL LATINA

RESEARCH BY

KANTAR

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PARTNERS

HISPANICS IN PHILANTHROPY

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WE ARE ALX

A LETTER FROM ANA T. VALDEZ

PRESIDENT AND CEO
LATINO DONOR COLLABORATIVE

At the Latino Donor Collaborative (LDC), we argue from facts. For fifteen years, this think tank has worked from one premise: the contributions of U.S. Latinos to this country's economy are not anecdotes to be defended, they are business and economic data points to be measured. Once measured, they change every assumption corporate America, financial institutions, and policy leaders have made about who drives growth in this country.

This report brings that lens to one specific and consequential cohort: **U.S. Latinas.**

The findings are not subtle: 34 million Latinas are 1 in every 5 American women, and their financial decisions anchor a $2.8 trillion Latino consumer economy growing at double the pace of the non-Latino market. Nearly 8 in 10 are focused on building generational wealth, 7 in 10 believe their children will be better off than they are today, more than half expect to own a business in their lifetime, and 13% regularly trade up to premium and higher quality products. Across each of these measures, Latinas significantly over-index compared to non-Latina women, highlighting a highly discerning segment moving up the economic ladder.

New data also shows the costs of brands failing to see the opportunity before them: 8 in 10 Latinas report being treated as an afterthought, compared to 60% of non-Latina women; 56% walk away from brands that stereotype them. A majority, 57%, scrutinize brands and institutions more closely than they used to. This is a consumer who has run out of patience with the gap between her economic weight and the seriousness with which institutions engage her.

Conducted in partnership with Kantar and grounded in two phases of qualitative research and a quantitative survey, this study is built for CEOs, CMOs, marketing and advertising experts, boards, investors, and policy leaders. It provides both the empirical foundation to act and the benchmark for the cost of failing to do so.

It is also for Latinas themselves. The cultural script of *calladita te ves más bonita* ("you look prettier when you are quiet") once defined the choices our mothers and grandmothers made. The women in these pages have rejected that script. They are using their voice, their wallet, and their network with deliberate intention. The organizations behind this work have done the same. Calladitas no more.

To our corporate readers: the brands that define the next decade will build Latina insight into product design, talent strategy, supplier networks, and brand values, and they will do it consistently enough that Latinas recognize the commitment as genuine. The brands that lose will not lose loudly. They will simply find themselves outside an ecosystem that is growing without them.

To our Latina readers: this report is documentation of a power you already exercise. Wield it intentionally, individually and collectively, so the next decade reflects the cohort that built it.

I thank our research partners, our LDC board, our staff, and the thousands of women whose voices make this work possible. The numbers belong to all of us. What we do with them is the next chapter.

Forward with confidence,

ANA T. VALDEZ
PRESIDENT AND CEO

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WHY THIS REPORT **MATTERS**

U.S. Latinos now number 65 million people, 20% of the total U.S. population and 27% of its youth. They contribute $4.4 trillion to annual GDP. This makes the U.S. Latino economy the fourth largest in the world, outpacing countries like Japan, India, the United Kingdom, France, Italy, and Canada. It is also one of the fastest-growing major economies. U.S. Latinos now account for 28.2% of all U.S. economic growth and lead across key measures of economic power, including $2.8 trillion in consumption (the world's third-largest market), and $3.4 trillion in income. U.S. Latino consumer spending is growing at 6.3% annually, nearly three times faster than non-Latinos. This growth is underpinned by a young, predominantly U.S.-born population: 94% of Latinos under 18 are American-born, and of those, 96.6% are of Mexican origin. Latino workers are nearly twice as productive per capita as non-Latinos, driving two-thirds of total U.S. working-age population growth. What's more, they are projected to account for 78% of new labor force entrants between 2020 and 2030. Latinos are also powering state economies including California, Texas, Florida, and New York—as well as key sectors such as public administration, manufacturing, real estate, healthcare, and construction, with each growing by more than 7% annually. They are reshaping the U.S. housing market, representing 441,000 new homeowners in 2025 and accounting for 92.6% of all U.S. household formations.[1]

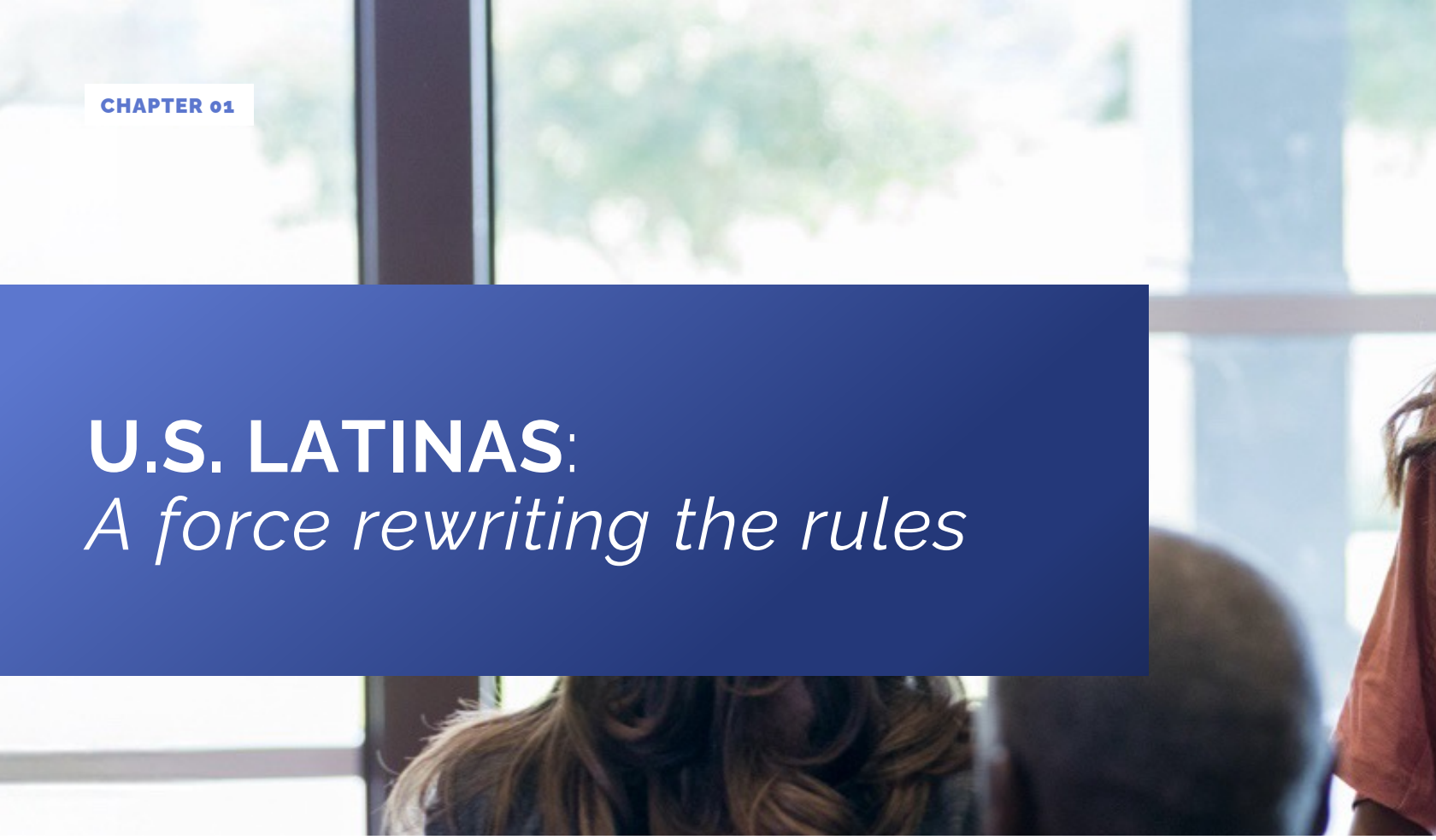
This report provides a comprehensive view of U.S. Latinas, but it is only the beginning. The Latina population is not a monolith and differences in heritage merit deeper exploration. For example, Mexican origin Latinas, who represent 58% of the Latina population, have unique ways of culturally influencing this segment. Their distinct dynamics will be examined in an upcoming dedicated LDC report.

1 U.S. Census Bureau. "Hispanic Population Is Younger but Aging Faster Than Non-Hispanic Population." May 25, 2023.

REPORT

INTRODUCTION

Data Beyond Demographics: U.S. Latinas' Economic Power, Influence, and Growth is a multi-phased research study examining how U.S. Gen Z and Millennial Latinas ages 18 to 46 define success, navigate barriers, build economic security, and influence household, and marketplace decisions. The study is comprised of two phases of qualitative research and one quantitative survey conducted across 2025 and 2026, supported by Kantar MONITOR data, research reports from the LDC Think Tank, and secondary research sources. Together, these methods explore the U.S. Latino consumer, Latinas' aspirations, their role as financial decision makers, and the values shaping their economic priorities today. The quantitative study includes a representative sample of non-Latinas as a comparative. Full details on the research design, sample, and methodology can be found on pages 47-48. The ▲ symbol notes significant differences compared to non-Latinas.



CHAPTER 01

U.S. LATINAS:
A force rewriting the rules

America's **34 MILLION** Latinas are one of the most consequential forces shaping the U.S. economy today and into the future.

Representing **1 IN EVERY 5** women in the U.S., their economic power is material, measurable, and accelerating.

U.S. LATINAS ARE DRIVING A DEFINING CYCLE OF AMERICAN GROWTH

It is showing up in how they spend, invest, and increasingly build businesses of their own. They aren't waiting for institutions like workplaces, governments or education systems to catch up. They are actively reshaping what they can, and where necessary, building entirely new systems designed to work for them. This is ownership. A rewrite of the rules of wealth, work, and influence. An ecosystem already in motion.

SCALE

1 IN EVERY 4 FEMALES under age 18 are **LATINA**.[2]

EDUCATIONAL ATTAINMENT

The share of Latinas with a **BACHELOR'S DEGREE OR HIGHER** has **DOUBLED** in the last two decades.[3]

ENTREPRENEURSHIP

Latina-owned businesses contribute **$225 BILLION ANNUALLY** to the U.S. economy, with 62% revenue growth between 2019 and 2024, outpacing women-owned businesses overall.[4]

AMBITION

71% report a **DESIRE TO BECOME A SENIOR LEADER** in their field, compared to 63% of women overall.[5]

2.Krogstad, Jens Manuel, Passel, Jeffrey S.; and Noe-Bustamante, Luis. "Key Facts About U.S. Latinos for National Hispanic Heritage Month." Pew Research Center, September 23, 2022.; 3. Latina Data Hub. "Latina Equal Pay Day: Seven Key Facts on Pay and Economic Disparities." October 1, 2025.; 4. Wells Fargo. "The 2025 Impact of Women-Owned Businesses." January 2025.; 5. LeanIn.Org. "The State of Latinas in Corporate America." 2024.

01.1

The Influence Multiplier

Latinas operate as the Chief Financial Officers (CFOs) of both their households and their extended communities

86% of Latinas have joint or primary responsibility for financial decisions in Latino households. And they don't just buy, they influence. 74% of Latinas say that family and friends consult them for their opinion on new brands and products compared to 68% of non-Latinas. This influence extends beyond everyday purchases into high-stakes categories: finance, technology, and automotive. When brands win with a Latina, they don't win a single transaction—they win an entire network.

That network increasingly runs through social media and Latina influencers. Latinas are significantly more likely than non-Latinas to strongly agree they buy from brands recommended by Latina influencers they trust (28% vs. 23%), and the share who reject this idea outright is significantly lower among Latinas. The implication for brands is clear. Reaching the Latina consumer through generic influencer partnerships is no longer sufficient. Credible influencers must have an authentically Latina voice. The trust they build with Latina consumers will only grow as brands that try to go around them lose credibility.

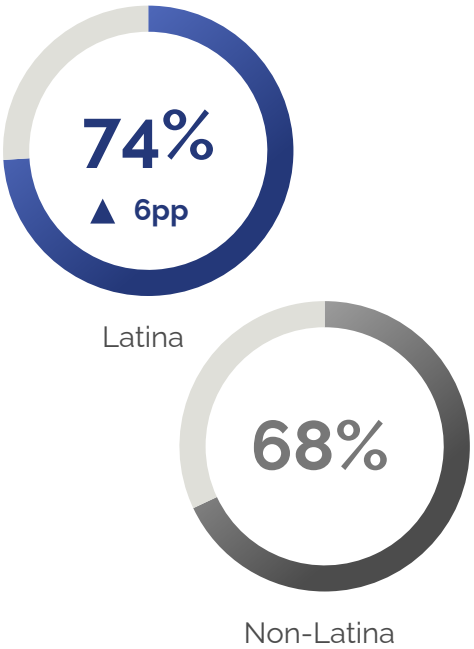
86%

of Latinas

have joint or primary responsibility for financial decisions in Latino households.

Family and friends often ask me for information about, or my opinion on, new brands and products

(Top 2 Box)



I am the go-to person for researching new products and brands for friends and family

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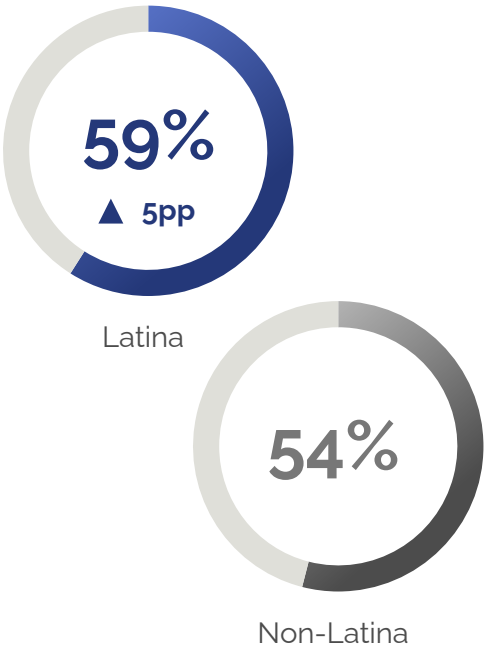

People often ask me for advice about personal finances, investments, and budgeting

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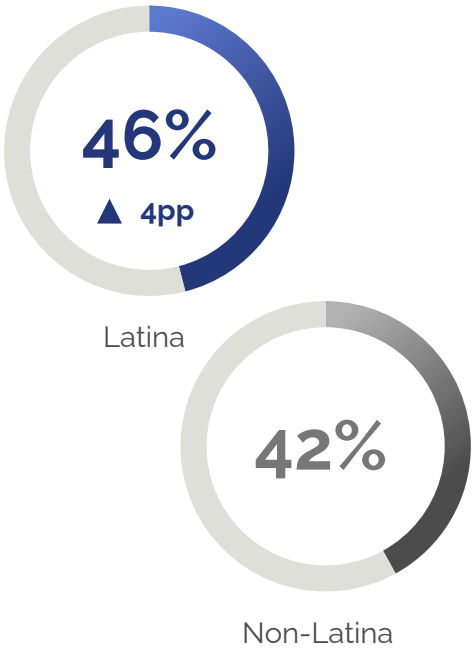


LDC, 2025 Official U.S. Latino GDP Report", 2025; U.S. MONITOR, 2025, Filtered by Female Hispanics, Ages 18-46

> *Brands market to U.S. Latinas but they don't always fully recognize our influence or power. We're often the ones researching, buying, and influencing others. Yet that isn't always reflected in how brands engage with us.*
>
> **MILLENNIAL LATINA**

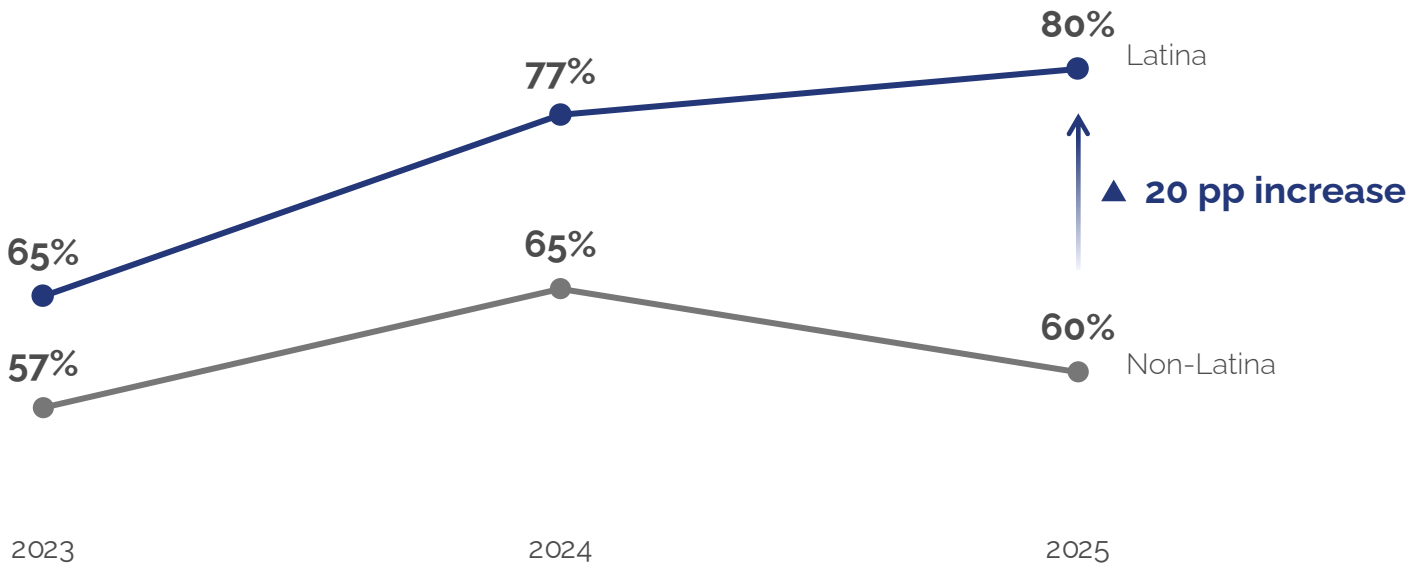
01.2

Brands underestimate the scale of Latina power

Despite clear indicators of Latina growth and influence, most brands don't prioritize them as a cohort of consequence. The disconnect is stark: 80% of Latinas report that they feel frustrated that brands treat them as an afterthought, vs. 60% of Non-Latinas. For brands, this is a strategic miscalculation. Underestimating Latinas does not merely limit growth. It actively erodes trust and accelerates disengagement within one of the most influential consumer bases in the country. And once trust is broken, Latinas do not wait for brands to recover. They redirect their influence elsewhere.

For brands, making decisions based on perception rather than fact does not merely limit growth; it actively erodes trust and accelerates disengagement within one of the most influential consumer bases in the country.

I am frustrated by brands that treat people like me as an afterthought



Source: Kantar MONITOR Inclusion Study 2025

01.3

Latinas are currently navigating a charged environment

Today's political and social climate is sharpening Latinas' sense of identity and shaping their decisions

Two thirds (67%) say the current environment is a wake-up call. More than half say rhetoric has directly affected their daily lives, as Americans and as economic contributors. Nearly three quarters believe stereotypes have gotten worse. Other generations of Latinas have historically avoided confrontation. That posture has changed. They are ready to use their power—as productive members of society and as consumers—to stand up for themselves, their families, and communities. Their resolve is showing up in how they vote, how they spend, who they support, and what they are willing to tolerate.

73%

of Latinas

feel that discrimination and prejudice have gotten worse in recent years

(Top 2 Box)

67%

of Latinas

say the current political climate is a wake-up call prompting them to be more educated and engaged

(Top 2 Box)

> *"The current political climate has reinforced my desire to build a life that doesn't rely solely on systems that may not always protect or value people like us.*
>
> **MILLENNIAL LATINA**

The Bottom Line for Brands

Latinas represent one of the most powerful and fastest-growing consumer forces in the country — and they know it. Brands that continue to misunderstand, stereotype, or ignore them won't just miss a market opportunity; they'll lose the trust of a network that shapes spending decisions far beyond their own households. The brands that win will be the ones that show up with consistency and a genuine understanding of who Latinas are today. For brands on the sidelines, neutrality and delay amount to the same thing: opting out.

Kantar Survey 2026; PC5a. Political & Social Environment Attitudes: "How much do you agree or disagree with the following statements?: "I feel that discrimination and prejudice have gotten worse in recent years.", "The current political climate is a wake-up call prompting me to be more educated and engaged."; Base: Latinas n=999, Non-Latinas n=1001

CHAPTER 02

TAKING UP SPACE
and why brands have to move away from stereotypes

For generations, the Latina cultural script of *calladita te ves más bonita* ("you look prettier when you are quiet") framed silence as a cultural value for safety and respectability.

Today's Latinas are rejecting that logic entirely, recognizing that in the modern landscape, silence is a liability. Instead, they are choosing to be seen and heard, and are just as willing to withdraw from spaces, brands, and systems that refuse to evolve.

Latinas are advocating for themselves, naming inequities, and claiming space in organizations that were not built with them in mind. In fact, 70% of Latinas–and an even higher number of Millennial Latinas–say it is important to take up space and command respect in professional settings.

It is important to take up space and command respect in professional settings

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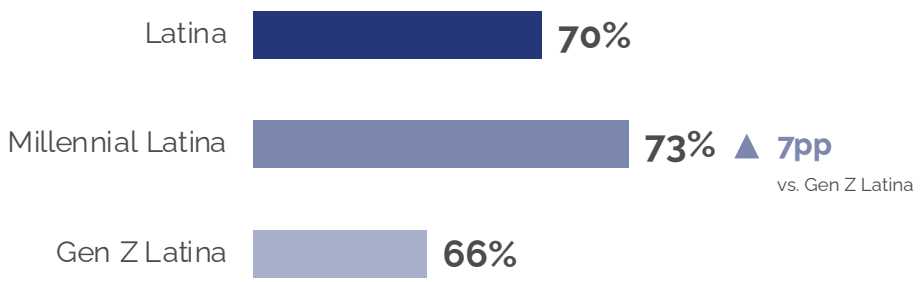

> *We should not shrink ourselves to make others comfortable. We are here to live authentically and bring our best self forward and if that makes others uncomfortable, then they need to get used to it.*
>
> **GEN Z LATINA**

> *I think the act of simply showing up in places that have historically not been accessible to someone like me is a loud statement in and of itself.*
>
> **MILLENNIAL LATINA**

Kantar Survey 2026; AR1. Cultural Identity & Workplace Empowerment Attitudes: How much do you agree or disagree with the following statements?: (QT= SC) (Carousel setup) (Show if Latina) It's important for Latinas to take up space and command respect in professional settings (Show if non-Latina) "It's important for women like me to take up space and command respect in professional settings"; Base: Latinas n=999, Non-Latinas n=1001

02.1

Assertiveness is a strategic advantage

Among Latinas, assertiveness has become a functional skill rather than a personality trait, serving as a deliberate strategy to ensure career advancement, wealth creation, and long-term security. For 63% of Latinas—and an even higher share of Spanish-dominant Latinas—assertiveness is seen as a necessary tool to ensure they are not just seen but heard and valued on their own terms.

I feel the need to be more assertive to avoid being overlooked or underestimated at work or school

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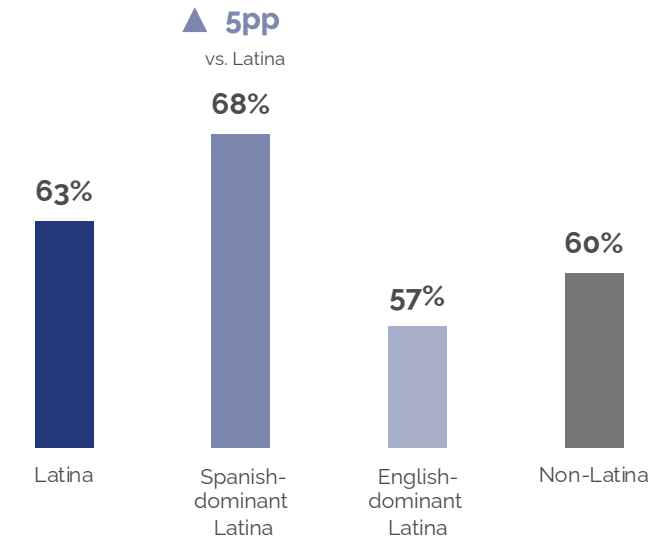


> *We are breaking those molds because those molds were created to keep us trapped at all times. I am a firm believer that when I speak up... I receive more money.*
>
> **MILLENNIAL LATINA**

> *I am assertive because I have to be. It is easy to be overlooked or cast aside when you are not being bold and outspoken. We have to claim space because no one else is going to do it for us.*
>
> **GEN Z LATINA**

Kantar Survey 2026.; AR1. Cultural Identity & Workplace Empowerment Attitudes; How much do you agree or disagree with the following statements?; I feel the need to be more assertive to avoid being overlooked or underestimated at work or school; Base: Latinas n=999, Non-Latinas n=1001

02.2

Mobilizing Latina leadership

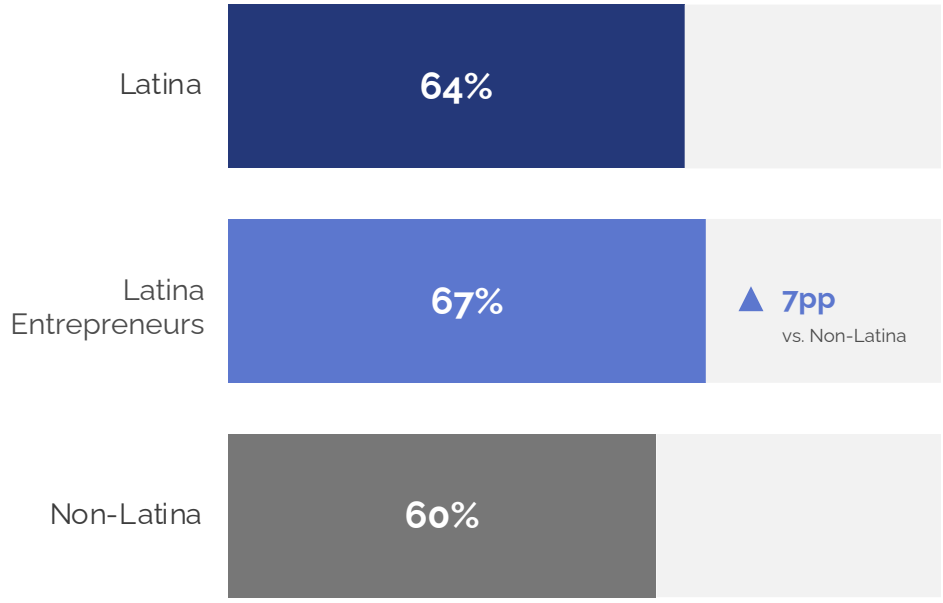
As individual assertiveness rises, it is increasingly reflected in a broader leadership impulse

Today, 64% of Latinas and 67% of Latina entrepreneurs report feeling motivated to lead, take action, and create change—surpassing non-Latinas at 60%

For a generation raised with *calladita te ves más bonita* ("you look prettier when you are quiet") as a cultural norm, a majority expressing a desire to lead and create change marks a meaningful shift. This is not a departure from their Latina identity but a fuller, more public embrace of it than ever before.

I feel motivated to become a leader, take action, and make changes

(Top 2 Box)



> *I believe myself to be a leader, one who also is capable of following when needed... I see myself as a strong, bad ass, Hispanic woman!*
>
> **MILLENNIAL LATINA**

> *My success is for my family but also to show women like me that it is totally possible to be Latina and be a boss and independent.*
>
> **MILLENNIAL LATINA**

Kantar Survey 2026,: PC5a. Political & Social Environment Attitudes: How much do you agree or disagree with the following statements?: "I feel motivated to become a leader, take action, and make changes in the world around me"
Base: Latinas n=999, Non-Latinas n=1001

02.3

Cultural identity as competitive advantage

A majority of Latinas see their cultural identity as a competitive advantage, signaling that assertiveness today is less about abandoning cultural values and more about bringing them forward with confidence. This runs counter to the one-dimensional assimilation narrative that has long shaped institutional thinking about Latinas. Rather than seeking to assimilate, many Latinas are "200 percenters" who fully and simultaneously embrace both their American and Latina identities—without compromise or division.

When asked directly, 65% of Latinas say their Latina background influences how they authentically express themselves, compared to 47% of non-Latinas.

That 18-point gap is the widest single attitudinal gap measured in the survey. Cultural identity is not peripheral for these women. It is the operating system. They integrate cultural heritage with ambition and transform their identity into a powerful economic force. They know that their culture is a strategic advantage.

> *Protecting our culture matters. It's what makes us who we are and what sets us apart. It influences how we connect with people and build community. Those are real strengths, not weaknesses.*
>
> **GEN Z LATINA**

> *I learned that you do not have to diminish your accent, your attitude, or your culture in order to succeed at a corporation.*
>
> **MILLENNIAL LATINA**

I see my cultural identity as a competitive advantage

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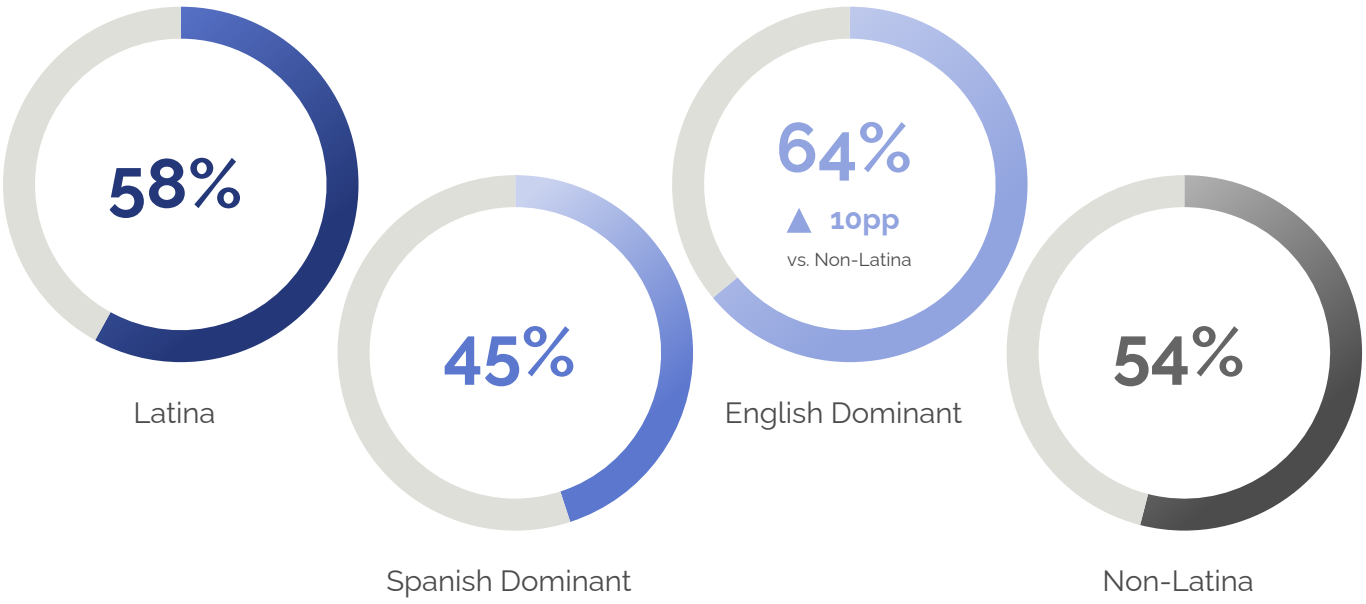


Kantar Latinas Survey 2026; AR1. Cultural Identity & Workplace Empowerment Attitudes: How much do you agree or disagree with the following statements: (Show if Latina) "I see my cultural identity (as a Latina) as a competitive advantage", (Show if non-Latina) "I see my cultural identity as a competitive advantage", Base: Latinas n=999, Non-Latinas n=1001

> *Latinas are often underestimated or not taken seriously. Harmful stereotypes such as hyper-sexualization or assumptions that Latinas are overly emotional or dramatic reduces us to a narrow image instead of seeing us as individuals.*
>
> **GEN Z LATINA**

02.4

Latinas have outgrown the scripts of the past

The findings on Latina stereotypes are equally striking: 79% of Latinas say stereotypes show up regularly in advertising and media, and 56% actively walk away from brands that perpetuate them. This is not passive frustration, but an explicit rejection of the roles institutions continue to impose.

For organizations still relying on the "spicy," submissive, or one-dimensional Latina, the disconnect is growing. Across brands, media, communications, and even public policy, Latinas are increasingly rejecting these outdated portrayals and assumptions.

> *Some brands put red lipstick and gold jewelry on a brown model and call it representation. The brand that does it right tastefully represents our culture instead of playing into stereotypes.*
>
> **GEN Z LATINA**

02.5

Latina representation is behind Latina reality

When Latinas describe how they want to be portrayed in advertising and media, they favor entrepreneurs, women breaking the mold in male dominated roles, tech-savvy and financially capable women, mothers holding careers and households together simultaneously, joyful and nuanced family dynamics, CEOs, and business leaders. What's more, they look for a range of skin tones, body types, ages, and accents.

The gap between portrayal and reality is unmistakable. Authentic representation has become a test of credibility, and brands that fail it will increasingly be excluded from the future Latinas are shaping. In a marketplace defined by choice and influence, outdated portrayals are not harmless—they are disqualifying.

Top ways I would like to see Latinas/women portrayed in advertising and media

	Latinas Rank	Non-Latinas Rank
Entrepreneurs	1	6
Women in traditionally male dominated roles	2	4
Successfully juggling life	3	1
CEOs or business leaders	4	2
Capable moms making it work	5	3
Political leaders	6	7
Thoughtful, rational problem-solvers	7	5
Professionals in science or technology	8	10
Authority figures	9	8
Primary breadwinners	10	9
Expressive, artistic creators	11	11
Cultural influencers or trendsetters	12	12

The Bottom Line for Brands

Latina identity is a competitive advantage—brought into every conference room, business, and buying decision. Latinas are trading silence for strategy, and turning visibility into leverage, using assertiveness as a tool for advancement. Brands that cling to outdated archetypes are losing consumers who see through them and walk away. The mandate is clear: portray Latinas as they are—successful, ambitious, capable, and complex. Meet them at the level of agency they've already claimed, and earn the loyalty of a consumer whose influence extends far beyond herself.

Kantar Latinas Survey 2026; AR6a. Portrayals in media & advertising; "Please select the top five ways you would like to see Latinas portrayed in advertising and media."; "Please select the top five ways you would like to see women like you portrayed in advertising and media."; Base: Latinas n=999, Non-Latinas n=1001

CHAPTER 03

BUILDING WEALTH *on their own terms*

While previous generations of Latinas prioritized survival and foundational stability, today's younger, increasingly U.S.-born cohort is fueled by a more ambitious vision. For them, success isn't about securing a foothold, but about asserting ownership and building generational wealth. In fact, 85% say it is up to them to make the most of the opportunities they encounter, reflecting a strong sense of self-direction and ownership.

LATINAS ARE BYPASSING THE TRADITIONAL PLAYBOOK

Lacking inherited wealth or a traditional financial playbook, 71% of Latinas report being entirely self-taught in their financial journey. What they lack in legacy roadmaps, they overcome through strategic grit, education, and a commitment to building for the future. Today's Latinas aren't just working harder; they are working smarter—diversifying their income, mastering the financial system to fit their own needs, and building wealth with a level of strategic sophistication that far outpaces that of previous generations.

> *"If there's not room for me, I'm going to make room. I'm going to carve out that space. I'll learn everything that I can and stake my claim. You can't get rid of me.*
>
> **MILLENNIAL LATINA**

Previous generations of Latinas operated in survival mode, defined by grueling hours and constrained resources. But today's Latinas, a much larger professional and educated segment, are building wealth faster. They are proactively investing, diversifying, and creating multiple income streams earlier and more deliberately than previous generations. Blending grit with financial savvy, they're no longer just getting by; they're thriving.

03.1

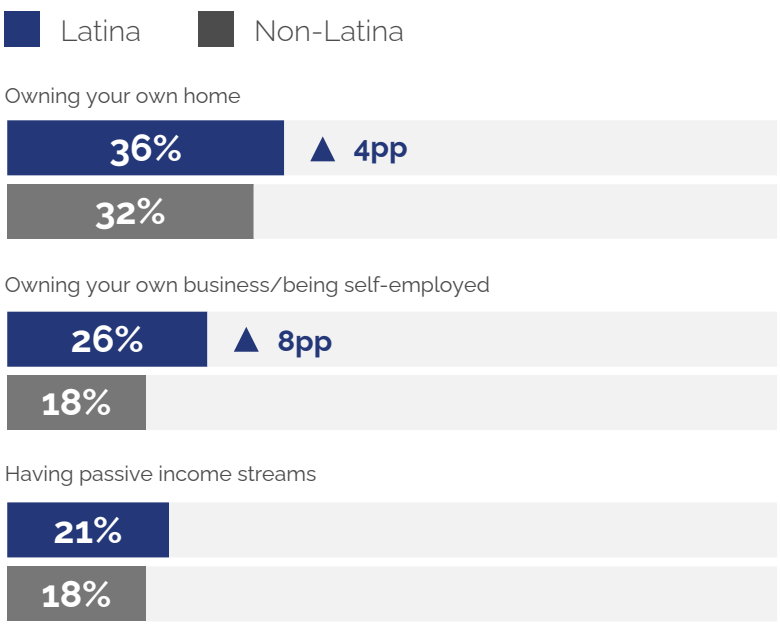
The Latina Wealth Blueprint

Latinas are shifting from managing money to putting it to work—through ownership, long-term thinking, and multiple income streams. They approach money as a strategic tool for building wealth.

Latinas have an ownership mindset

Latinas are more likely to define personal financial success as home ownership (36% vs. 32% of non-Latinas), business ownership (26% vs. 18% of non-Latinas), and the creation of passive income (21% vs. 18% non-Latinas).

When I think about my personal financial success, the most important items to me are:

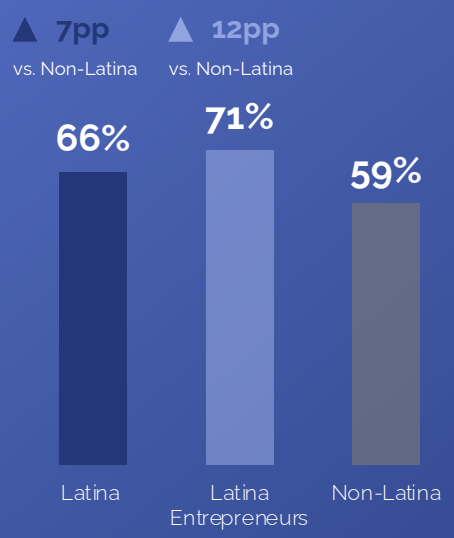


Latinas enjoy learning how to manage their money

Financial management isn't a chore for Latinas, but rather a point of pride: 66% of Latinas and 71% of Latina entrepreneurs say they actively seek financial planning information and enjoy learning how to manage their money (vs. 59% non-Latinas). They take real satisfaction in the independence that comes from setting their own rules, motivated by a belief that the progress they are making today will translate into even greater financial opportunity and stability for future generations.

I actively seek out information about financial planning and enjoy learning how to manage my money

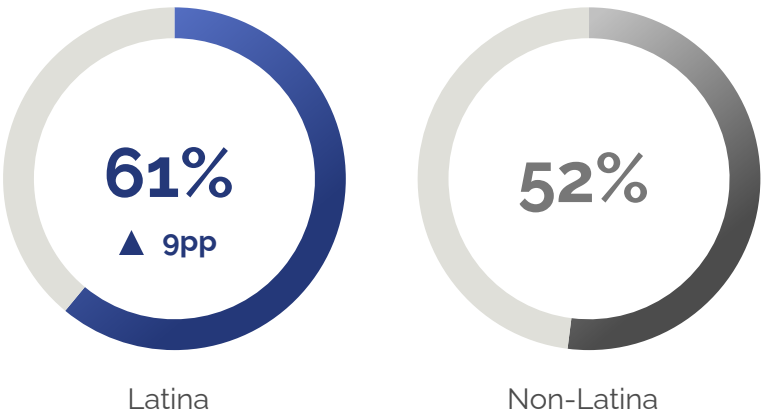
(Top 2 Box)



Latinas are playing the long game

61% of Latinas are more focused on retirement planning and investment than the generation before them, compared to 52% of non-Latinas. The gap is statistically significant. Latinas are opting for compound growth over simple savings.

I am more focused on retirement planning and investment than my parents



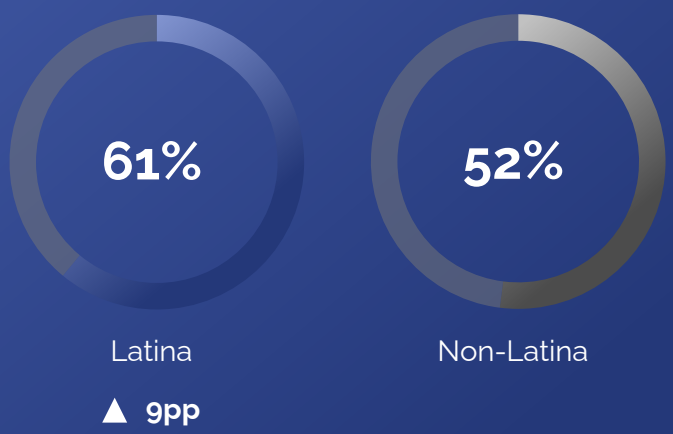
Kantar Survey 2026; FP7. Financial Attitudes; How much do you agree or disagree with the following statements?: "I actively seek out information about financial planning and enjoy learning how to manage my money"/FP7. Financial Attitudes; "How much do you agree or disagree with the following statements?"; "I am more focused on retirement saving, investing and planning than my parents were";/FP7. Financial Attitudes; "How much do you agree or disagree with the following statements?"; "I actively seek out information about financial planning and enjoy learning how to manage my money"/Base: Latinas n=999, Non-Latinas n=1001

> *I make my own money, and I manage it the way I want to…It's my duty to navigate and learn how I can build wealth or passive income to make my money work smarter for me.*
>
> **GEN Z LATINA**

Latinas are skilled at building multiple sources of income

61% maintain a gig or freelance job—distinctly higher than 52% of non-Latinas—leveraging multiple income streams to accelerate their financial goals.

I work freelance or have a side hustle

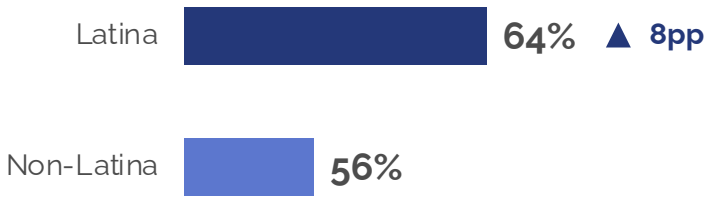


Latinas are savvy investors

64% feel more financially informed about investing than their parents, notably higher than non-Latinas (56%).

I feel more financially informed about investing than my parents

(Top 2 Box)



Latinas aren't waiting for the playing field to level; they are architecting their own path. Because their wealth is self-built rather than inherited, they are more deliberate with their capital and more demanding of trust from the institutions they choose to partner with.

Kantar Survey 2026; "Do any of the following apply to you? Select all that apply."; "I work freelance"; "I work perma-lance"; "I have a side hustle"; "I participate in the gig economy"; "None of the above"; Stats show any of these responses;/"How much do you agree or disagree with the following statement?"; "I am more financially informed about investing than my parents are/were."; Stats show any of these responses./ Base: Latinas n=999, Non-Latinas n=1001

03.2

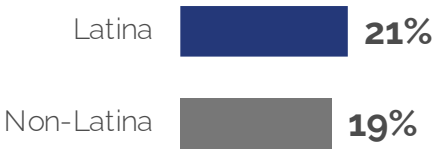
Creating their own opportunities

For many Latinas, assertiveness in the workplace has its limits. Rather than waiting for institutional change, they are circumventing systemic barriers—creating their own spaces and rewriting the conditions for success. 52% of Latinas expect to own a business someday, compared to 43% of non-Latinas. Even more telling, only 27% of Latinas say they do not aspire to own a business, versus 38% of non-Latinas. Both gaps are statistically significant.

Entrepreneurship is not a fallback for Latinas. It is often the expected path.

Business Ownership

I currently own my own business



I believe I'll own my own business someday

I do not plan on owning my own business

Kantar Survey 2026; S8. Business Owner: "Which one of the following statements best describes you?"; Base: Latinas n=999, Non-Latinas n=1001

03.3

Ownership restores control and flexibility

As one Latina says, "Entrepreneurship gives us control when the system doesn't." For many, business ownership is a strategy for independence, flexibility, and wealth creation, beyond the limits of traditional systems.

Claiming agency

When access is limited, entrepreneurship creates a path to lead without inherent barriers.

Accelerating upward mobility

Progress is directly tied to creativity, risk-taking, and work ethic.

Redefining flexibility

Business ownership provides the autonomy to align with personal priorities.

Breaking cultural scripts

Ownership becomes an act of defiance against traditional expectations and stereotypes.

Expanding into high-growth fields

Latinas are entering fields like finance and technology, driven by a conviction that these industries are incomplete without their perspective.

Leading in AI adoption

Latinas are among the most active users of AI, with 82% using it at least monthly vs. 79% of non-Latinas.

Achieving better financial outcomes

Latina entrepreneurs are twice as likely to report being financially comfortable, significantly more likely to report real financial progress (over the last two years), and far more likely to have surpassed the financial standing of their parents, compared to all Latinas.

"

Latinas are learning how to ask the right questions and decode the rules of business ownership for themselves. With a deep understanding of their own communities and unmet needs, Latinas are uniquely positioned to build a loyal customer base.

MILLENNIAL LATINA

"

Today, the pursuit of independence is less controversial, inspiring Latinas to build lives on their own terms through entrepreneurship.

GEN Z LATINA

03.4

Wealth is built for generations, not just individuals

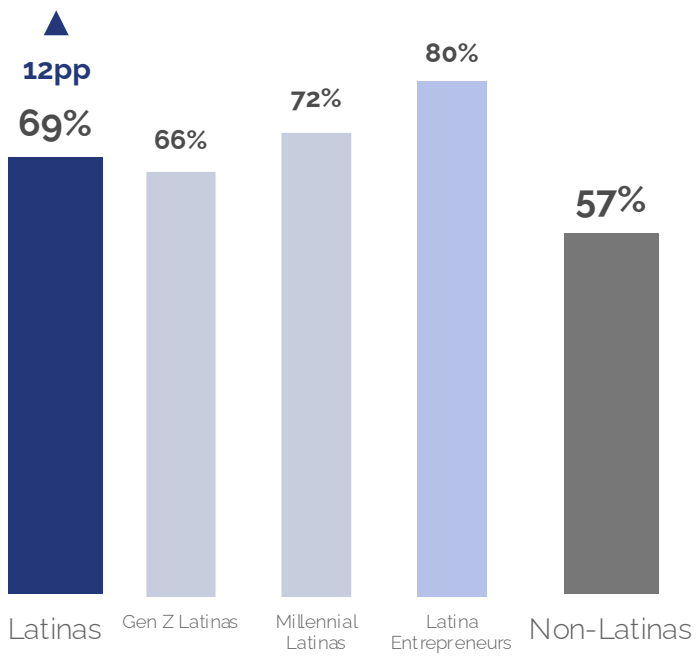
Among Latinas, financial aspirations are deeply rooted in intergenerational mobility.

For today's Latina, personal success is a tool to uplift the family unit, bridging the gap between their parents' sacrifices and their children's opportunities.

At a time when many Americans fear the next generation will be worse off, Latinas are crafting a different narrative. Seven in ten believe their children will be financially better off than they are—a full 12 points higher than non-Latina women. This optimism holds across generations: 66% of Gen Z Latinas, compared to 55% of their non-Latina peers, believe their children will be better off financially. The gap is even wider among Millennial Latinas and their non-Latina peers, at 72% and 55%, respectively.

My children/the next generation will be a lot better off or a little better off financially than me

(% agree)



> *"It is my responsibility to make the future better and brighter.*
>
> **MILLENNIAL LATINA**

Kantar Survey 2026; S8. Business Owner; FP1c. Financial situation outlook for next gen; "How do you feel about the financial future of your children (or future children or the next generation)? Do you believe they will be ...": Base: Latinas n=999, Non-Latinas n=1001

> *My drive to succeed isn't only about doing better for myself. It's about continuing to shift the story for my family and creating something different for the people who come after me.*
>
> **MILLENNIAL LATINA**

03.5

Building forward, rebuilding backward

Their drive isn't just about the future; it's about correcting the past. Latinas are often "retrofitting" financial security for their parents, creating the stability that the previous generation never had the tools to build. They are simultaneously moving the next generation forward while elevating their elders.

> *I always talk to my daughter about their future and breaking barriers. That all starts with a good education. So I remind her daily to do her best and leave her mark.*
>
> **MILLENNIAL LATINA**

03.6

Latinas are multi-generational anchors

The urgency behind their economic drive is fueled by a unique set of responsibilities. 28% of Latinas serve as adult caregivers, a significantly higher proportion than the 20% among non-Latinas.

Wealth, for them, is about options and agency:

Financial sovereignty

80% of Latinas strive to be financially independent, with or without a partner.

Legacy creation

79% of Latinas are explicitly focused on creating generational wealth, compared to 71% of non-Latinas–reflecting a clear intention to pass on assets, opportunity, and stability.

Collective success

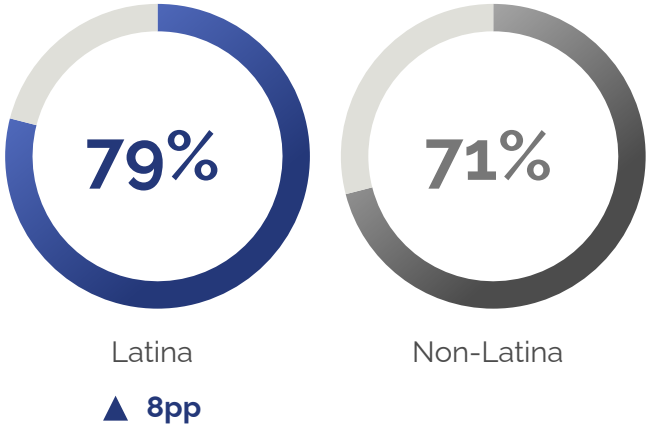
Success is measured by the ability to provide a "soft landing" for parents and an "accelerated start" for children.

> *I literally had to sit my mom down and go through her Roth IRA and 401K because I want to make sure she can retire.*

MILLENNIAL LATINA

I am focused on creating generational wealth for myself & the next generation

(Top 2 Box)



29

03.7

Progress despite barriers

Latinas are advancing across education, income, and ambition, yet structural barriers and uneven access mean success often requires more effort, resilience, and self-navigation than for their peers.

Bias undermines progress

60% of Latinas say bias or discrimination sometimes undercuts the financial progress they work hard to achieve, rising to 64% among Latina entrepreneurs (vs. 52% of Non-Latinas).

Effort is not equal

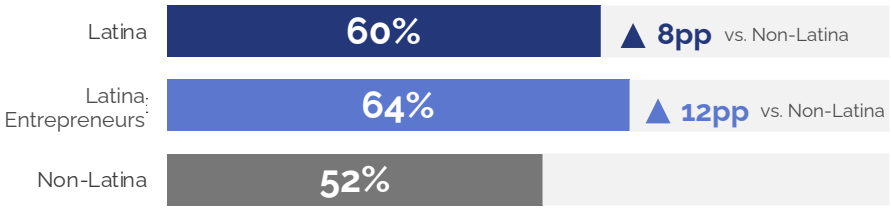
62% of Latinas say they must work harder than others to succeed, an even higher share among Spanish-dominant Latinas at 66%.

Mentorship is inconsistent, and sponsorship is scarce

Only 35% of Latinas report having a mentor, and just 26% report consistent sponsorship–highlighting critical gaps in advocacy, visibility, and access to stretch opportunities.

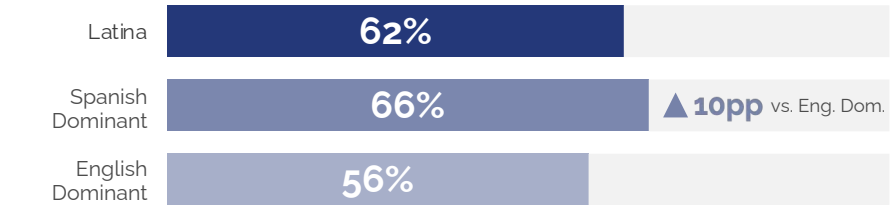
Bias or discrimination sometimes undermines the financial progress I work hard to achieve

(Top 2 Box)



I feel I have to work harder than others to succeed

(Top 2 Box)



The Bottom Line for Brands

Latinas are building wealth without a blueprint—self-taught, multi-generational in their thinking, and more deliberate with their capital than any previous generation. They are simultaneously investing in their futures, funding their parents' stability, and laying the foundation for their children's prosperity. For brands and institutions, this means meeting them with sophisticated tools, transparent products, and respect for the strategic competence they are building.

Kantar Survey 2026; FP7. Financial Attitudes; "How much do you agree or disagree with the following statements?"; "I strive to be financially independent, with or without a partner"; FP7. Financial Attitudes; "How much do you agree or disagree with the following statements?"; "I strive to be financially independent, with or without a partner";Base: Latinas n=999, Non-Latinas n=1001

CHAPTER 04

A NEW OUTLOOK *is taking hold*

Latinas are redefining success as fulfillment, deploying it for collective advancement, and holding brands to higher standards—guided by values, shaped by generational change, and reinforced by purpose.

04.1 The redefinition of success

This research shows a shift in how Latinas define what they are working toward. Financial stability is increasingly understood as the foundation—necessary but not sufficient. Once that floor is established, success becomes about something larger: freedom to pursue passions, time for family, mental health, and living in alignment with core values. Success is the external framework, fulfillment is the internal peace that comes when achievements align with who they actually are.

Definition of Success

(% ranked in top 3)

	Latinas	Non-Latinas
Feeling financially secure / having financial independence	**1**	**1**
Achieving personal goals	**2**	4
Maintaining mental and physical health	**3**	**3**
Having time for family	4	**2**
Providing my family with greater opportunities	5	6
Growing my savings or financial assets	6	7
Living authentically / living my values	7	5

For brands and other organizations, this matters because it reframes what aspiration looks like for this consumer. Latinas are not chasing the conventional markers of success. They have outgrown them. Strategically this means Latina consumer behavior cannot be separated from Latina identity and values.

They are not choosing products in a vacuum.
They are choosing which brands deserve to be part of the life they are building.

Kantar Survey 2026; RS1b. Definition of success – How do / did your parent(s) define success? (QT=MS); "Please select the three most important items in their definition of success."; Base: Latinas n=999, Non-Latinas n=1001

04.2

A generation that evolved success

The shift in how success is defined between Latinas and their parents is incremental and an evolution of priorities at the foundation. Where the parent generation placed "providing my family with greater opportunities" at the top of their definition of success, today's Latinas go further and lead with financial independence for themselves, but family remains central.

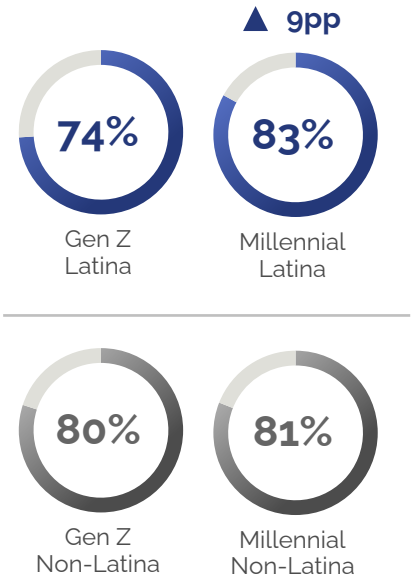
The gaps are just as telling as the rankings. Mental and physical health ranked 8th by parents ranks 3rd for today's Latinas. Achieving personal goals moved from 5th for parents to 2nd for the modern Latinas. These are not small differences. They reflect a generation that grew up watching their mothers and grandmothers sacrifice personal wellbeing as the price of family advancement. Having achieved higher education and firmer financial stability, younger Latinas are confident about having made their parents' sacrifices worth it. They can also focus on fulfilment a luxury that their parents couldn't afford.

The mental health data makes this explicit: 83% of Millennial Latinas say they prioritize mental health and emotional wellbeing more than their parents did. Among Gen Z Latinas the number is 74%. This is one of the starkest generational differences revealed by this study—and it carries a direct message for brands: the Latina consumer brands have been marketing to no longer exists.

Today's Latinas have a different set of demands, a different definition of making it, and they are not willing to defer their own wellbeing to succeed.

I prioritize mental health and emotional wellbeing more than my parents did

(% agree)



Kantar Survey 2026; RS3. Success Attitudes; "Please state how much you agree or disagree with the following statements. (QT=SC) Carousel setup"; "I prioritize mental health and emotional well-being more than my parents did"; Base: Latinas n=999, Non-Latinas n=1001

My definition of success

(compared to my parent's definitions of success)

	Latinas	Non-Latinas
Feeling financially secure / having financial independence	**1**	**2**
Achieving personal goals	**2**	5
Maintaining mental and physical health	**3**	**8**
Having time for family	4	**3**
Providing my family with greater opportunities	5	1
Growing my savings or financial assets	6	4
Living authentically / living my values	7	9
Doing meaningful work	8	6
Excelling in my chosen profession	9	7
Being able to donate to causes I care about / give back to my community	10	11
Embracing Latina values as an advantage in life and career	11	10

Kantar Survey 2026; RS1b. Definition of success – parents view; "How do / did your parent(s) define success? (QT=MS)"; "Please select the three most important items in their definition of success."; Base: Latinas n=999, Non-Latinas n=1001

04.3

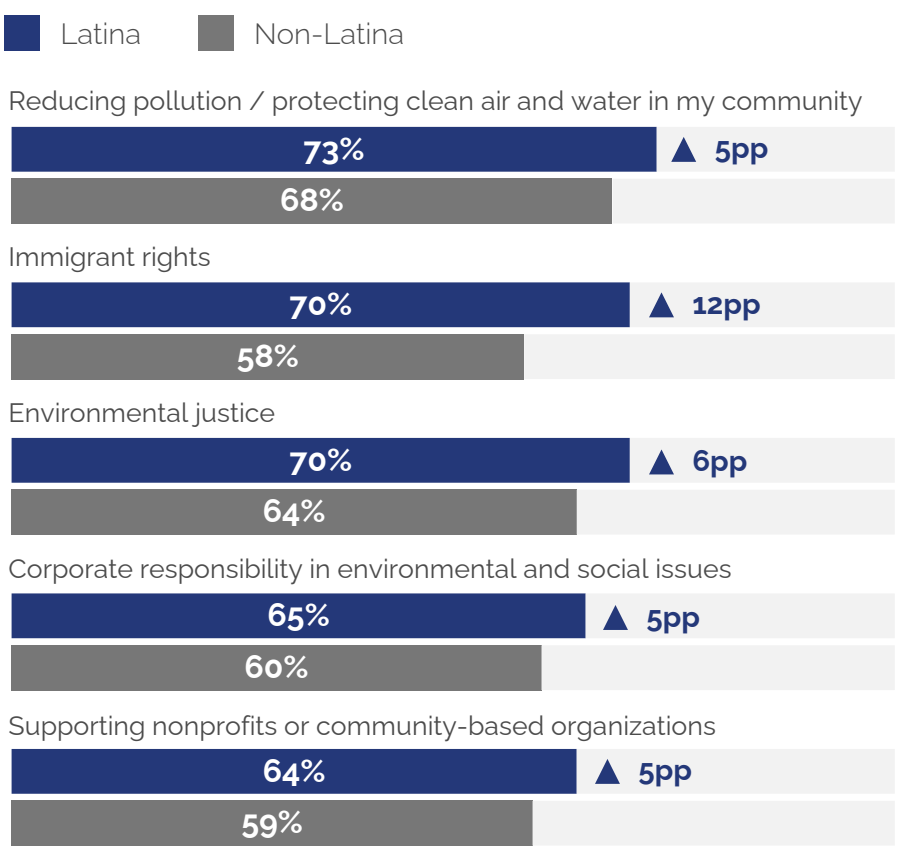
Personal success as community uplift

71% of Latinas and 75% of Latina entrepreneurs see their personal success as a vehicle for uplifting their community, compared to 67% of non-Latinas. This shows up in purchasing behavior with 73% saying it is important to support Latina-owned businesses, and the same share saying they support brands that hire or actively promote Latinas in the workforce. Buying decisions are simultaneously personal, political, and communal.

Latinas are also more intentional about which issues deserve their time, energy, and advocacy. Compared to non-Latinas, Latinas place significantly greater importance on community-anchored and equity-driven issues, with immigrant rights marking the widest gap. 70% of Latinas rate immigrant rights as extremely or very important, compared to 58% of non-Latinas. The 12-point gap is the single widest issue priority gap measured in this study.

This is a consumer who is monitoring a broader set of issues than brands typically track, and who expect the brands they choose to be monitoring them too.

The following issues are extremely or very important to me personally



Kantar Survey 2026; PC3. Likelihood of leaving a job; PC6. Importance of different issues; "How important are the following issues to you personally? (QT-SC) Carousel setup"; Base: Latinas n=999, Non-Latinas n=1001

04.4

Faith reinforces purpose and persistence

For many Latinas, deeply held religious and spiritual beliefs strengthen their sense of purpose and motivate them to achieve their full potential in life and their careers.

Nearly two thirds of Latinas (64%) agree with the statement "my religious or spiritual beliefs motivate me to work hard and succeed", compared to 54% of non-Latinas. This is felt even more intensely among Latina entrepreneurs, with 73% noting the importance of religion or spiritual beliefs in their hard work and success.

The Bottom Line for Brands

For Latinas, success is no longer just about achievement, but about alignment with their values, purpose, and priorities. The brands they choose to keep in their lives are evaluated on whether they support, or disrupt, the path they are actively building. The brands that win contribute meaningfully, supporting not just individual goals but a broader sense of fulfilment.

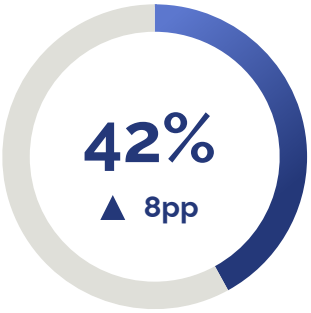
CHAPTER 05

THE ECOSYSTEM
Latinas are building

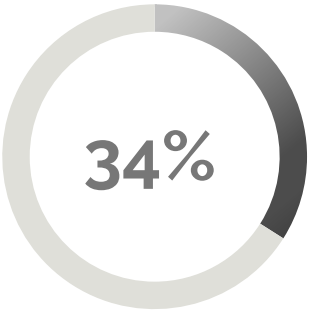
Understanding who Latinas are is only part of the equation. Equally critical is understanding how they engage with brands in the marketplace. This research shows a clear shift from passive preference to active, consequential choice. For Latinas, values are not just expressed – they are enforced through action. They reward brands that align with them and withdraw support from those that fall short reflected in their higher participation in protests and boycotts compared to non-Latinas.

Participation in a protest or boycott against a company in the past year because they supported in a social issue I did not agree with

I participated **multiple times**

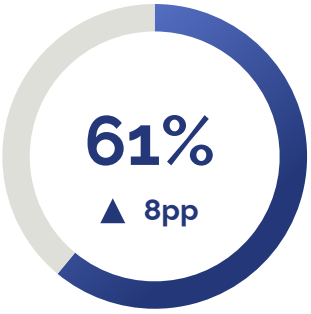


Latina

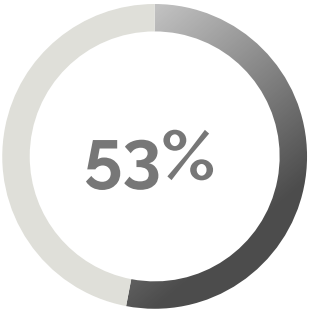


Non-Latina

I participated **at least once**



Latina



Non-Latina

Kantar Survey 2026; PC2. Participation in protests or boycotts; "How often have you participated in a protest or boycott against a company in the past year because they supported a social issue you did not agree with?"; Base: Latinas n=999, Non-Latinas n=1001

At the same time...

brand scrutiny is intensifying. 57% of Latinas say they evaluate brands and institutions more closely than they used to—significantly higher than non-Latinas. They are also more likely to publicly call out brands when expectations aren't met. These actions reflect a deliberate approach to shaping an economic ecosystem they are actively building—and deciding who earns a place within it.

I scrutinize brands and institutions more closely than I used to

(% agree)

> *[Company] took itself completely out of the game after it got rid of its DEI policies. Instead of standing with a targeted demographic, they ruined their brand by trying to rid their company of that demographic. I haven't shopped there in over a year.*
>
> **GEN Z LATINA**

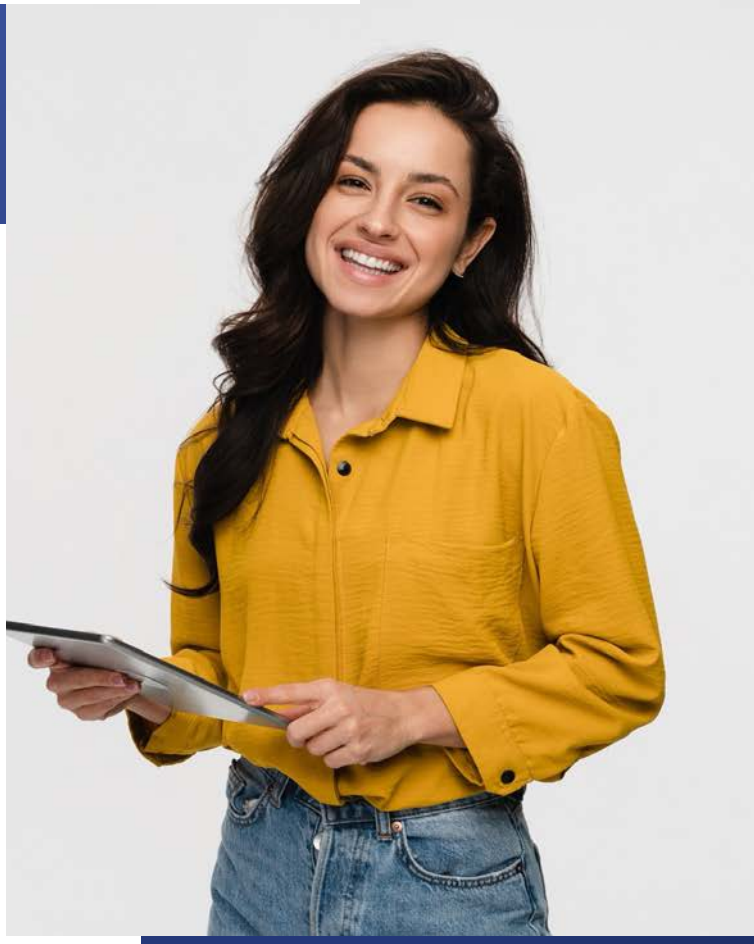
> *Genuine inclusion means brands actively hiring, supporting, and promoting Latinas into leadership roles. Investing in education, mentorship, and community programs shows long-term commitment, not performative statements.*
>
> **GEN Z LATINA**

Kantar Survey 2026; PC5a. Political & Social Environment Attitudes; "How much do you agree or disagree with the following statements?" ; Base: Latinas n=999, Non-Latinas n=1001

05.1

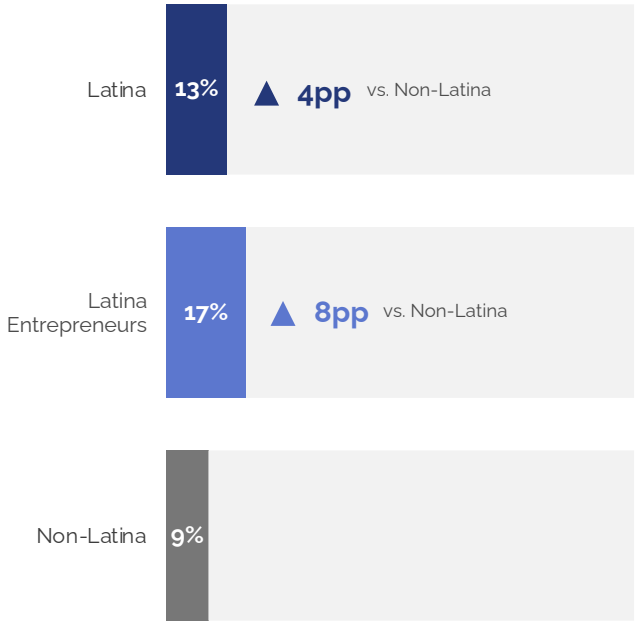
Latina spending also signals upward mobility

Even in a constrained economic environment, 13% of Latinas report regularly trading up to more expensive, higher quality items, compared to 9% of non-Latinas. The gap is statistically significant. This is a measurable shift of Latina consumption into premium and luxury segments, contradicting the long-standing brand assumption that Latinas are primarily value-driven shoppers. The Latina consumer is not just spending more. They are moving up the price ladder, and they are doing it faster than their non-Latina peers.



I am regularly trading up to buy more expensive or higher quality items

(% agree)



Kantar Survey 2026; FP3b. HH approach to spending; "Which of the following best describes your household's current approach to spending? (QT-SS)"; "I am regularly trading up to buy more expensive / higher quality items"; Base: Latinas n=999, Non-Latinas n=1001

05.2

The Employer Alignment Dimension

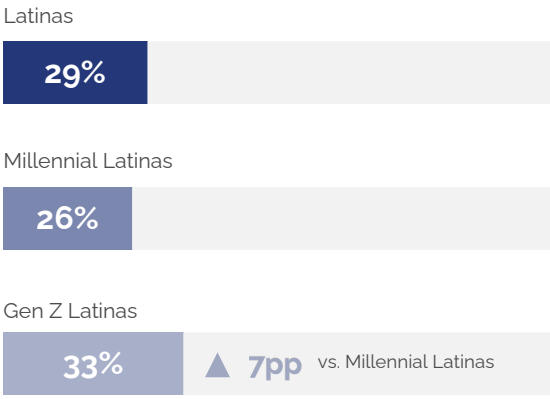
One of the more surprising findings is how far the values enforcement extends into employment decisions. One third of Latinas say they would leave a job if their employer supports a social issue they disagree with.

One in four say they would avoid applying to such an employer altogether. Among Gen Z Latinas, this stance is even stronger.

Misalignment is not something to endure or negotiate around, it is a reason to walk away entirely. This means brand values are now also talent pipeline variables.

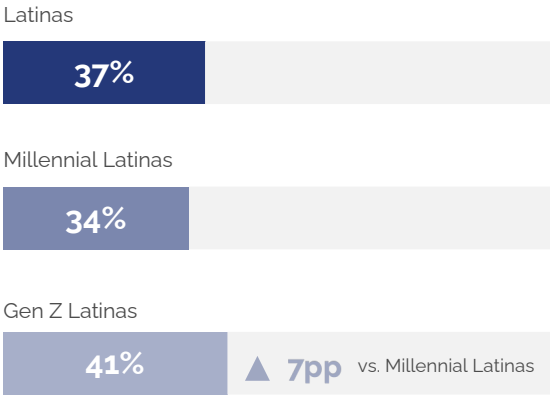
Likelihood of *leaving a job* if employer supports a social issue I disagree with

(Net T2B: Extremely likely/very likely)



Likelihood of *avoiding applying* for a job if employer supports a social issue I disagree with

(Net T2B: Extremely likely/very likely)



The Bottom Line for Brands

The Latina consumer decides every day which brands deserve her. They enforce that decision with their wallets, employer choices, and community—and they have a long memory.

The Latina consumer is no longer a passive recipient of marketing. They are architects of the ecosystem they live in. When 73% prioritize spending with brands that hire and promote Latinas, that is a procurement decision. When one in three would leave a job over values misalignment, your brand positioning is also your talent strategy.

The brands that earn her loyalty earn her network and ROI. The ones that don't may find themselves outside an ecosystem that is growing without them.

Kantar Survey 2026; PC3. Likelihood of leaving a job; "How likely are you to leave a company or job if your employer supports a social issue that you disagree with? (QT=SS)"; PC4. Likelihood of avoiding employers; "How likely are you to avoid applying for a job because the company supports a social issue that you disagree with? (QT=SS)"; Base: Latinas n=999, Non-Latinas n=1001

CHAPTER 06

IMPLICATIONS *for brands and Latinas*

The data in this report points to one conclusion: U.S. Latinas are not a future opportunity. They are a present force, moving faster than the institutions trying to reach them. They are building wealth on their own terms, scrutinizing the brands and employers they engage with more intensely than any cohort the marketplace has measured, and rewriting the cultural and economic scripts they were handed.

This section translates that reality into action. For brands and institutions, the implications are strategic. The Latina consumer is no longer a segment to nod toward. They are sophisticated, values-driven, network-powered economic actors whose loyalty is earned, not assumed. For Latinas, the implications are about leverage. The power documented in these pages is real, measurable, and already in motion. The question is how intentionally each side chooses to act on it.

01

A force rewriting the rules

80% feel brands treat them as an afterthought, compared to 60% of non-Latinas

Given that U.S. Latinas represent 1 in 5 women, influence $2.8 trillion in consumer spending, and drive financial decisions in 86% of households, this signals a clear opportunity for brands willing to do things differently.

What this means for business

Treat the network, not just the individual. 74% of Latinas are actively consulted by family and friends on brand and product decisions, compared to 68% of non-Latinas. That network increasingly runs through Latina influencers. Latinas are significantly more likely than non-Latinas to *strongly* agree they buy from brands recommended by Latina voices they trust (28% vs. 23%). Generic influencer partnerships won't cut through. Credibility with Latina consumers is built through Latina voices—and brands that bypass them won't earn trust.

Audit the gap between her purchasing power and your investment in earning it. 80% of Latinas report frustration that brands treat them as an afterthought. That number is your benchmark. Look at acquisition spend, creative production, product design, and retention programs. Where Latinas show up in your data is not where they should show up given their actual share of category influence.

Consistency is the new differentiator. Sporadic outreach reads as performative. The brands that win are the ones that continue growing with the same focus and investment in the third year as they did in the first.

What this means for Latinas

Know the size of your leverage. Your collective spending, household decision authority, and network influence are the assets corporations are spending billions to reach. Use that knowledge intentionally.

Own the narrative. Latina ambition tells a story of acceleration that most institutions are still catching up to. Position yourself, your business, and your community in the rooms where resources are being allocated. The transformation is already underway. Be visible in it.

02

Taking up space and retiring the stereotypes

65% of Latinas say their Latina background influences how they authentically express themselves, compared to 47% of non-Latinas

That 18-point gap is the widest single attitudinal gap measured in the entire survey. Cultural identity is the operating system. The implication for any brand or workplace is that cultural fluency cannot be faked and stereotypes cannot be hidden.

What this means for business

Retire the archetype. 56% of Latinas actively walk away from brands that stereotype them. 79% say stereotypes still show up in advertising and media regularly. The cost of outdated creative is measurable. Portray Latinas as they actually are: successful, ambitious, capable, and complex, across a range of skin tones, ages, accents, and body types. Capability is the mandate, not aesthetics.

Audit your culture, not just your campaigns. Latinas are leaving environments where assertiveness is penalized rather than rewarded. Examine recruitment strategy, performance reviews, promotion criteria, and meeting culture for systematic discounting of Latinas who advocate for themselves. Build mentorship and sponsorship programs that convert Latina ambition into tangible leadership opportunities. Only 35% of Latinas report having a mentor often or very often, and just 26% report consistent sponsorship. That is a measurable pipeline failure.

Cultural identity is a competitive advantage. Hire for it. Biculturalism, bilingualism, cross cultural navigation, and community credibility are not soft skills. They are strategic differentiators with direct revenue implications in a market where Latinas command growing share. Recruit accordingly and pay accordingly.

What this means for Latinas

Lead with your identity, not around it. Cultural fluency is a market valued skill. List it explicitly on your resume, your LinkedIn profile, and in interviews. Many companies are actively trying to find what you already are.

Ask for what you are worth out loud. Assertiveness is a financial strategy. Research your market rate, document your impact in numbers, and make the ask explicitly.

Support is a strength. Many Latinas are the first in their families and communities to penetrate the walls of corporate America. That makes the active pursuit of guidance, sponsorship, and support a critical lever for growth.

03

Building wealth on their own terms

Latinas are building wealth without a blueprint

71% are entirely self-taught in their financial journey. 79% are explicitly focused on creating generational wealth, compared to 71% of non-Latinas, a statistically significant gap. 61% are more focused on retirement planning than the generation before them, compared to 52% of non-Latinas. They are not waiting for institutions to design products for them. They are figuring it out, and they remember which institutions showed up while they did.

What this means for business

Move past entry level products. This is a sophisticated, loyalty-driven consumer. 64% of Latinas feel more financially informed about investing than their parents, compared to 56% of non-Latinas. 66% actively seek out financial planning information and enjoy learning how to manage their money, compared to 59% of non-Latinas. Treat them as capable partners, not account holders. Build content, tools, and advisory services around the actual decisions they are navigating.

Design for the sandwich generation reality. 28% of Latinas serve as multigenerational pillars, significantly higher than non-Latinas at 20%. Standard financial and insurance products miss the full picture of their lives. Create bundled solutions that account for multigenerational household responsibilities, and market them in ways that name that reality rather than ignore it.

Invest in Latina entrepreneurship as a growth strategy. 52% of Latinas expect to own a business someday, compared to 43% of non-Latinas. Only 27% rule it out entirely, compared to 38% of non-Latinas. Both gaps are statistically significant. Latina-owned business revenue is outpacing women-owned businesses overall. Supplier diversity programs, small business lending products, and accelerator partnerships specifically designed for Latina entrepreneurs would be getting in early with one of the fastest growing business segments in the country.

Latinas are at the top of the women segment of AI adoption. 82% use AI at least occasionally vs. 79% of non-Latinas. For brands building AI products and services, this is a market in motion, not a market to write off.

Acknowledge the structural friction without explaining it away. 60% of Latinas say bias or discrimination sometimes undermines the financial progress they work hard to achieve, compared to 52% of non-Latinas. 62% say they have to work harder than others to succeed. Brands and institutions earn trust by acknowledging this reality and reducing the friction, not by pretending it does not exist.

What this means for Latinas

Optimism is an asset. Protect it with a plan. Seven in ten Latinas believe their children will be financially better off. That belief is a powerful motivator, but optimism without structure leaves wealth on the table. Open the Roth IRA. Set up the college savings plan. Write the will. The future you are building for deserves the infrastructure to match.

Lean on the network. A community of financially-savvy Latinas, founders, investors, and operators, already exists and is sharing information in real time. Seek them out. You are not starting from scratch and you are not alone.

Formalize what you are already doing. If you maintain a side hustle, structure it. If you are advising family on finances, document your process. If you are the household financial decision maker, codify the system. Wealth is built faster when it is organized.

04

A new outlook is taking hold

Latinas are redefining success as fulfillment

They are using their growing influence to drive collective advancement and holding brands to higher standards—guided by values, shaped by generational change, and reinforced by purpose.

What this means for business

The value set is broader than brands typically track. 70% of Latinas rate immigrant rights as extremely or very important, compared to 58% of non-Latinas even though around 70% of Latinas in the U.S. are born in this country. This 12-point gap is the single widest issue priority gap measured in the survey. The values story does not stop there. Latinas rate environmental and community issues significantly higher than non-Latinas across the board: 73% prioritize reducing pollution (vs. 68%), 71% conservation (vs. 66%), 70% environmental justice (vs. 64%), 65% corporate responsibility (vs. 60%), and 64% supporting nonprofits and community-based organizations (vs. 59%). All gaps are statistically significant. This is a consumer who is monitoring a broader set of issues than brands typically track, and who expects the brands they choose to be monitoring them too.

Community alignment shows up in the receipt. 73% of Latinas say it is important to support Latina-owned businesses, and the same share say they support brands that hire or actively promote Latinas. 71% see personal success as a vehicle for uplifting their community, compared to 67% of non-Latinas. Buying decisions are simultaneously personal, political, and communal. Brands that invest in Latina hiring, supplier diversity, and community partnership are buying revenue, not just goodwill.

The Latina consumer your brand was built for has been replaced. 83% of Millennial Latinas say they prioritize mental health and emotional wellbeing more than their parents did. Among Gen Z Latinas the number is 74%. The Latina defined by family sacrifice and deferred ambition has been succeeded by a woman focused on fulfillment. They are not grateful for inclusion; instead, they are evaluating whether your brand is worth including in their lives.

What this means for Latinas

You have more power than you think. You decide who earns your trust. With community as a multiplier, your influence is extended through the everyday choices you make.

Treat values misalignment as a signal, not a tolerance test. If a brand or an employer does not earn you, leave. The data confirms what you already know. Latinas who walk away from misaligned brands and workplaces are not the exception. They are the cohort.

05

The ecosystem that Latinas are building

Latina consumer behavior is intensifying, not stabilizing

57% of Latinas say they scrutinize brands and institutions more closely than they used to, significantly more than non-Latinas. 13% regularly trade up to more expensive, higher quality items, compared to 9% of non-Latinas, a statistically significant gap that signals real upward mobility into premium and luxury segments. Latina values are not stated. They are enforced.

What this means for business

Premium and luxury positioning is on the table. The long-standing assumption that Latinas are primarily value-driven shoppers is wrong. The data shows a measurable shift of Latina consumption into higher quality and premium segments, faster than their non-Latina peers. Premium brands, luxury categories, and upscale offerings should treat Latinas as a primary growth audience, not an aspirational one.

Brand values are also talent strategy. One third of Latinas say they would leave a job if their employer supports a social issue they disagree with. One in four would avoid applying altogether. Among Gen Z Latinas the stance is even stronger. Your brand positioning, supplier choices, and public alignments are now talent pipeline variables.

What this means for Latinas

Build the economy you want to see. Your purchasing power is already politically and economically intentional. Go further. When you have a vendor decision, a hiring decision, or a referral to make, default first to the company that accurately represents you or to the Latina-owned option.

Document and monetize your influence. If family and friends regularly ask for your recommendations on brands, products, or services, that is an audience and this audience gives you power. Explore affiliate partnerships, a paid newsletter, or a consulting relationship with brands trying to reach your community. Your social capital is real capital. It just needs a structure around it.

The Mandate

The brands that win the next decade will not be the ones with the largest Latina marketing budgets. They will be the ones that build Latina insight into product design, talent strategy, supplier networks, and brand values, and do it consistently enough that Latinas recognize the commitment as real. The greater risk may be a quiet one. The brands that lose will not lose loudly, they will simply find themselves outside an ecosystem that continues to grow, evolve and create value.

For Latinas, the same data that reveals the gaps also reveals the leverage. The economic power documented in this report is not a future projection, it is already reshaping the American economy. The opportunity now is to harness that power intentionally, individually and collectively, so that the next decade reflects the leadership, value creation, and prosperity of the cohort helping build it.

Resources

1. State of Hispanic Homeownership Report 2025. NAHREP, 2025.
2. "Hispanic Population Is Younger but Aging Faster than Non-Hispanic Population." U.S. Census Bureau, May 2023.
3. "Latina Equal Pay Day." Latino Data Hub, October 1, 2025.
4. The 2025 Impact of Women-Owned Businesses. Wells Fargo, January 2025.
5. The State of Latinas in Corporate America. LeanIn.org, 2024.
6. "Key Facts About U.S. Latinos." Pew Research Center, October 2025.

Methodology

Kantar employed a mixed-method research design combining qualitative and quantitative approaches.

Together, these methods provide depth of understanding and a nationally representative view of Latina economic life.

Qualitative Research

We interviewed U.S. Latinas across countries of origin, geography, identity and cultural engagement.

Participant Overview
(Qualitative Sample)

Audience: U.S. Latinas

Age Range: 18-46

Geography: National representation

Socioeconomic Profile:

- Mix of education levels and household income
- Many participants identified as strivers (aligned with Kantar MONITOR Inclusion study learnings)

Roles & Responsibilities:

- Financial decision-makers or key influencers within households
- Balancing income generation, caregiving, and long-term financial planning

Part 1: Online IdeaBlog

Format: 2-day moderated IdeaBlog

Sample: 30 U.S. Latinas

Engagement: Participants responded to prompts, uploaded artifacts, and interacted with moderators; client partners were able to observe and submit probes during live fielding

Fieldwork: December 16–18th, 2025

Part 2: Virtual Interviews

Format: 1-1 virtual interviews, 60 minutes each

Sample: 12 U.S. Latinas

Language: English with flexibility for Spanish or bilingual expression

Fieldwork: January 7–9, 2026

Quantitative Research

Online survey time: 15 minutes
Field dates: February 12 to March 9, 2026
Total sample: N=2,000

Sample profile:

- Female 100%
- Ages 18 to 46
- Gen Z (18 to 28) 38%
- Millennials (29 to 46) 62%
- Latinas 50%
- Non-Latinas 50%

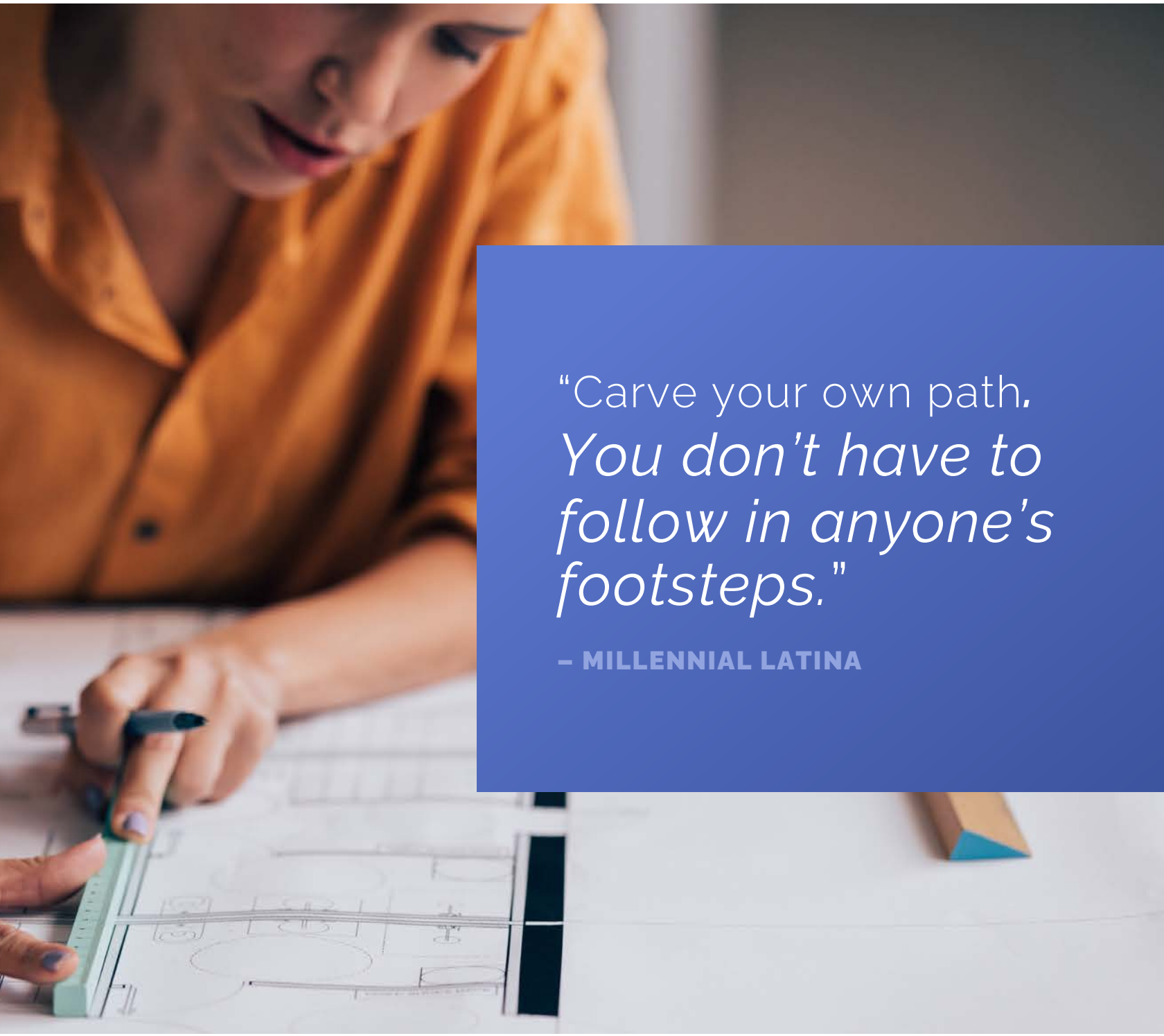
Latina sample details:

- Mexican descent 55%
- Speak mostly or only Spanish at home 26%
- Born outside the U.S. 33%
- Representative across U.S. regions

Base sizes for reporting: Latinas n=999, Non-Latinas n=1,001

Kantar U.S. MONITOR

Nationally representative syndicated quantitative study of 4,022 U.S. respondents, filtered by female Hispanics ages 18-46. Data is nationally representative of the U.S. within ethnicity in key demographic areas including age, education, income, geography and nativity. Participants were able to take the survey in English or Spanish. Fielding took place between April and June of 2025.



"Carve your own path. *You don't have to follow in anyone's footsteps.*"

– MILLENNIAL LATINA

About Kantar

Kantar is the world's leading marketing data and analytics business. We deliver the intelligence needed to power brand growth. We provide the signals that help organizations act quickly and confidently. We empower brands to make effective marketing decisions based on predictive evidence. And we help them craft powerful growth strategies rooted in the connection between consumers, brands and enterprise value. All this is powered by our uniquely robust human and synthetic data, our unrivalled IP, our AI-native platform and the team of global brand experts that bring this all together.

Learn more at kantar.com.

About Latino Donor Collaborative

The Latino Donor Collaborative (LDC) is an independently funded 501(c)(3) nonprofit organization and think tank. LDC has consistently provided economic and business data through meticulous research and fact-based insights. Its reports have become essential tools for American resource allocators, highlighting the growing opportunities emanating from the myriad contributions of U.S. Latinos across the societal spectrum.

Learn more at latinodonorcollaborative.org.

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