

# U.S. LATINO YOUTH 2030

## FACT SHEET

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### Young Latinos are set to shape America's demographic, economic, political, and cultural future.

**Their importance to America's future cannot be understated.**

Latinos are a driving force within Gen Z and among younger Millennials, representing **25%** and **21%** of these generations, respectively. <sup>1</sup>

**Their influence on consumer spending, voting, and global culture is undeniable.**

Overall Hispanic consumer spending is projected to **grow 1.3x faster** than non-Hispanic spending between 2020 and 2030. <sup>2</sup>

Every year, some **1.4 million** Latinos become eligible to vote. <sup>3</sup>

**Their demographic growth is driven by births, not immigration.**

Almost all Latino youth **under age 18 (94%)** are American-born and raised, compared to **46% of those aged 35 or older.** <sup>4</sup>

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### Despite their growing influence and importance, this crucial group feels overlooked by brands.

**Brands continue to market to young Latinos using outdated assumptions about who they are**—namely, that this generation is just like their parents. They are not. This generation is remarkably distinct from previous generations, and from other American youth.

**The widespread embrace of Latino music, pop culture, food, and language, is driving this generation's growing cultural confidence, empowering them to think differently about themselves and their future.**

In U.S. in the first half of 2024, Latin music was the fastest growing streamed genre, **increasing by 15%** from 2023 and outpacing growth in core genres like pop and rock. <sup>5</sup>

“*Guys at school are getting perms and hanging out with Hispanic guys, doing Latino things and wearing the culture, like the Edgar haircut.”* <sup>6</sup>

— U.S. Latino 18-34

**76%** of 12-34-year-old U.S. Latinos report feeling like brands treat them as an afterthought in 2024, up from **71%** in 2022. <sup>7</sup>

**68%** of 12-34-year-old U.S. Latinos report that not enough brands do a good job of representing people like them or their community, compared to **57%** of their non-Latino peers. <sup>8</sup>

## This study reveals the three essential characteristics that define young Latinos and that will guide brands in understanding their mindset and motivations.

### 01 Young Latinos are driven by a sense of purpose to challenge the system and advocate for change.

**They are advocates.** Compared to their non-Latino peers, they are more likely to report values tied to social responsibility and human connection as "extremely" or "very" important. This includes values like justice, advocacy, and community. They are also more family-focused than their other youth.

#### Personal values reported as "extremely" or "very" important among U.S. young people <sup>9</sup>

Value (# of ranking positions higher)	Latinos aged 12-34	Non-Latinos aged 12-34
<b>Justice:</b> Holding others accountable for their actions (+12 rank positions)	<b>84%</b>	76%
<b>Advocacy:</b> Speaking out for what I believe is the right thing (+8 rank positions)	<b>76%</b>	70%
<b>Family:</b> Protecting and prioritizing my family (+3 rank positions)	<b>84%</b>	78%
<b>Community:</b> Prioritizing the relationships I have with the groups I belong to (+7 rank positions)	<b>73%</b>	69%
<b>Humanness:</b> Seeking to connect with real people in everything I do (+8 rank positions)	<b>76%</b>	71%

**They are influencers.** As Latino culture has become trendy and popular, they will **facilitate cultural exchange** by teaching non-Latinos their culture: Spanish, food, music, traditions, etc.

They are increasingly saying it's important to be recognized as an influencer in their social circles (**54%** in 2024 vs **42%** in 2023).<sup>10</sup>

**They are changemakers.** For a growing share of young Latinos, it's about much more than just being an influencer or tastemaker: it's about being a changemaker.

In 2024, **67%** of Latinos aged 12-34 said they feel they can make a difference to the world through the changes they make and the actions they take, up from **55%** in 2023.<sup>11</sup>

### 02 They are unapologetically American and unapologetically Latino. Today's young Latinos are increasingly motivated by a sense of pride, or *orgullo*, which is translating to record-high levels of cultural engagement.

**This is the first time in history that young Latinos say they are consuming more culture-related content than older Latinos.**

About **60%** of Latino youth watch content or entertainment related to their cultural background half the time or more in 2024 versus **51%** in 2023. By comparison, **41%** of Latinos aged 35+ say the same.<sup>12</sup>

**Their strong connection to Latino culture is also translating to increased interest in the Spanish language.**

Some **70%** of Latino youth agree with the statement, "The Spanish language is more important to me today than it was just five years ago."<sup>13</sup>

03 **They are embracing a new era of ambition and determination.** Latino youth are better equipped for success and upward mobility than previous generations.

**Young Latinos are achieving higher levels of education than their predecessors.**

Young Latinos aged 25-34 have advanced in bachelor's degree attainment at **22%** and young Latinas at 26% compared to **16%** of Latinos aged 50+ In 2022.<sup>14</sup>

**Young Latinos are twice as likely to aspire to own their own businesses** at 62% for Latinos aged 18-34 compared to just **32%** of Latinos age 35+<sup>15</sup>

Importantly, they have more **ambition and are set-on financial success**, compared to older Latinos.

**Personal values reported as “extremely” or “very” important**<sup>16</sup>

Value (# of ranking positions higher)	Latinos aged 12-34	Latinos aged 35 and older
<b>Working hard:</b> Having a strong work ethic (+2 rank positions)	81%	84%
<b>Ambition:</b> Driven to achieve success or something important in life (+4 rank positions)	<b>71%</b>	67%
<b>Wealth:</b> Having a lot of money, material possessions or resources (+7 rank positions)	<b>63%</b>	51%

“ *Young Latinos are leading – they are not waiting to be led. Yes, they are also looking for guidance, but they just want to be given opportunities. They are hungry to succeed.*”<sup>17</sup>

**–Dr. Guadalupe Mireles-Toumayan, Latino Youth Education Scholar, Professor at California State University, Northridge**

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 3. Pew Research Center. "Key facts about Hispanic eligible voters in 2024".  
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 6. Kantar. Qualitative interview with U.S. Latino, age 18-34. August 2024.  
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 15. Kantar. U.S. MONITOR 2024 DEI Study  
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 17. Kantar. Expert Interview. July 2024.

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