



Association for  
Enterprise  
Opportunity

# Latino Business Ownership 2025 Fact Sheet

The Latino business community is diverse and dynamic, fueling growth and community development across the country.



**5.6M**  
Entrepreneurs

## Business Owners

U.S. Census Bureau data report 5.6 million Latino-owned businesses; survey estimates suggest more than 7M Latino entrepreneurs, **representing more than 20% of entrepreneurs.**

Source: 2022 ABS/NES-D; EPOP:2024 RUF



**3.6M**  
Employees

## Job Creation

Latino-owned businesses provide over 3.6 million W-2 jobs. Latino entrepreneurs **employ two workers on average** when including all worker types.

Source: 2022 ABS/NES-D; EPOP:2024 RUF



**\$889**  
Billion in Sales

## Economic Impact

Latino-owned businesses **contribute more than \$889 billion to the national economy.** Annual revenues have grown by more than 88% since 2012.

Source: SBA; 2012 SBO & 2022 ABS/NES-D



## Firm Growth

Latino-owned businesses increased by 69% since 2012, outpacing 29% overall business growth

Source: 2012 SBO & 2022 ABS/NES-D



## Employer Firm Growth

Latino-owned employer firms saw 62% growth since 2012, outpacing 8% overall employer firm growth

Source: 2012 SBO & 2022 ABS/NES-D



## Growth as a Priority

Latino-owned businesses more often **prioritize growth as their main goal** than other businesses (60% vs. 52%)

Source: EPOP:2024 RUF



## Creating Good Jobs

Latino-owned employer businesses are **more likely to offer employee benefits** than other employers (76% vs. 73%)

Source: EPOP:2024 RUF

Sources: Author's calculations using the 2012 U.S. Census Bureau Survey of Business Owners (SBO), the 2022 U.S. Census Bureau Annual Business Survey and Nonemployer Statistics by Demographics (ABS/NES-D), and the NORC at the University of Chicago Entrepreneurship in the Population (EPOP) Survey. Project Restricted Use Data File: 2024.



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Latino entrepreneurs are driving net new business creation in the U.S. But without targeted investment, their full potential remains untapped.



## Access to Resources & Support

Latino entrepreneurs are significantly **less likely to have access to resources and support** needed to meet their business goals than other entrepreneurs.



## The Credit Gap

Only 36% of Latino-owned firms **receive full funding when applying at large banks**, versus 50% of white-owned firms.



## Access to Capital

Latino entrepreneurs are **1.5x more likely to report challenges accessing capital** than other businesses (24% vs. 15%).



## Capital and Support

**Community Development Financial Institutions (CDFIs)** are uniquely suited to fill small business financing gaps and support Latino business development.

Let's start new conversations about how we can work together to support underserved small businesses across the U.S.

Share your ideas with the research team at [research@aeoworks.org](mailto:research@aeoworks.org).

Source: [Federal Reserve 2024 Small Business Credit Survey \(2025 Report\)](#); Author's calculations using the EPOP:2024 RUF.



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