

The LGBTQ+ Consumer Opportunity: Why Year-Round Support Matters

The size of the LGBTQ+ market, what brands are missing, and why consistency matters.



THE OPPORTUNITY



9.3%

of U.S. adults identify as LGBTQ+

23.1% | Gen Z

14.2% | Millennials



\$1.4T

U.S. LGBTQ+ purchasing power

(GLAAD/Ipsos, 2025)



\$3.9T

Global LGBTQ+ buying power

(DISQO/Do the WeRQ, 2025)



70%

of non-LGBTQ+ Gen Z & Millennials have a close LGBTQ+ connection

(Paramount Audience Impact & Intelligence, LGBTQ+ in America - Zine, 2022)



THE STATE OF LGBTQ+ MARKETING



\$11.73B

U.S. LGBTQ+ media spend in 2025

- growing at just 2.2%
- down from 5.6%

(PQ Media, 2025)



2 in 5

corporations scaled back Pride engagement under political pressure in 2025

(Forbes, 2025)



LGBTQ+ REACTIONS



63%

of U.S. LGBTQ+ Audiences Feel Misrepresented in Media Today.

(Nielsen, 2025)



81%

of LGBTQ+ consumers say DEI reversals have no impact on brand trust

(Marketing Dive/DISQO, 2025)



88%

of LGBTQ+ consumers noticed reduced LGBTQ+ support

(NGMA, May 2025)



75%

would cut spending or stop buying

(NGMA, May 2025)



85%

actively support brands that keep their commitments

(NGMA, May 2025)



85%

expect long-term consequences for businesses that scale back LGBTQ+ support

(NGMA, May 2025)



THE GEN Z FACTOR



48%

say DEI pullbacks erode their trust

(DISQO/Do the WeRQ, 2025)



43%

increase their support when brands stay the course

(DISQO/Do the WeRQ, 2025)



Key Takeaway

Year-round commitment is the baseline. As some brands pull back, others that show up beyond June are earning the loyalty that will shape consumer relationships for years to come.

