The LGBTQ+ Consumer Opportunity

Who this audience is, how large the opportunity is, what brands are getting wrong, and what LGBTQ+ consumers actually want.

culturebeat
The multicultural research division of C+R Research.

THE OPPORTUNITY

9.3%
of US adults identify as LGBTQ+

23.1% | among Gen Z
14.2% | among 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 LGBTQ+ audiences in the U.S. 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.

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