



PRIDE IN THE MARKETPLACE '26

The Economic Power of LGBTQ+ Consumer Trust and Corporate Inclusion





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Executive Summary

Each June, companies make highly visible decisions about whether and how they engage LGBTQ+ communities. From Pride Month campaigns and community partnerships to employee initiatives, sponsorships, and public statements, Pride has become one of the clearest moments for businesses to communicate their values. For consumers, those decisions often serve as a deliberate signal of a company's commitment to inclusion, authenticity, and accountability.

While Pride shines a spotlight on company commitments, consumer expectations do not begin and end on June 1. This is especially true in the current, highly-charged landscape.

LGBTQ+ consumers are mindful consumers. We observe how companies engage, whether their actions align with their values, and if their commitments are consistent in moments when inclusion becomes a political hot button. What we know is consumer perceptions are increasingly influencing where LGBTQ+ people spend their money.

New research from the Human Rights Campaign Foundation (HRCF) reveals that LGBTQ+ consumers remain among the most values-driven and economically influential consumer segments. **Representing more than \$1.4 trillion in annual purchasing power in the United States and more than \$3.9 trillion globally, LGBTQ+ consumers are not simply observing corporate behavior, they are responding to it.**



This is not symbolic engagement: it is measurable economic behavior.



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For more than two decades, the *HRC Foundation* has provided benchmarking, research, and best-practice guidance to help America's leading employers better understand and serve LGBTQ+ workers, consumers, and communities. The findings in this report reinforce what we have long known: **inclusion is not simply a tenet of workplace culture or a reputational consideration. It is a driver of consumer trust, brand loyalty, and long-term business impact.**

The data also reveals an important reality for business leaders. Consumer reactions to perceived retreat often exceed the rewards of perceived support. Trust takes years to build and can be lost when consumers see a disconnect between a company's values and its actions.

As businesses navigate a rapidly changing political and cultural landscape, this report offers a timely look at how LGBTQ+ consumers are responding. We examine what today's LGBTQ+ consumers expect from brands and why trust remains one of the most valuable assets a company can earn—**not only during Pride Month, but everyday.**

For companies to remain relevant, competitive, and trusted, the message from **LGBTQ+ consumers is clear: visibility matters, consistency matters, and authenticity matters** most.

*The HRC Foundation's **2026 Annual LGBTQ+ Community Survey (ALCS)** informs the findings of this report. As one of the largest ongoing research efforts dedicated to documenting the lived experiences, priorities, and challenges of LGBTQ+ people across the United States, the ALCS provides timely insights into issues including health equity, safety and belonging, civic engagement, economic stability, and the impacts of public policy. For this report, those findings help illuminate emerging marketplace trends, values-based purchasing behavior, and the evolving relationship between consumer trust and corporate inclusion.*

No other organization combines workplace benchmarking, consumer intelligence, public policy expertise, and direct relationships with millions of LGBTQ+ Americans at the scale of the Human Rights Campaign. The report that follows demonstrates what that unique vantage point makes possible: a deeper understanding of one of America's most influential consumer communities and actionable insights that help businesses build trust, strengthen brand loyalty, and compete more effectively in a rapidly changing marketplace.



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Key Findings

LGBTQ+ Consumers Are Watching and Spending Accordingly.

Nearly **8 in 10 LGBTQ+ adults (79.3%)** report favorable views of diversity, equity, and inclusion, compared with **53.4% of non-LGBTQ+ adults**. But the real story is not what LGBTQ+ consumers believe. It is how they spend based on what they believe.

Our research reveals that the LGBTQ+ consumer segment is highly engaged, highly responsive, and increasingly willing to reward or penalize brands based on values alignment.

Across every measure tested, LGBTQ+ consumers were approximately twice as likely as non-LGBTQ+ consumers to change their purchasing behavior based on a company's perceived commitment to diversity, equity, and inclusion.

Compared with non-LGBTQ+ consumers, LGBTQ+ consumers were:

**MORE
THAN
2x**

- as likely to refuse purchases from companies perceived as reducing DEI commitments
- as likely to buy fewer products from those businesses
- as likely to intentionally support companies committed to DEI
- as likely to increase spending with businesses perceived as aligned with inclusion

While consumers broadly are increasingly paying attention to corporate values and commitments, LGBTQ+ consumers remain at the forefront of that trend.

Furthermore, the LGBTQ+ segment's responsiveness spans generations. Majorities of LGBTQ+ consumers across Gen Z (72%), Millennials (73.9%), Gen X (69.6%), and Baby Boomers (65.7%) reported reducing purchases from companies perceived as retreating from inclusion commitments, demonstrating that values-driven spending is not confined to younger consumers.

For companies with large Gen Z and Millennial customer bases or workforces this is not a niche consideration, it's an expectation. And with nearly 30% of Gen Z adults identifying as LGBTQ+, that expectation will only grow as spending power increases over time.

The message for business leaders is clear: LGBTQ+ consumers are not simply observing corporate decisions. They are responding to them—and often doing so at significantly higher rates than the general public. **[Read the full report here.](#)**

