

## Estimated LGBT Purchasing Power: LGBT-GDP - 2018 -

| Country/Region     | Estimated LGBT Population | LGBT-GDP<br>Nominal US\$ - 2018 |
|--------------------|---------------------------|---------------------------------|
| ASIA               | 293 million               | \$1.3 trillion                  |
| China PRC          | 90.4 million              | \$541 billion                   |
| Hong Kong          | 481,000                   | \$18 billion                    |
| India              | 86.6 million              | \$117 billion                   |
| Indonesia          | 17.0 million              | \$36 billion                    |
| Japan              | 8.2 million               | \$253 billion                   |
| Philippines        | 6.9 million               | \$14 billion                    |
| Singapore          | 365,000                   | \$17 billion                    |
| Thailand           | 4.5 million               | \$20 billion                    |
| Vietnam            | 6.1 million               | \$8 billion                     |
| Australia          | 1.6 million               | \$72 billion                    |
| South Africa (RSA) | 3.7 million               | \$16 billion                    |
| EUROPEAN UNION     | 33 million                | \$900 billion                   |
| France             | 4.4 million               | \$134 billion                   |
| Germany            | 5.4 million               | \$192 billion                   |
| Netherlands, The   | 1.1 million               | \$43 billion                    |
| Ireland            | 310,000                   | \$17 billion                    |
| Italy              | 4.0 million               | \$101 billion                   |
| Poland             | 2.5 million               | \$27 billion                    |
| Spain              | 3.0 million               | \$68 billion                    |
| United Kingdom     | 4.3 million               | \$137 billion                   |
| Canada             | 2.4 million               | \$86 billion                    |
| Mexico             | 8.1 million               | \$60 billion                    |
| US                 | 21.3 million              | \$1.0 trillion                  |
| Argentina          | 2.9 million               | \$33 billion                    |
| Bolivia            | 725,000                   | \$2 billion                     |
| Brazil             | 13.6 million              | \$107 billion                   |
| Chile              | 1.2 million               | \$14 billion                    |
| Colombia           | 3.2 million               | \$16 billion                    |
| Ecuador            | 1.1 million               | \$5 billion                     |
| Paraguay           | 450,000                   | \$2 billion                     |
| Peru               | 2.1 million               | \$11 billion                    |
| Uruguay            | 225,000                   | \$3 billion                     |
| <b>GLOBAL</b>      | <b>496 million</b>        | <b>\$3.6 trillion</b>           |

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