

## Estimated LGBT Purchasing Power: LGBT-GDP - data as of year-end 2019 -

Country/Region	LGBT Population Estimate (*)	LGBT-GDP Nominal US\$ - 2019	LGBT-GDP Nominal US\$ - 2017	LGBT-GDP Nominal US\$ - 2015
China PRC	74.7 million	\$636 billion	\$541 billion	\$512 billion
Hong Kong	429,000	\$19 billion	\$18 billion	\$17 billion
India	64.6 million	\$132 billion	\$117 billion	\$103 billion
Indonesia	12.7 million	\$39 billion	\$36 billion	
Japan	7.1 million	\$268 billion	\$253 billion	\$229 billion
Philippines	4.9 million	\$16 billion	\$14 billion	
Thailand	3.6 million	\$24 billion	\$20 billion	\$18 billion
Vietnam	4.7 million	\$9 billion	\$8 billion	
Taiwan	1.3 million	\$30 billion		
Australia	1.4 million	\$72 billion	\$72 billion	
New Zealand	259,000	\$11 billion		
EUROPEAN UNION	28.2 million	\$973 billion	\$900 billion	\$857 billion
France	3.6 million	\$141 billion	\$134 billion	\$128 billion
Germany	4.6 million	\$201 billion	\$192 billion	\$180 billion
Greece	600,000	\$11 billion		
Netherlands, The	953,000	\$47 billion	\$43 billion	\$40 billion
Ireland	253,000	\$20 billion	\$17 billion	\$13 billion
Italy	3.4 million	\$103 billion	\$101 billion	\$96 billion
Poland	2.1 million	\$29 billion	\$27 billion	\$25 billion
Portugal	581,000	\$12 billion		
Spain	2.6 million	\$73 billion	\$68 billion	\$65 billion
Sweden	551,000	\$28 billion		
United Kingdom	3.5 million	\$143 billion	\$137 billion	\$144 billion
Canada	2.1 million	\$90 billion	\$86 billion	\$76 billion
Mexico	6.0 million	\$66 billion	\$60 billion	\$56 billion
US	17.4 million	\$1.1 trillion	\$1.0 trillion	\$965 billion
Argentina	2.2 million	\$23 billion	\$33 billion	\$23 billion
Brazil	10.9 million	\$96 billion	\$107 billion	\$80 billion
Chile	994,000	\$15 billion	\$14 billion	\$12 billion
Colombia	2.5 million	\$17 billion	\$16 billion	\$13 billion
Peru	1.5 million	\$12 billion	\$11 billion	
Uruguay	181,000	\$3 billion	\$3 billion	\$3 billion
<b>GLOBAL</b>	<b>371 million</b>	<b>\$3.9 trillion</b>	<b>\$3.6 trillion</b>	<b>\$3.5 trillion</b>

(\*) Aged 15 years or above.

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