



University of Houston
Social Economy and Enterprise Academy



Market Analysis for CELH

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"We Talk Business"

What they do

What they do



- Promote the growth of businesses in Houston
- Most of the members are hispanic entrepreneurs
- Member benefits: events to promote businesses, educational courses, procurement breakfasts, and more.

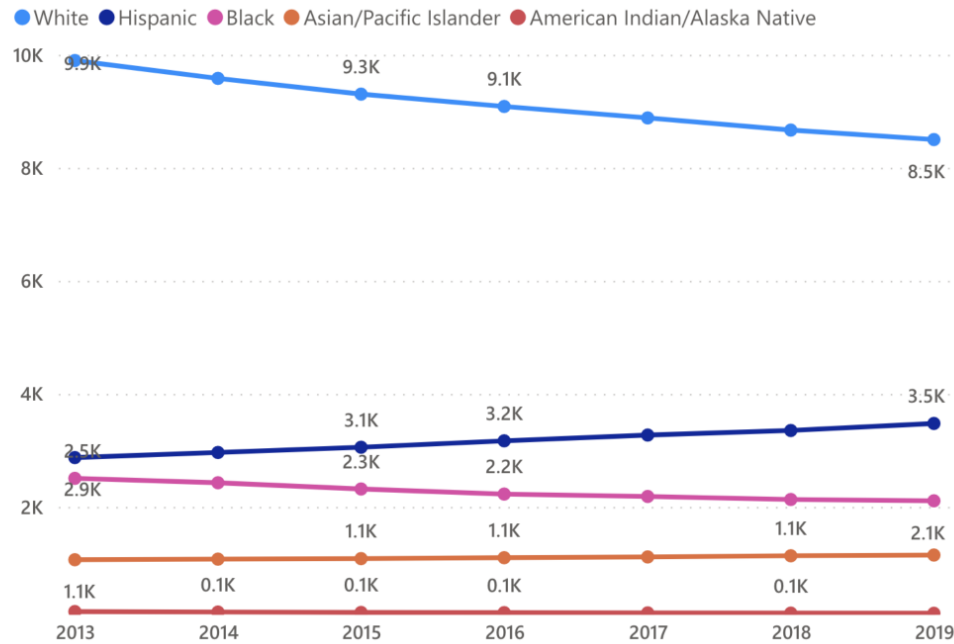


Demographics for the Hispanic Population



Our Data

Number of undergraduate students in the United States, by ethnicity 2013-2019 (in thousands)



Source(s): Statista | National Center of Education Statistics

- Hispanics are the only ethnicity in the United States that has been constantly having a positive increase in college enrollment from 2013-2019.
- Using data from 1990 suggest there will be a positive change in the Hispanic Median Household Income in the next five years.
- Forecasts suggest Hispanics should surpass Whites to be the largest population in the state of Texas by the year 2023.

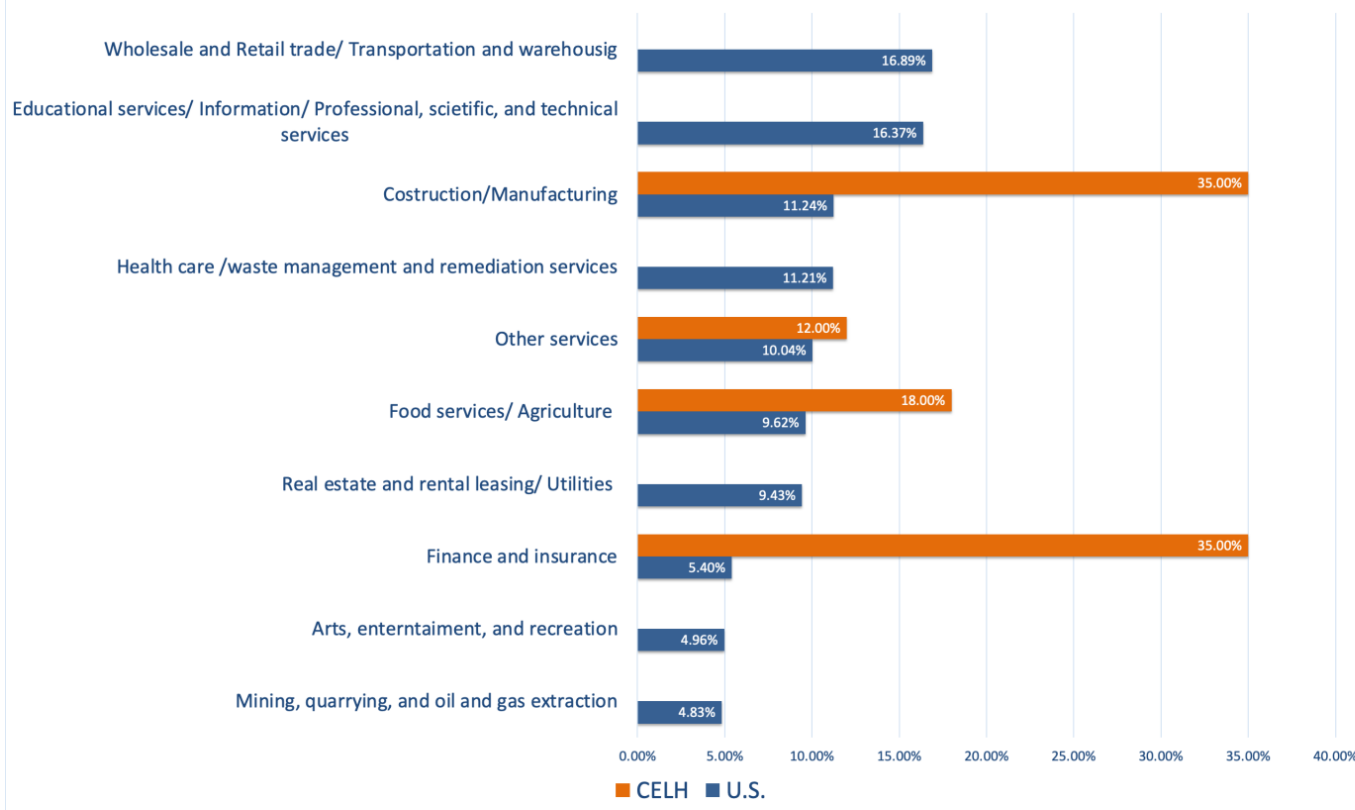


Hispanic Business Owners

By Sector

By Age Group

Distribution of Hispanics Business Owners by Sector

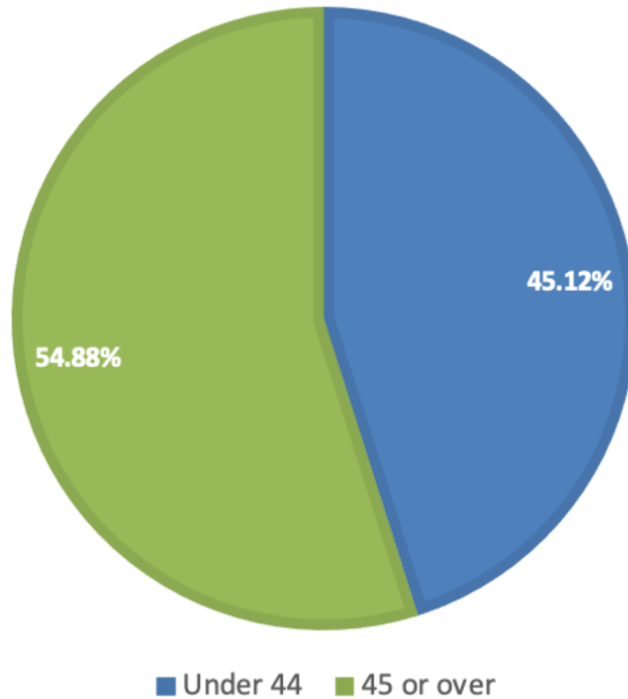


Underrepresented sectors:

- Wholesale and Retail Trade
- Educational Services
- Health Care
- Real Estate
- Arts and Entertainment

Source(s): United States Census Bureau

DISTRIBUTION OF HISPANIC BUSINESS OWNERS BY AGE GROUP



Source(s): United States Census Bureau

- Most of the members in the CELH are 40-65 years of age
- Young hispanic business owners are underrepresented in the organization
- CELH should target young hispanic entrepreneurs

