Hilton Head's Luxury Market Is Defying Trends

How this coastal enclave outpaces South Carolina's other markets

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THE DATA

$785,000

Median Home Price (Q2 2026)

Hilton Head’s median home price rose 4.8% year-over-year in Q2 2026.

This figure surpasses both Charleston and Myrtle Beach, where luxury price growth has slowed significantly. The resilience of Hilton Head’s high-end market reflects strong buyer demand for waterfront properties and limited inventory. It also signals that affluent buyers are increasingly viewing the island as a premium sanctuary over more saturated coastal markets.



01

Luxury Demand is Driving Island Prices

Hilton Head’s luxury market is outpacing all other South Carolina coastal areas due to a strong influx of high-net-worth buyers. These buyers are drawn by the island's exclusivity, pristine beaches, and limited supply. The median price of $785K in Q2 2026 reflects buyer willingness to pay premium for location, privacy, and infrastructure.



02

Inventory Constraints Are the Key Driver

With fewer new luxury developments and a shrinking pool of available high-end homes, Hilton Head’s market has become more exclusive. The limited inventory is not just a local phenomenon—it's a direct result of strategic land use policies and environmental protections that preserve the island’s character. This scarcity is fueling price appreciation across all tiers.

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