

#146 in U.S. on Construction Establishments — ALEX Intelligence 2026

Only 146th in U.S. on Construction

Hilton Head's market is mature — not stagnant. The data reveals a closed loop of supply and demand.

Swipe for insights →

THE DATA

900

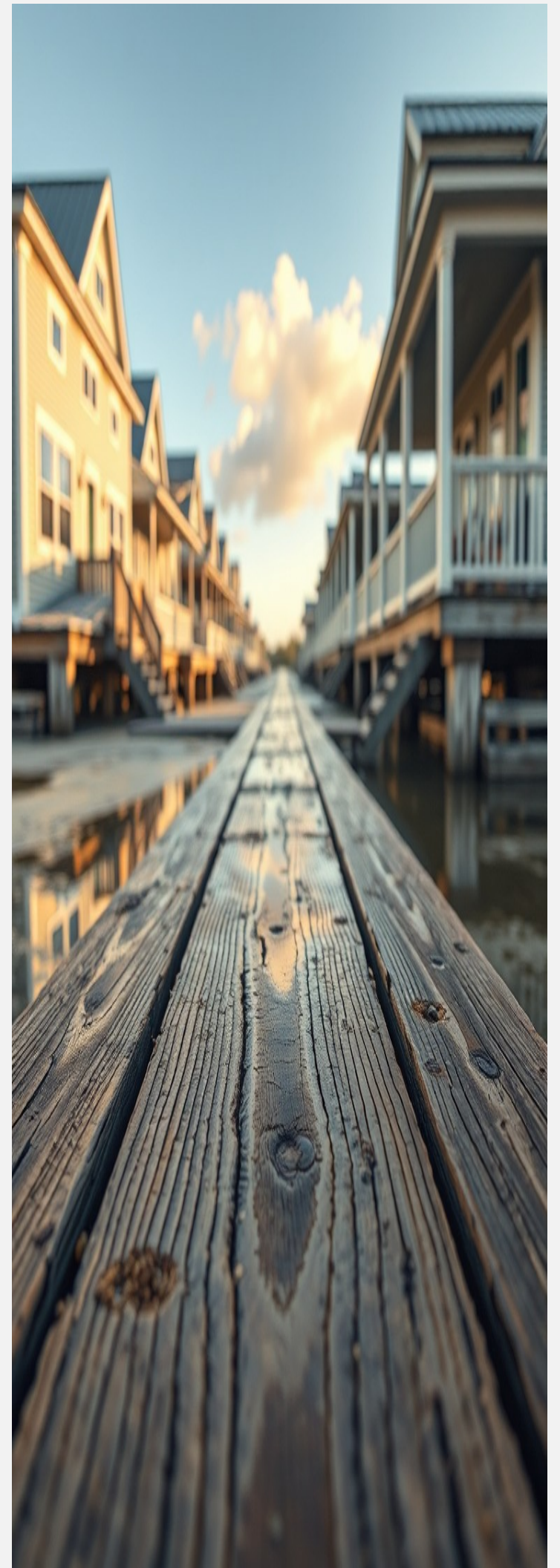
Construction Establishments (2022)

Hilton Head Island-Bluffton-Port Royal, SC ranks #146 of 925 U.S. metros on construction establishments.

This figure — 900 construction establishments — reflects a market that has largely completed its expansion phase. The absence of a surge in new builds is not a sign of weakness but of market saturation and high barriers to entry. The Lowcountry has reached a point where new construction is no longer a primary driver of economic growth.

Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 23 (Construction) • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-02-hilton-head-istand-23-msa>



01

Supply is Constrained, Not Weak

This is not a lack of demand — it is a market that has evolved beyond the need for exponential growth. The Lowcountry's real estate value is increasingly tied to scarcity, not volume. The most valuable assets are those that are already built, located, and established.



02

The Real Estate Edge is in Preservation

This explains why Beaufort's oldest housing stock is a market differentiator, and why Bluffton's high rent burden reflects not overdevelopment, but high demand for limited, high-quality inventory. The real story is not about building more — it's about preserving what already exists.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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