

#1 in Grand Strand, #1 in South Carolina — ALEX Intelligence 2026

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Oldest age profile in South Carolina — ALEX Intelligence 2026

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THE DATA

48.2%

Share Aged 65 and Over (2024)

Litchfield Beach leads the Grand Strand in senior population share, with nearly half its residents aged 65 or older.

This is not a seasonal demographic shift—it is a structural, permanent feature of the community's identity. With 48.2% of residents aged 65 and over, Litchfield Beach stands as a demographic outlier even within the retirement-focused Grand Strand. The city is not just attracting retirees; it is becoming a generational anchor point for the region's long-term housing and service infrastructure.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-12-grand-strand-senior-share-place-mkt>



01

Age is not a barrier—It's a strategy

This stability attracts investors seeking predictable cash flow over rapid appreciation. In a region where seasonal volatility dominates, Litchfield Beach offers a rare model of permanence—a place where value is not derived from speculation but from enduring community health and continuity.

02

The next generation is already here

This is not a ghost town—it is a living, evolving community. The high senior share is not a barrier to growth but a signal that the Grand Strand is shifting from a tourist economy to a sustainable residential ecosystem. The next wave of development will not be in new subdivisions, but in adaptive reuse, age-in-place upgrades, and community-driven services.



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