

Myrtle Beach — #1 of 10: Population

# Myrtle Beach is South Carolina's Largest City

Based on 2024 U.S. Census data

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## THE DATA

# 38,371

### Population (2024)

Myrtle Beach is the most populous city in the Grand Strand and South Carolina.

This population figure reflects a sustained demographic advantage, driven by migration, retirement, and coastal lifestyle appeal. The city's size supports a robust local economy and infrastructure, even as inventory remains tight across the region.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation  
<https://alex-companies.com/data/2026-10-21-grand-strand-population-place-mkt>

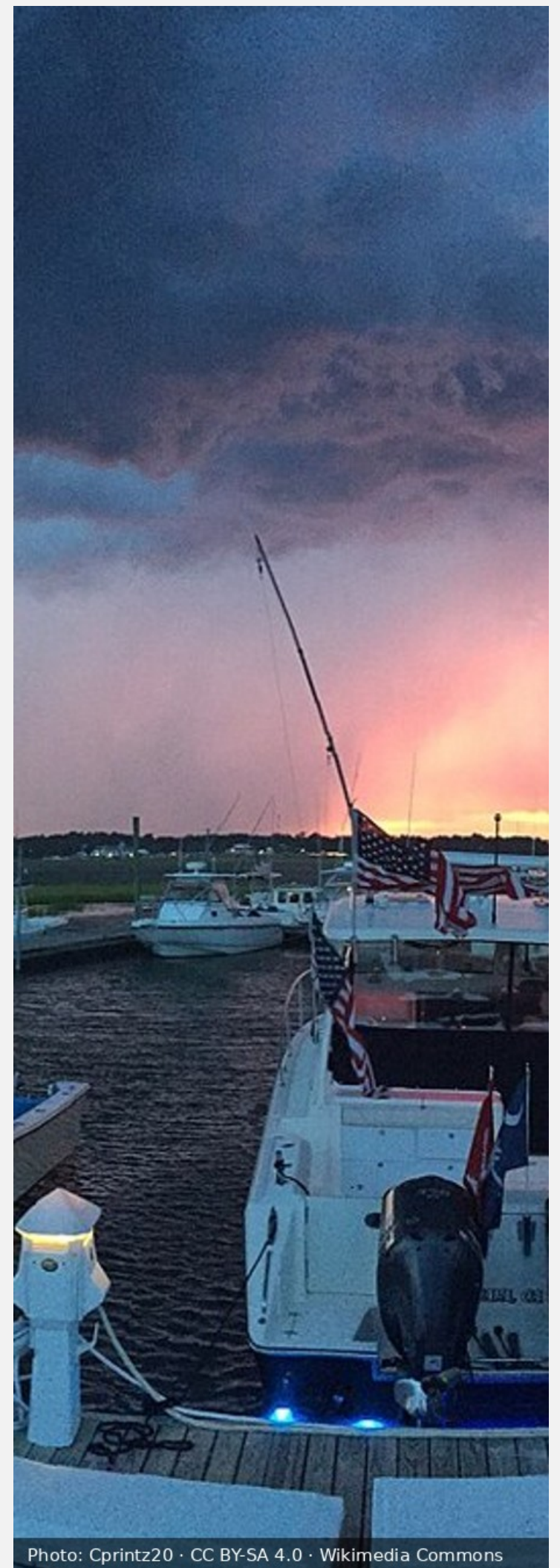


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# 01

## Size Drives Market Power

In contrast, smaller cities in the Grand Strand, while growing, lack the scale to absorb economic shocks or drive rapid infrastructure expansion. Myrtle Beach's size gives it a competitive edge in attracting capital and talent, making it the natural anchor for regional real estate dynamics.

# 02

## Scale Amplifies Resilience

This resilience is evident in recent trends: despite national softening, Myrtle Beach has maintained elevated migration, rising mortgage demand, and stable price growth—factors that are less pronounced in smaller cities. The city’s scale acts as a buffer against volatility, making it the most stable and strategically positioned market in the Grand Strand.



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