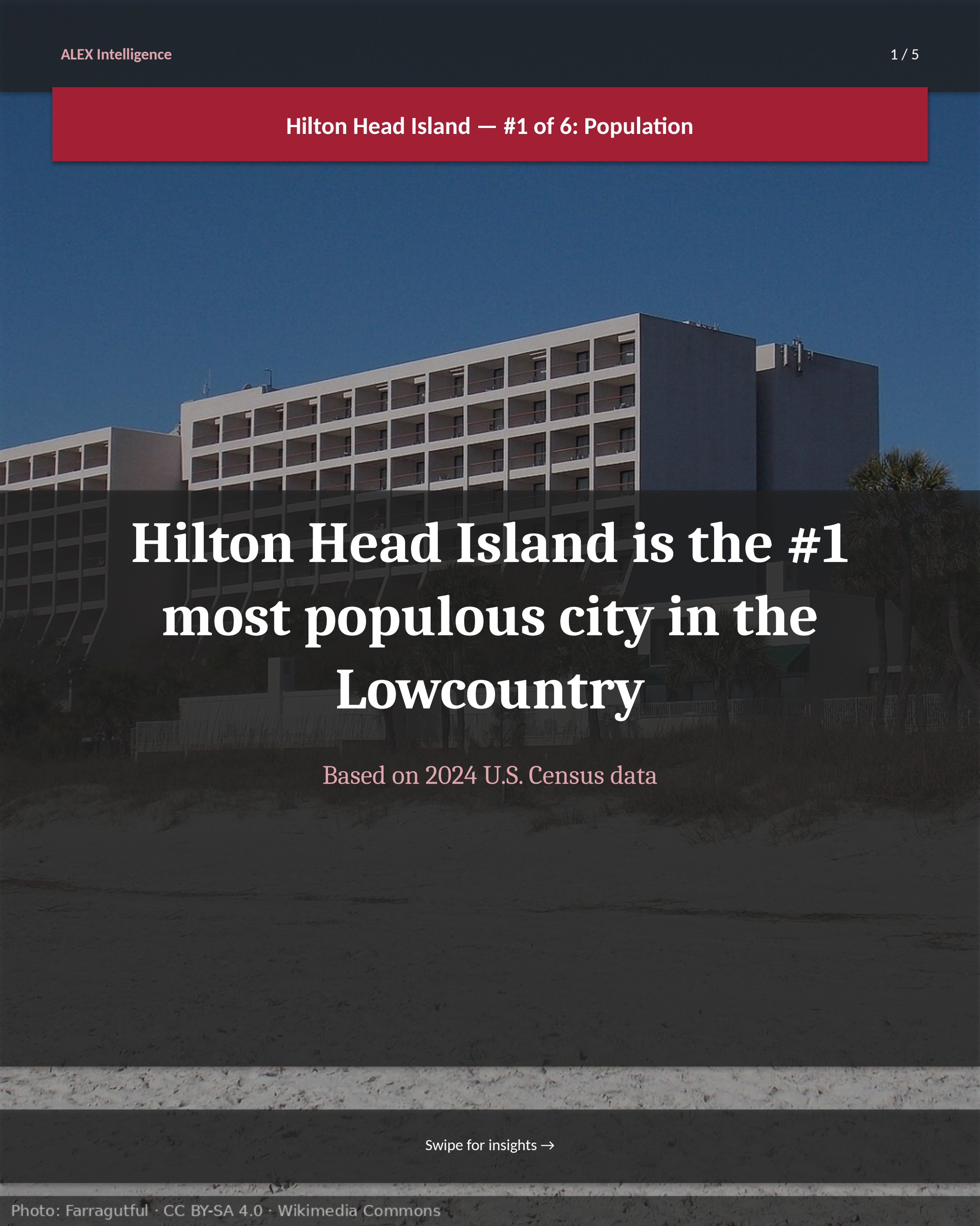


Hilton Head Island — #1 of 6: Population



Hilton Head Island is the #1 most populous city in the Lowcountry

Based on 2024 U.S. Census data

Swipe for insights →

THE DATA

37,911

Population (2024)

Hilton Head Island leads the Lowcountry in population size, with over 37,900 residents.

This population figure represents a growing urban core in the region, distinct from surrounding rural and resort-oriented communities. The concentration of residents in Hilton Head Island suggests a maturing residential infrastructure and increasing demand for local services, schools, and commercial amenities. As the largest city in the Lowcountry, it is becoming the primary demographic anchor for the region's economic and civic development.

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

<https://alex-companies.com/data/2026-10-23-hilton-head-population-place-mkt>

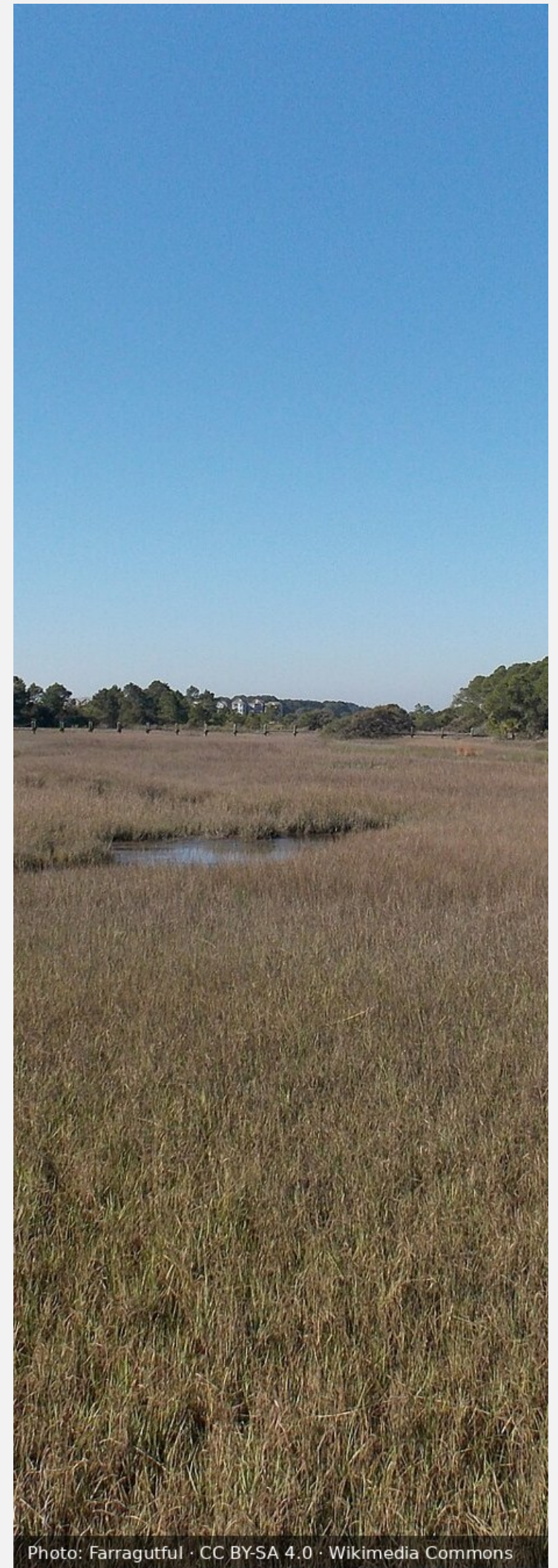


Photo: Farragutful · CC BY-SA 4.0 · Wikimedia Commons

01

Population drives demand

The sheer size of Hilton Head Island's population is not just a demographic milestone — it is a structural force shaping real estate dynamics. With over 37,900 residents, the city now functions as a full-service urban center, attracting homebuyers, investors, and service providers who seek proximity to amenities without leaving the coastal environment. This scale enables the emergence of stable, long-term rental markets and supports a diversified commercial base, reducing reliance on seasonal tourism alone.

02

Scale enables resilience

The population advantage is not merely about numbers — it is about stability. Larger, denser urban cores like Hilton Head Island are inherently more resilient to market volatility than smaller, seasonally driven communities. With a self-sustaining population base, the city can maintain consistent demand for housing, retail, and services even during off-peak periods. This demographic scale positions Hilton Head as a long-term real estate anchor in South Carolina's coastal economy.



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