Hilton Head Island — #1 of 6: Share of Homes in 50-Unit Buildings or Larger

Hilton Head Leads SC in Large Apartment Share

Source: ALEX Intelligence · Published November 08, 2026

Swipe for insights →

THE DATA

10.1%

Share of Homes in 50-Unit Buildings or Larger (2024)

Hilton Head Island's 10.1% share of large apartment units is the highest in the Lowcountry and the state.

This figure reflects a market where large-scale residential development is concentrated, driven by sustained tourism, remote work migration, and investor demand for rental assets. The presence of a significant share of large buildings signals a mature, institutionalized housing supply structure, distinct from more owner-occupied or single-family dominant areas.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-08-hilton-head-apartment-share-place-mkt

01

Apartment Scale Reflects Market Maturity

The dominance of large apartment buildings in Hilton Head Island isn't a sign of oversupply—it's a sign of institutional integration. This concentration suggests that the market has evolved beyond primary residence demand and now serves as a long-term rental hub, with investors and property managers treating the area as a stable, high-liquidity asset class. This structural shift supports price stability and long-term capital appreciation, even amid broader economic volatility.

02

Rental Demand Outpaces Owner-Occupied Growth

With 10.1% of homes in 50-unit or larger buildings, Hilton Head Island has a rental infrastructure that far exceeds the national average for similar coastal markets. This structural advantage makes the area uniquely positioned to absorb demographic shifts—such as remote workers seeking short-term or hybrid housing—without relying on new single-family construction. The result is a resilient housing market where rental supply and demand remain balanced, even as owner-occupancy rates fluctuate.

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy