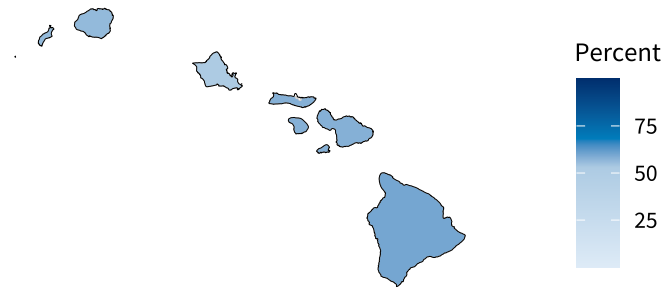


## Hawaii

**141,460** small businesses  
**99.3 percent** of Hawaii businesses

**272,459** small business employees  
**49.3 percent** of Hawaii employees



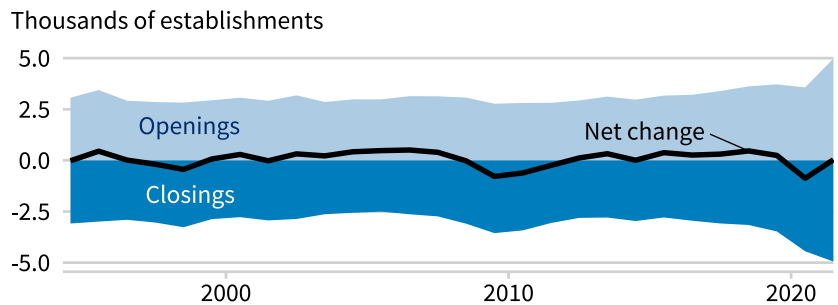
### Share of employees working at small businesses by county

Source of data: [Statistics of US Businesses](#) (Census)

### Business dynamics

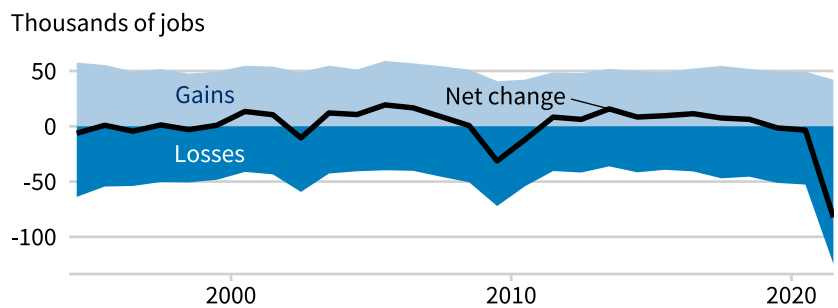
#### Establishments

Between March 2020 and March 2021, 4,978 Hawaii establishments opened and 4,947 closed, for a net increase of 31. Employment expanded at 6,886 establishments and contracted at 11,340. Small businesses accounted for 4,584 establishment openings and 4,464 closings.



#### Employment

Opening and expanding Hawaii establishments added 42,149 jobs, while closing and contracting establishments lost 124,454, for a net decrease of 82,305 jobs. Small businesses gained 31,091 jobs and lost 76,539, for a net decrease of 45,448 jobs.



Counts include temporary closures and reopenings

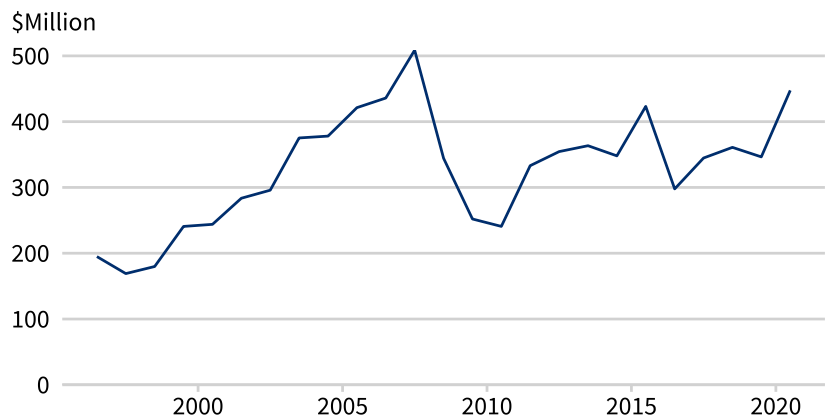
Source: [Business Employment Dynamics](#) (BLS)

## Small business loans





The Community Reinvestment Act requires large banks to report new small business loans. In 2020, reporting banks issued \$447.5 million in loans to Hawaii businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$802.2 million. Total reported new lending to businesses through loans of \$1 million or less was \$2.4 billion.

Source: [CRA Aggregate Data](#) (FFIEC)

## New lending to businesses with revenues under \$1 million



## Small business count by size and industry

Industry	   			
	No employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	16,664	2,618	240	19,522
Other Services (except Public Administration)	12,219	2,880	262	15,361
Real Estate and Rental and Leasing	13,424	1,497	99	15,020
Administrative, Support, and Waste Management	11,901	1,307	230	13,438
Retail Trade	10,602	2,211	293	13,106
Construction	9,172	2,496	305	11,973
Health Care and Social Assistance	8,648	2,560	296	11,504
Transportation and Warehousing	9,266	518	170	9,954
Arts, Entertainment, and Recreation	7,475	377	109	7,961
Accommodation and Food Services	2,683	2,222	751	5,656
Educational Services	3,912	381	114	4,407
Finance and Insurance	3,034	574	90	3,698
Wholesale Trade	2,324	953	192	3,469
Manufacturing	1,950	590	126	2,666
Agriculture, Forestry, Fishing and Hunting	1,987	33	3	2,023
Information	1,304	226	44	1,574
Utilities	202	15	5	222
Management of Companies and Enterprises	*	17	84	101
Industries not classified	*	45	0	45
Mining, Quarrying, and Oil and Gas Extraction	16	3	3	22
<b>Total</b>	<b>116,783</b>	<b>21,491</b>	<b>3,186</b>	<b>141,460</b>

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2019 (Census); [Statistics of US Businesses](#), 2019 (Census)



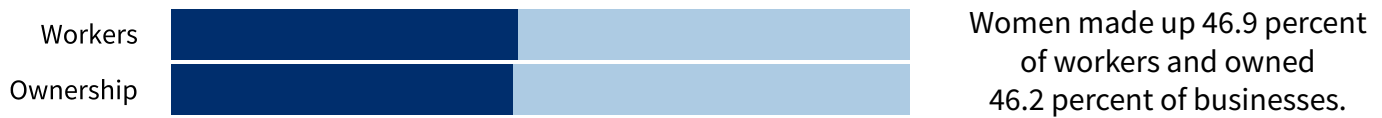
### Small business exports

A total of 647 identified firms exported goods worth \$265.0 million from Hawaii in 2020. Of those exporters, 562—or 86.9 percent—were small. Exports by small firms reached \$163.0 million, making up 61.5 percent of exports by identified firms.

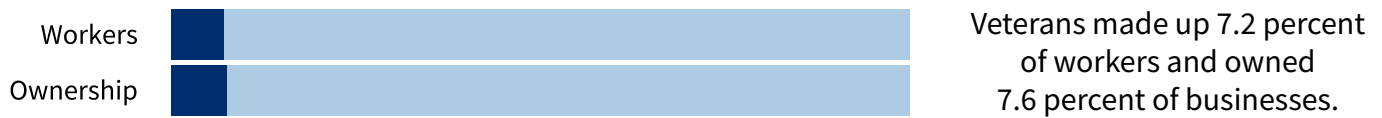
Source: [A profile of US importing and exporting companies, 2019-2020](#) (Census)

## Business ownership share by demographic group

### Women



### Veterans



### Hispanics



### Racial minorities



Ownership shares include equal and majority ownership

Sources of data: [American Community Survey, 2018](#) (Census and IPUMS); [Annual Business Survey, 2018](#) (Census); [Nonemployer Statistics by Demographics, 2018](#) (Census)

## Business count by owner demographic group

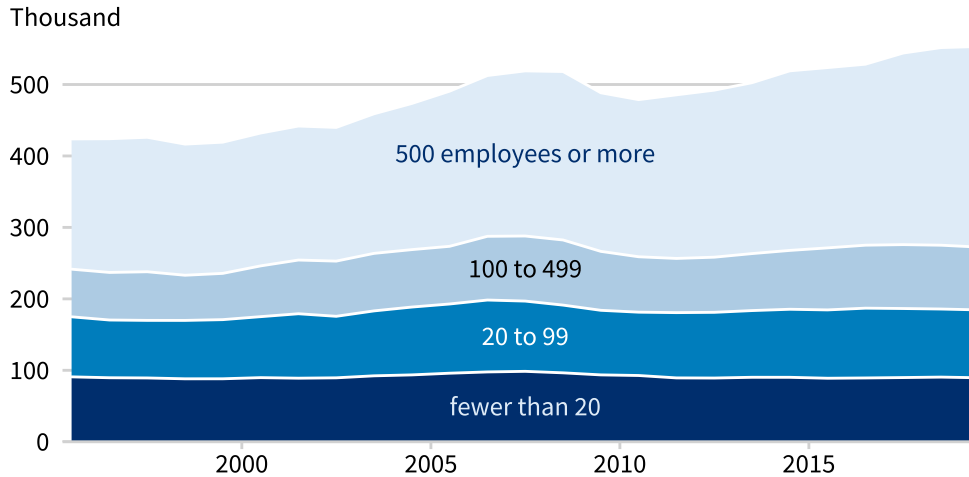
Ownership	Without employees	With employees	Total businesses
Female	49,000	5,861	54,861
Male	58,000	12,453	70,453
Owned equally by both groups	2,500	3,245	5,745
Veteran	7,900	968	8,868
Not Veteran	102,000	19,886	121,886
Owned equally by both groups	450	707	1,157
Hispanic	7,000	*	*
Not Hispanic	103,000	20,695	123,695
Owned equally by both groups	250	*	*
American Indian and Alaska Native	450	199	649
Asian	48,000	10,883	58,883
Black or African American	1,600	*	*
Native Hawaiian and Other Pacific Islander	7,100	1,505	8,605
White	54,000	10,554	64,554
Hispanic or Racial Minority	61,000	12,534	73,534
White and Not Hispanic	48,000	8,304	56,304
Owned equally by both groups	850	721	1,571

\* Not reported by the Census Bureau; counts include only businesses classifiable by owner demographic group

Sources: [Annual Business Survey, 2018](#) (Census); [Nonemployer Statistics by Demographics, 2018](#) (Census)

## Total Hawaii employment by business size

Source of data: [Statistics of US Businesses](#) (Census)



Small businesses accounted for 49.3 percent of Hawaii employment in 2019, which exceeded the national share.

## Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Other Services (except Public Administration)	3,142	98.2	21,472	81.0	738,291	84.3
Accommodation and Food Services	2,973	97.3	55,528	50.0	1,372,377	37.4
Professional, Scientific, and Technical Services	2,858	95.6	16,714	72.5	1,173,264	71.5
Health Care and Social Assistance	2,856	98.0	35,212	48.1	1,655,338	38.6
Construction	2,801	98.5	24,993	80.9	1,757,900	76.6
Retail Trade	2,504	92.8	25,945	36.2	868,281	38.2
Real Estate and Rental and Leasing	1,596	96.5	8,171	56.6	430,643	53.7
Administrative, Support, and Waste Management	1,537	93.2	19,979	30.3	688,914	27.2
Wholesale Trade	1,145	88.9	12,295	65.7	610,684	58.2
Manufacturing	716	96.8	9,405	75.7	377,247	68.4
Transportation and Warehousing	688	90.1	11,759	35.6	515,721	31.2
Finance and Insurance	664	83.2	7,636	35.6	530,323	33.2
Educational Services	495	95.6	8,549	46.7	292,732	43.4
Arts, Entertainment, and Recreation	486	97.2	9,447	78.4	283,647	81.4
Information	270	82.6	2,566	30.2	118,267	22.7
Management of Companies and Enterprises	101	59.1	2,000	24.9	137,803	20.8
Industries not classified	45	100.0	93	100.0	2,520	100.0
Agriculture, Forestry, Fishing and Hunting	36	100.0	130	100.0	4,327	100.0
Utilities	20	62.5	406	11.0	35,192	9.0
Mining, Quarrying, and Oil and Gas Extraction	6	100.0	159	100.0	11,089	100.0
<b>Total</b>	<b>24,677</b>	<b>96.0</b>	<b>272,459</b>	<b>49.3</b>	<b>11,604,560</b>	<b>44.9</b>

Source: [Statistics of US Businesses](#), 2019 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate approximations because of missing or problematic data. Data analyzed here largely predate the COVID-19 pandemic, which has had [impacts on businesses](#) that have differed by industry, geography, and demographic group. Electronic versions of this and other [geographic profiles](#) are available online. Visit [advocacy.sba.gov](http://advocacy.sba.gov) for additional resources.