

2021 Small Business Profile

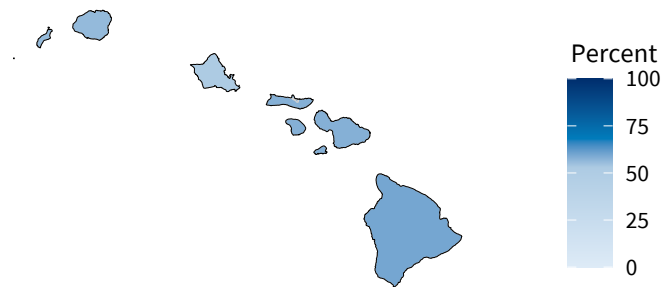
U.S. SMALL BUSINESS ADMINISTRATION
OFFICE OF ADVOCACY

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Hawaii

137,328 small businesses
99.3 percent of Hawaii businesses

275,076 small business employees
49.9 percent of Hawaii employees



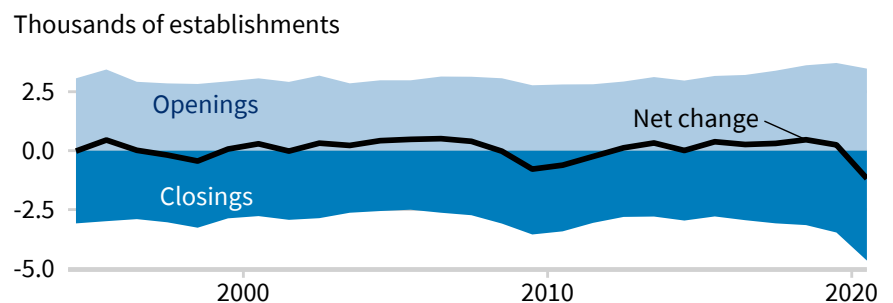
Share of employees working at small businesses by county

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

Business dynamics

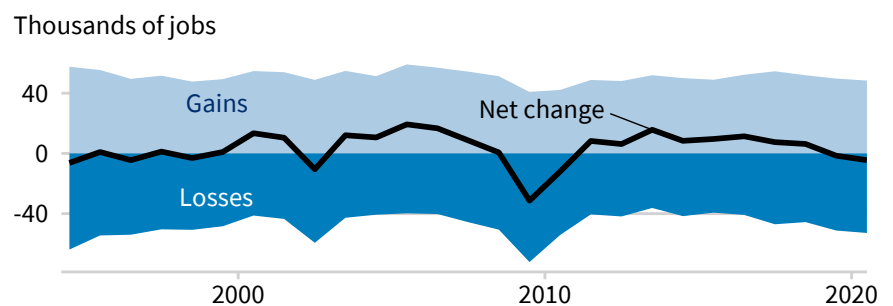
Establishments

Between March 2019 and March 2020, 3,480 Hawaii establishments opened and 4,664 closed, for a net decrease of 1,184. Employment expanded at 8,470 and contracted at 9,385. Small businesses accounted for 3,439 openings and 4,624 closings.



Employment

Opening and expanding Hawaii establishments added 48,356 jobs, while closing and contracting establishments lost 52,844, for a net decrease of 4,488 jobs. Small businesses gained 41,117 jobs and lost 46,605, for a net decrease of 5,488 jobs.



Counts include temporary closures and reopenings

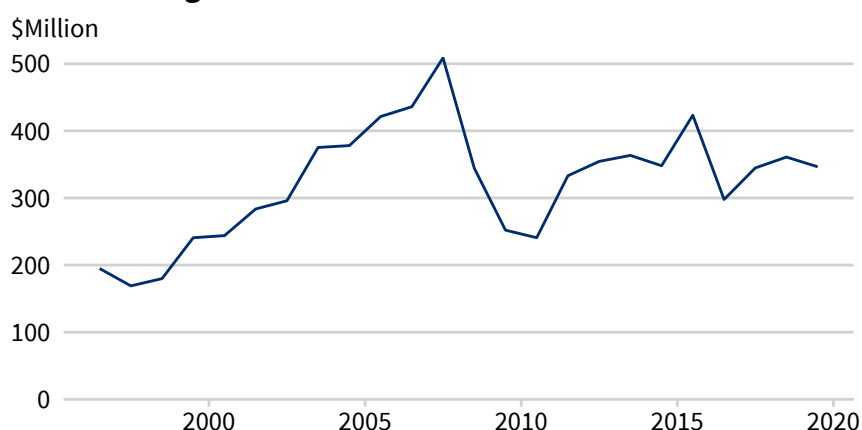
Source: [Business Employment Dynamics](#) (BLS)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2019, reporting banks issued \$346.4 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 \$469.8 million, and total reported new lending to businesses through loans of \$1 million or less was \$1.1 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	16,104	2,642	245	18,991
Other Services (except Public Administration)	12,656	2,874	253	15,783
Real Estate and Rental and Leasing	13,166	1,502	98	14,766
Retail Trade	10,347	2,255	307	12,909
Administrative, Support, and Waste Management	11,305	1,305	233	12,843
Construction	8,784	2,501	303	11,588
Health Care and Social Assistance	8,516	2,567	292	11,375
Transportation and Warehousing	8,179	497	174	8,850
Arts, Entertainment, and Recreation	6,945	355	116	7,416
Accommodation and Food Services	2,530	2,196	752	5,478
Educational Services	3,252	376	108	3,736
Finance and Insurance	2,984	566	90	3,640
Wholesale Trade	2,395	981	203	3,579
Manufacturing	2,033	612	126	2,771
Agriculture, Forestry, Fishing and Hunting	1,904	38	3	1,945
Information	1,267	231	42	1,540
Utilities	206	13	5	224
Management of Companies and Enterprises	*	24	89	113
Industries not classified	*	34	0	34
Mining, Quarrying, and Oil and Gas Extraction	16	3	3	22
Total	112,589	21,541	3,198	137,328

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2018 (Census); [Statistics of US Businesses](#), 2018 (Census)



Small business exports

A total of 749 identified firms exported goods worth \$334.0 million from Hawaii in 2019. Of those exporters, 642—or 85.7 percent—were small. Small firms exported goods worth \$178.0 million, making up 53.3 percent of exports by identified firms.

Source: [A profile of US importing and exporting companies, 2018–2019](#) (Census)

Business ownership share by demographic group

Women



Women made up 46.9 percent of workers and owned 46.2 percent of businesses.

Veterans



Veterans made up 7.2 percent of workers and owned 7.8 percent of businesses.

Hispanics



Hispanics made up 9.4 percent of workers and owned 6.1 percent of businesses.

Racial minorities



Racial minorities made up 58.2 percent of workers and owned 50.9 percent of businesses.

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](#), 2017 (Census)

Business count by owner demographic group

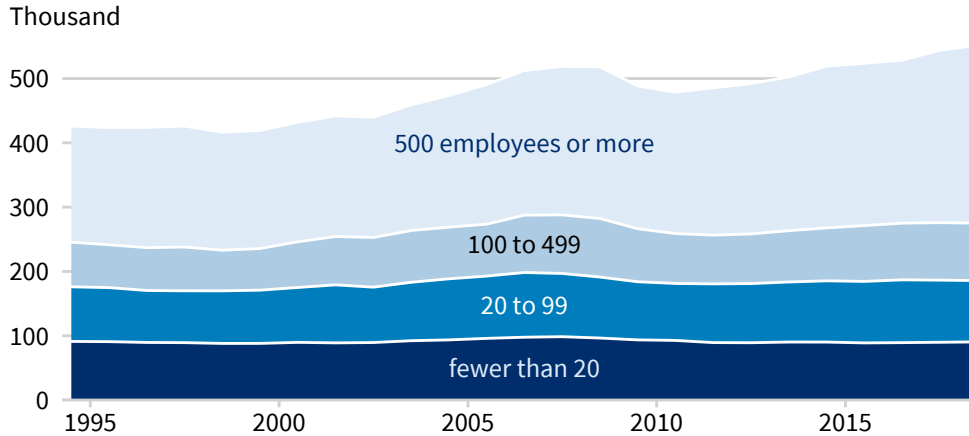
Ownership	Without employees	With employees	Total
Female	48,500	5,861	54,361
Male	57,500	12,453	69,953
Owned equally by both groups	2,400	3,245	5,645
Veteran	8,100	968	9,068
Not veteran	100,000	19,886	119,886
Owned equally by both groups	400	707	1,107
Hispanic	6,800	*	*
Not Hispanic	101,000	20,695	121,695
Owned equally by both groups	200	*	*
American Indian and Alaska Native	350	199	549
Asian	46,000	10,883	56,883
Black or African American	1,500	*	*
Native Hawaiian and Other Pacific Islander	6,800	1,505	8,305
White	53,000	10,554	63,554
Hispanic or racial minority	59,500	12,534	72,034
White and not Hispanic	48,000	8,304	56,304
Owned equally by both groups	800	721	1,521

* 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](#), 2017 (Census)

Total Hawaii employment by business size

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



Small businesses accounted for 49.9 percent of Hawaii employment in 2018, which exceeded the national share.

Small business employment and payroll by industry

Industry	Employers		Employment		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Other Services (except Public Administration)	3,127	98.0	21,695	81.4	717,169	84.1
Accommodation and Food Services	2,948	97.2	55,136	48.7	1,372,893	38.3
Professional, Scientific, and Technical Services	2,887	95.7	16,758	72.6	1,122,806	71.1
Health Care and Social Assistance	2,859	98.1	35,274	48.7	1,612,960	38.8
Construction	2,804	98.5	25,080	80.7	1,708,454	75.4
Retail Trade	2,562	92.8	26,353	37.0	872,469	38.9
Real Estate and Rental and Leasing	1,600	96.6	8,009	57.8	412,934	54.3
Administrative, Support, and Waste Management	1,538	93.3	21,415	33.6	684,846	29.3
Wholesale Trade	1,184	89.8	12,422	65.9	593,750	58.4
Manufacturing	738	97.0	10,236	81.3	410,248	73.2
Transportation and Warehousing	671	90.7	12,504	37.4	505,666	29.3
Finance and Insurance	656	83.4	7,301	34.3	492,963	31.9
Educational Services	484	95.1	8,078	44.2	271,678	41.4
Arts, Entertainment, and Recreation	471	96.9	9,714	80.1	272,377	82.6
Information	273	83.0	2,287	26.7	123,995	23.3
Management of Companies and Enterprises	113	61.7	2,069	28.8	127,419	23.6
Agriculture, Forestry, Fishing and Hunting	41	100.0	165	100.0	4,412	100.0
Industries not classified	34	100.0	43	100.0	1,988	100.0
Utilities	18	62.1	372	10.1	32,663	8.0
Mining, Quarrying, and Oil and Gas Extraction	6	100.0	165	100.0	11,146	100.0
Total	24,739	96.0	275,076	49.9	11,352,836	45.2

Source: [Statistics of US Businesses](#), 2018 (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 otherwise problematic data. Data analyzed here predate the COVID-19 pandemic, the impacts of which have differed by industry, geography, and demographic group. More information about [the impacts of the pandemic](#), electronic versions of these and other [geographic profiles](#), and additional resources are available at <http://advocacy.sba.gov>.