

2025 Small Business Profile

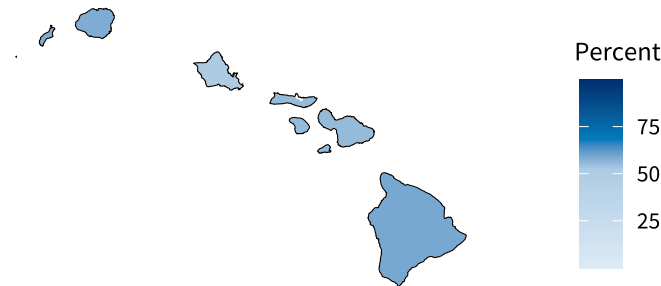
U.S. SMALL BUSINESS ADMINISTRATION
OFFICE OF ADVOCACY

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Hawaii

144,375 small businesses
99.3 percent of Hawaii businesses

251,556 small business employees
49.6 percent of Hawaii employees



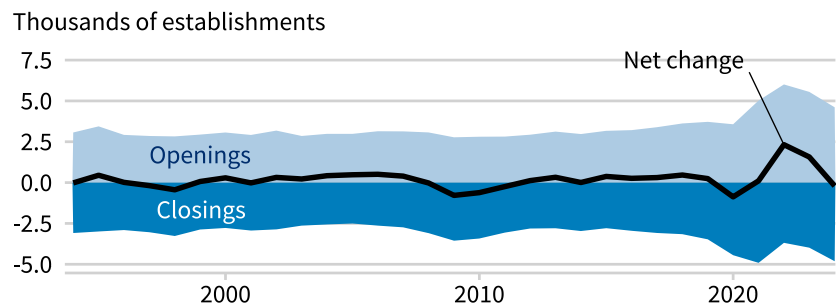
Share of employees working at small businesses by county

Sources of original data: [Nonemployer Statistics](#) (Census), [Statistics of U.S. Businesses](#) (Census)

Employer and employment dynamics

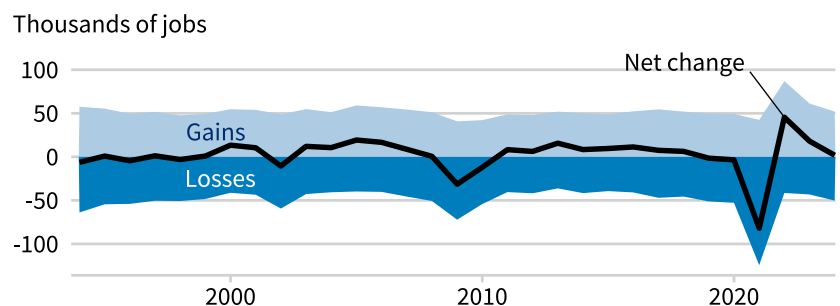
Establishments

Between March 2023 and March 2024, 4,609 establishments opened and 4,813 closed, for a net decrease of 204. Employment expanded at 9,209 establishments and contracted at 9,509. Small businesses accounted for 4,265 establishment openings and 4,454 closings.



Employment

Opening and expanding Hawaii establishments added 51,978 jobs, while closing and contracting establishments lost 50,170, for a net increase of 1,808 jobs. Small businesses contributed a net increase of 129 jobs, or 7.1 percent of that total.



Counts include temporary closures and reopenings.

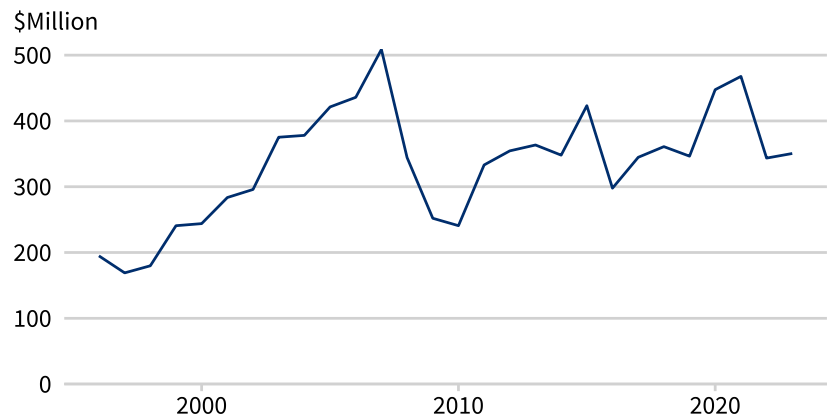
Source: [Business Employment Dynamics](#) (Bureau of Labor Statistics)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2023, reporting banks issued \$350.5 million in loans to Hawaii businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$1 million or less was \$1.1 billion. Total reported new lending to businesses through loans of \$100,000 or less was \$495.2 million.

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

New lending to businesses with revenues under \$1 million



Small business count by size and industry

Industry	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	16,711	2,698	231	19,640
Real Estate and Rental and Leasing	15,090	1,548	91	16,729
Other Services (except Public Administration)	12,585	2,901	237	15,723
Administrative, Support, and Waste Management	11,870	1,347	203	13,420
Retail Trade	9,766	2,121	300	12,187
Construction	9,011	2,559	288	11,858
Health Care and Social Assistance	8,971	2,511	321	11,803
Transportation and Warehousing	11,022	536	152	11,710
Arts, Entertainment, and Recreation	7,331	397	105	7,833
Accommodation and Food Services	2,809	2,420	611	5,840
Educational Services	3,516	414	105	4,035
Finance and Insurance	3,092	604	93	3,789
Wholesale Trade	2,321	870	170	3,361
Manufacturing	2,035	585	113	2,733
Agriculture, Forestry, Fishing and Hunting	1,887	36	4	1,927
Information	1,424	238	29	1,691
Utilities	185	18	7	210
Management of Companies and Enterprises	*	18	80	98
Industries not classified	*	30	0	30
Mining, Quarrying, and Oil and Gas Extraction	21	3	4	28
All industries	119,647	21,821	2,907	144,375

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2022 (Census); [Statistics of U.S. Businesses](#), 2022 (Census)



Small business exports

A total of 677 identified firms exported goods worth \$341.0 million from Hawaii in 2022. Of those exporters, 586—or 86.6 percent—were small. At \$194.0 million, exports by small firms made up 56.9 percent of exports by identified firms.

Source: [A profile of U.S. importing and exporting companies, 2022-2023](#) (Census)

Business ownership share by demographic group

Women



Women made up 46.2 percent of workers and owned 47.6 percent of businesses.

Veterans



Veterans made up 6.0 percent of workers and owned 7.1 percent of businesses.

Hispanics



Hispanics made up 9.9 percent of workers and owned 6.9 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey](#), 2022 5-Year Data (Census); [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

Business count by owner demographic group or location type

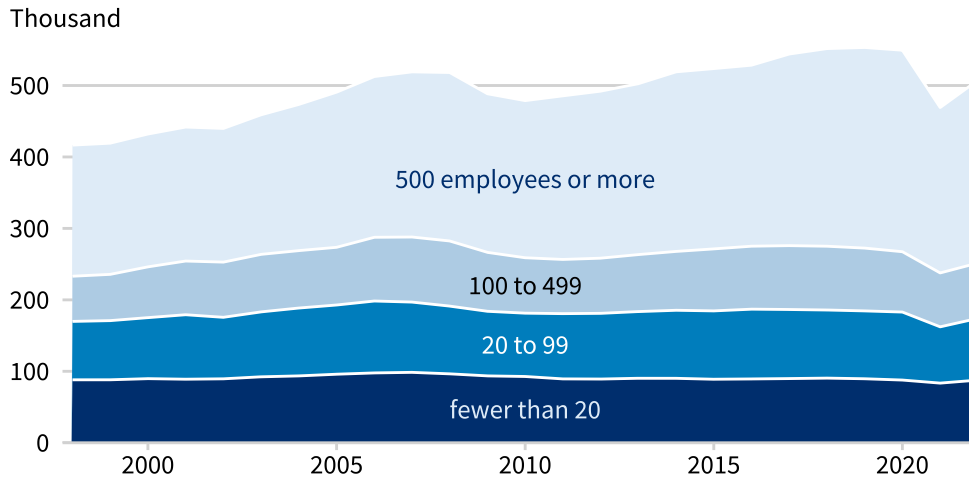
Group	Without employees	%	With employees	%	Total businesses
Female	54,500	90.9	5,455	9.1	59,955
Male	60,000	82.8	12,465	17.2	72,465
Owned equally by both groups	2,700	46.3	3,136	53.7	5,836
Veteran	8,000	89.1	977	10.9	8,977
Not Veteran	109,000	84.8	19,607	15.2	128,607
Owned equally by both groups	400	46.0	470	54.0	870
Hispanic	8,200	91.9	722	8.1	8,922
Not Hispanic	109,000	84.5	20,039	15.5	129,039
Owned equally by both groups	300	50.5	294	49.5	594
Rural	8,800	78.6	2,394	21.4	11,194
Urban	88,500	81.9	19,601	18.1	108,101
American Indian and Alaska Native	2,100	91.1	206	8.9	2,306
Asian	60,000	84.8	10,745	15.2	70,745
Black or African American	2,600	91.8	232	8.2	2,832
Native Hawaiian and Other Pacific Islander	22,000	91.8	1,956	8.2	23,956
White	54,500	84.8	9,793	15.2	64,293
Hispanic or Racial Minority	80,000	86.3	12,730	13.7	92,730
White and Not Hispanic	36,500	83.1	7,449	16.9	43,949
Owned equally by both groups	850	49.2	877	50.8	1,727

Counts include only businesses classifiable by owner demographic group or location type. Percentages represent shares of row totals.

Sources: [Annual Business Survey](#), 2022 (Census); [Nonemployer Statistics by Demographics](#), 2022 (Census)

Total Hawaii employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)



Small businesses accounted for 49.6 percent of Hawaii employment in 2022, which exceeded the national small business employment share.

Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Other Services (except Public Administration)	3,138	98.4	19,521	85.6	779,229	87.2
Accommodation and Food Services	3,031	97.4	46,743	50.7	1,483,177	42.2
Professional, Scientific, and Technical Services	2,929	95.1	17,486	70.5	1,380,177	68.9
Construction	2,847	98.4	25,835	84.0	1,947,479	78.3
Health Care and Social Assistance	2,832	97.9	35,446	49.6	1,888,901	38.5
Retail Trade	2,421	93.4	23,695	36.4	991,378	39.0
Real Estate and Rental and Leasing	1,639	96.6	7,619	59.1	463,580	54.9
Administrative, Support, and Waste Management	1,550	93.3	18,020	26.7	706,675	22.8
Wholesale Trade	1,040	88.1	10,395	64.1	654,108	59.7
Manufacturing	698	96.8	8,594	82.8	405,947	79.8
Finance and Insurance	697	81.8	7,577	36.9	549,342	31.6
Transportation and Warehousing	688	89.8	10,190	36.5	531,760	31.3
Educational Services	519	95.1	7,759	47.2	304,080	40.6
Arts, Entertainment, and Recreation	502	97.5	8,208	83.8	333,557	87.9
Information	267	79.2	1,671	21.9	111,285	19.4
Management of Companies and Enterprises	98	59.4	1,703	23.8	128,860	19.4
Agriculture, Forestry, Fishing and Hunting	40	100.0	236	100.0	13,224	100.0
Industries not classified	30	100.0	56	100.0	2,145	100.0
Utilities	25	69.4	643	18.4	67,189	15.8
Mining, Quarrying, and Oil and Gas Extraction	7	77.8	159	84.6	11,764	82.3
All industries	24,728	95.9	251,556	49.6	12,753,857	45.3

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.

Source: [Statistics of U.S. Businesses](#), 2022 (Census)

About this profile

Small businesses are generally defined here as firms with fewer than 500 employees. Statistics of U.S. Businesses and Nonemployer Statistics by Demographics are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes say "Source of original data," values may have been approximated because of missing values in the original data. Electronic versions of this and other [geographic profiles](#) are available online, along with technical notes about data, methods, and definitions. Visit advocacy.sba.gov for additional resources.