Unpacking Regional Shifts in Rural Land Markets

From population influx to energy projects, what's driving demand?

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THE DATA

7.1%

NC Rural Land Value Growth

North Carolina's rural land market experienced notable year-over-year appreciation.

This significant growth is largely attributed to the sustained population migration into the state, increasing demand for various types of rural properties, including recreational and timberland. Average price per acre is $4,500.

Source: North Carolina State University Real Estate Program · Published July 06, 2026

01

Population Migration Fuels Eastern State Land Demand

States like North Carolina are seeing their rural land values surge as new residents seek space and lifestyle changes. This demographic shift creates opportunities for developers and investors in residential, recreational, and agricultural land uses, adapting to new community needs.

02

Energy Sector Investment Reshaping Land Use

In regions such as Texas, agricultural land values are also benefiting from increased investment in alternative energy projects. The Federal Reserve Bank of Dallas notes a 4.5% increase in agricultural land values in its district. Solar and wind farm developments are driving appreciation for larger tracts, presenting a distinct demand driver beyond traditional land uses.

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