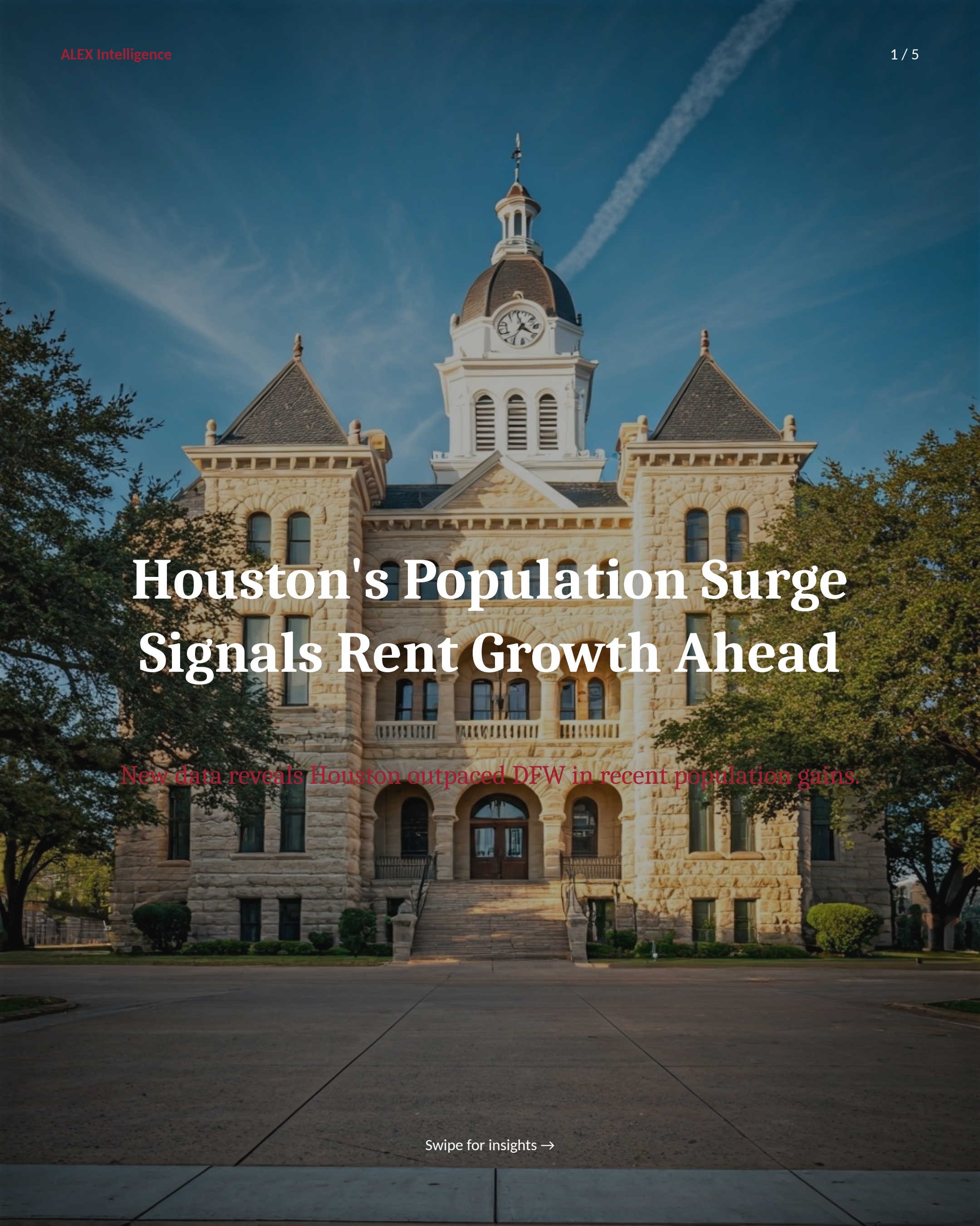


Houston's Population Surge Signals Rent Growth Ahead

New data reveals Houston outpaced DFW in recent population gains.

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THE DATA

Houston Outpaced DFW in Population Growth

Annual Population Gain

The Houston Metropolitan Statistical Area added more residents last year than the Dallas-Fort Worth metro area, a significant demographic shift.

This rare event indicates a strong underlying demand driver for the Houston market. Historically, population influxes correlate with future housing demand and rental market strength.



Source: Texas A&M Texas Real Estate Research Center · Published August 05, 2026

01

Demographic Shift Fuels Future Rental Demand

Houston's recent population growth, surpassing even the Dallas-Fort Worth metro, points to sustained demand in the rental sector. This demographic momentum often translates into upward pressure on rents as the housing supply works to catch up with the influx of new residents.



02

Investment Opportunities in Houston's Rental Market

For real estate investors, this population trend suggests a robust environment for rental properties within the Houston MSA. While current retail rent growth in Houston (around 2.3 percent) is slightly below DFW's (>4 percent), the strong underlying population gains forecast stronger future rent growth for the Houston market.

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