

#1 Fastest-Growing Luxury ZIP in the U.S. — ALEX Intelligence 2026

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ZIP 94568 leads national luxury demographic expansion — ALEX Intelligence,
2026

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THE DATA

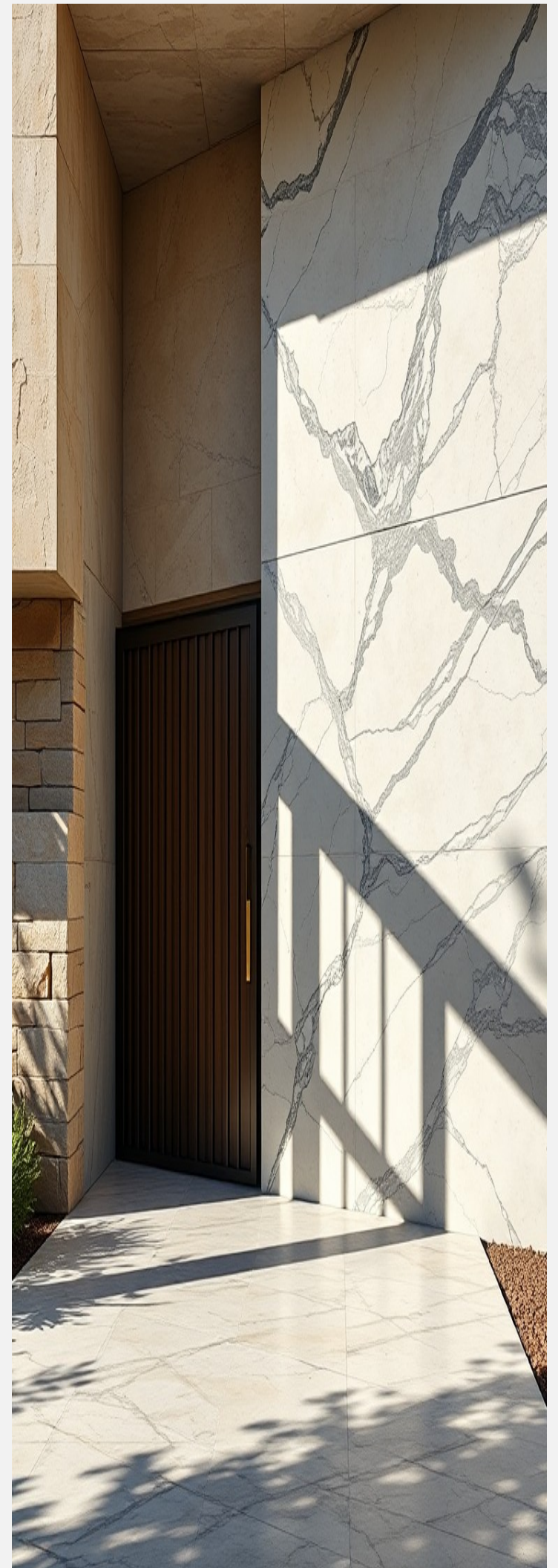
27.3%

5-Year Population Growth (2024)

ZIP 94568 recorded the highest 5-year population growth among U.S. ZIPs with a median home value of \$750,000 or more.

This growth rate exceeds the national average by over 4x and signals a structural shift in luxury market dynamics. High-income migration is no longer confined to legacy coastal enclaves but is flowing into new, high-value corridors with strong infrastructure and quality-of-life attributes. The data reveals that the most sought-after luxury markets are those where demographic expansion is outpacing supply, creating upward pressure on value despite broader market softening.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 · ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-27-luxe-luxe-dem-g-population-zcta-us-luxury>



01

Growth is the new scarcity

In luxury real estate, scarcity is no longer defined by limited inventory but by limited growth. ZIP 94568's 27.3% population surge over five years is not just a headline — it's a signal that the most valuable markets are those where new residents are actively reshaping the landscape. This challenges the long-held assumption that price stability depends on supply control. Instead, the new scarcity is demographic momentum: the ability to attract and retain high-income households in a sustained, measurable way.



02

The new luxury frontier is self-reinforcing

Luxury markets are no longer passive beneficiaries of wealth — they are active engines of growth. ZIP 94568's 27.3% population increase is not an anomaly; it reflects a feedback loop where high-income migration attracts infrastructure, services, and cultural amenities, which in turn attract more high-income residents. This dynamic suggests that the future of luxury real estate lies not in preservation but in intentional, scalable growth — markets that can sustain demographic momentum without sacrificing exclusivity.

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