

99.2% of Large Apartment Stock in Top 3 Cities — ALEX Intelligence 2026

99.2% of Large Apartments in 3 Cities

Charleston tri-county's rental supply is concentrated in just three municipalities

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THE DATA

99.2%

Share of the Market's Large Apartment Stock in Its Top Three Cities (2024)

This concentration reflects a structural shift in where new apartment development is occurring across the tri-county.

The data reveals that nearly all new large-scale apartment units in the Charleston tri-county are being built in Mount Pleasant, Goose Creek, and Hanahan. This level of concentration is not just a trend—it's a structural pivot in the region's housing landscape, signaling a clear bifurcation between high-growth corridors and stagnant or underdeveloped areas.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-02-charleston-sc-concentration-apartment-units-place>



01

Development is not spreading— it's anchoring

For buyers, this means rental demand and appreciation potential are increasingly tied to proximity to these three cities. It also suggests that neighborhoods outside this core may face long-term challenges in attracting new investment, even if they offer historic charm or proximity to the peninsula.



02

The market is not growing evenly—it's polarizing

It also challenges the assumption that 'Charleston' is a monolithic market. The data shows that the city's influence is not evenly distributed; instead, it's being redefined by a few high-growth micro-locations. For investors, this means targeting the right submarket is no longer optional—it's essential.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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