

#1 of 10: Share of the Market's Post-2020 Homes in Its Top Three Cities

**58.9% of new homes in top 3
Grand Strand cities**

Source: ALEX Intelligence, October 20, 2026

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THE DATA

58.9%

Share of the Market's Post-2020 Homes in Its Top Three Cities

This concentration reflects a stark divergence in development intensity across the Grand Strand.

Myrtle Beach, Carolina Forest, and Little River together account for nearly six in ten new homes built in the region since 2020. This level of concentration is not seen in any other South Carolina metro area, and it signals a strategic shift toward high-density, infrastructure-ready corridors. The data reveals a market where growth is not evenly distributed but hyper-localized, favoring cities with established utilities, zoning clarity, and access to transportation networks.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-20-grand-strand-concentration-new-homes-place>



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Growth is not expansion — it's consolidation

This concentration may also reflect a deeper market dynamic: investors and developers are prioritizing locations with proven demand and regulatory predictability over frontier areas. The result is a bifurcation — some cities are becoming saturated with new construction, while others remain underdeveloped despite similar market conditions.

02

The Grand Strand is not growing — it's reorganizing

This pattern echoes historical urban development in rapidly growing regions — where early-mover cities capture the lion's share of investment, leaving later entrants to play catch-up. The question is not whether the Grand Strand is growing, but whether the benefits of growth are being shared equitably across its communities.



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