

San Antonio-New Braunfels — #5 of 10: Median Gross Rent

Median Gross Rent: \$1,363

Source: ALEX Intelligence · Published October 27, 2026

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THE DATA

\$1,363

Median Gross Rent (2024)

San Antonio-New Braunfels ranks #5 of 24 Texas metros with 100,000+ residents on median gross rent.

This figure places San Antonio MSA in the upper tier of Texas metro areas for rental cost, reflecting strong demand and constrained supply in certain segments. Despite this, the ranking remains below the top four metros — Austin, Dallas-Fort Worth, Houston, and Midland — suggesting San Antonio remains relatively more affordable for renters across the state.

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

<https://alex-companies.com/data/2026-10-27-sa-msa-standing-gross-rent-msa>

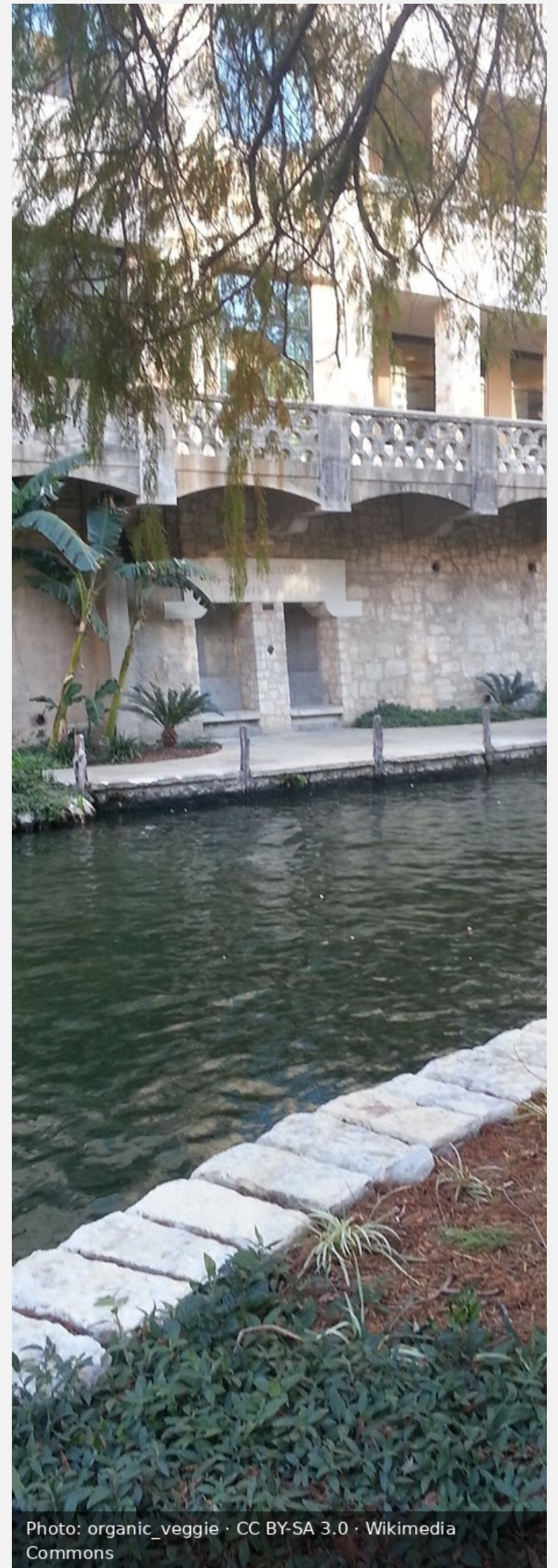
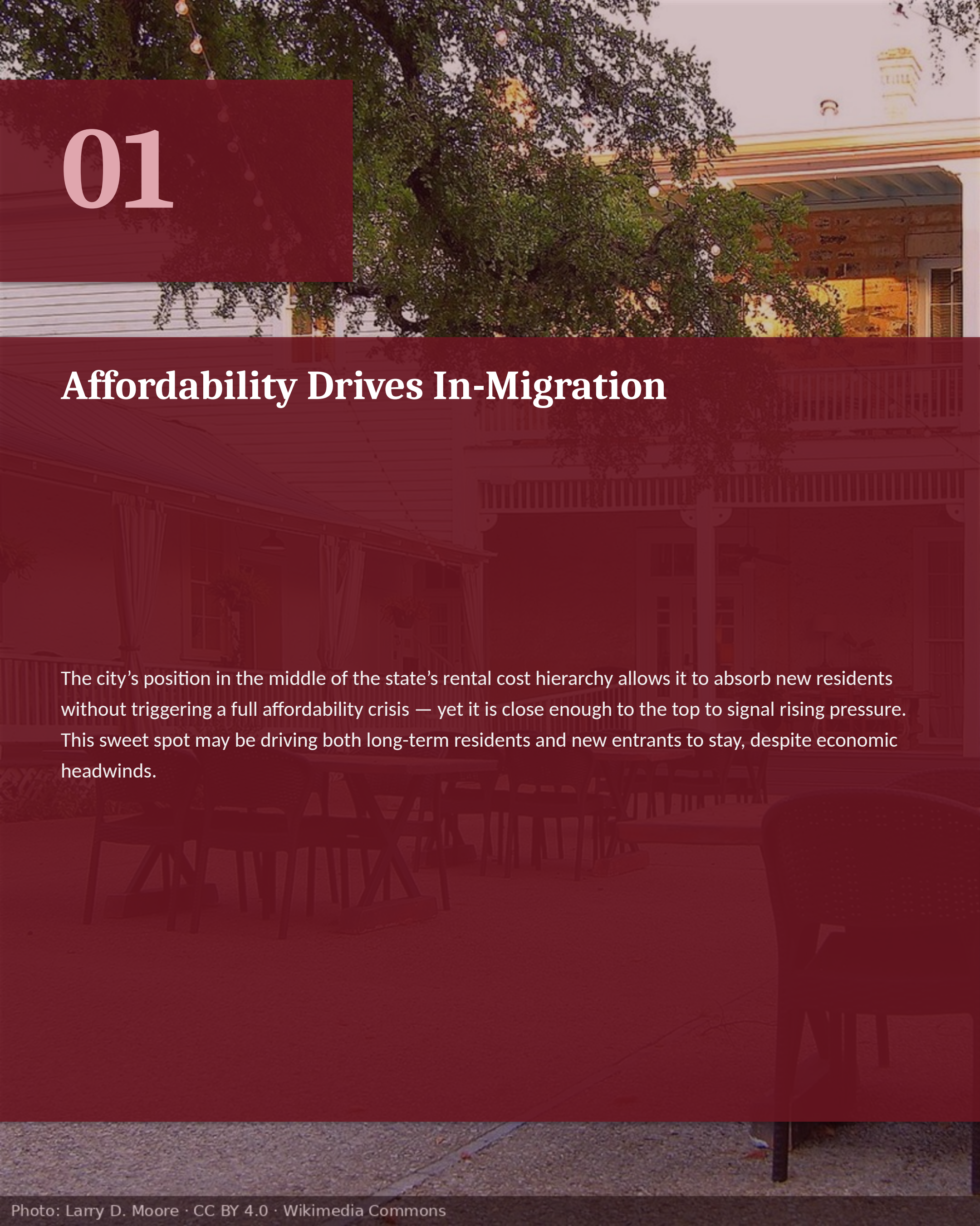


Photo: organic_veggie · CC BY-SA 3.0 · Wikimedia Commons

A photograph of a residential street scene. In the foreground, a large, leafy green tree stands in front of a two-story house with a porch. The house has white siding and a dark roof. A string of small, round, white lights hangs from the tree. The background shows a paved street and a sidewalk. The overall scene is peaceful and suburban.

01

Affordability Drives In-Migration

The city's position in the middle of the state's rental cost hierarchy allows it to absorb new residents without triggering a full affordability crisis — yet it is close enough to the top to signal rising pressure. This sweet spot may be driving both long-term residents and new entrants to stay, despite economic headwinds.

02

Rental Pressure Fuels Development Shifts

As landlords and developers respond to sustained rent levels, we see a strategic pivot toward higher-density, income-diverse housing. This is not a reaction to a spike in prices, but a calculated move to maintain supply amid growing demand — a sign of a maturing market that is adapting to its own success.



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