

Granbury — #1 of 10: 5-Year Population Growth

Granbury leads Texas in 5-Year Growth

Source: ALEX Intelligence · Published October 28, 2026

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THE DATA

13.0%

5-Year Population Growth (2024)

Granbury is the fastest-growing micropolitan area in Texas over the past five years.

This surge reflects a broader trend of rural revitalization in Texas, where small towns are becoming magnets for remote workers and retirees seeking affordability and quality of life. The growth is not accidental—it's driven by infrastructure improvements, broadband expansion, and shifting preferences toward lower-density living. Granbury's position at #1 among 41 Texas micropolitan areas underscores a structural shift in population distribution across the state.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 ·
ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-28-land-land-dem-g-population-msa-tx-micro>



01

Growth Is a Sign of Resilience

The 13.0% population increase in Granbury isn't just about new residents—it signals a deepening of local economic and social infrastructure. As more people settle in, demand for land, housing, and services rises, creating feedback loops that attract further investment. This is not a temporary spike but a durable trend rooted in long-term lifestyle migration, particularly from high-cost urban hubs. For land investors, this is a signal to look beyond traditional growth corridors and evaluate rural markets with proven momentum.



02

Rural Markets Are the New Frontier

Granbury's performance challenges the assumption that only major metros can sustain high growth. In Texas, where land is abundant and infrastructure is improving, micropolitan areas are emerging as viable alternatives to urban centers. The data reveals a new real estate paradigm: population growth in rural areas is no longer a byproduct of decline but a driver of value creation. Investors who recognize this shift—focusing on land, long-term leases, and community development—position themselves ahead of the curve.

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