#1 of 10: Share of the Market's Large Apartment Stock in Its Top Three Zip Codes



81.0% of large apartments in just 3 ZIPs

Source: ALEX Intelligence, 2026

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THE DATA

81.0%

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

This concentration reflects a structural imbalance in housing supply across the Grand Strand.

The overwhelming share of large apartment units—those with 50 or more units—is concentrated in just three ZIP codes: 29582, 29572, and 29577. This clustering indicates a bifurcation in the region's rental market, where supply is highly localized despite broad demand across the metro. The remaining ZIPs contribute only a fraction of the total, signaling limited new development in other areas.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-02-grand-strand-concentration-apartment-units-zcta

01

Supply is not distributed, it’s dominated

This 81.0% concentration reveals a deep structural imbalance: the Grand Strand’s rental supply is not merely uneven—it is dominated. The top three ZIPs are not just high-volume areas; they are the de facto centers of large-scale housing. This creates a dual reality: some neighborhoods are saturated with multi-unit buildings, while others remain underdeveloped despite demand. The result is not just unequal access, but a lack of true market fluidity across the region.



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02

Density begets resilience

The concentration in ZIP 29582, 29572, and 29577 suggests that these areas are becoming self-sustaining rental ecosystems. High density enables economies of scale in maintenance, management, and infrastructure. As a result, these ZIPs are likely to be more resilient to economic volatility, offering stable rental yields even during downturns. Conversely, areas outside this core face supply constraints, which could limit affordability and tenant mobility across the Grand Strand.

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

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