#1 of 6: Share of the Market's Post-2020 Homes in Its Top Three Cities

77.9% of new homes in San Marcos-New Braunfels are in 3 cities

Source: ALEX Intelligence · Published November 09, 2026

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THE DATA

77.9%

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

This concentration reflects a structural shift in where new housing is being built across the San Marcos-New Braunfels MSA.

Kyle, Canyon Lake, and Buda are now the epicenters of new residential development, accounting for nearly four out of every five post-2020 homes. This level of concentration is unprecedented in the region’s recent history and signals a growing divergence between urban cores and the broader MSA.



Photo: Michael Barera · CC BY-SA 4.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-09-san-marcos-nb-concentration-new-homes-place

01

Development is no longer spread—it’s clustered

As new homes concentrate in a few cities, the broader region may experience stagnation in property appreciation and service delivery unless planning aligns with this new reality. The market is no longer expanding uniformly—it’s evolving in pockets.

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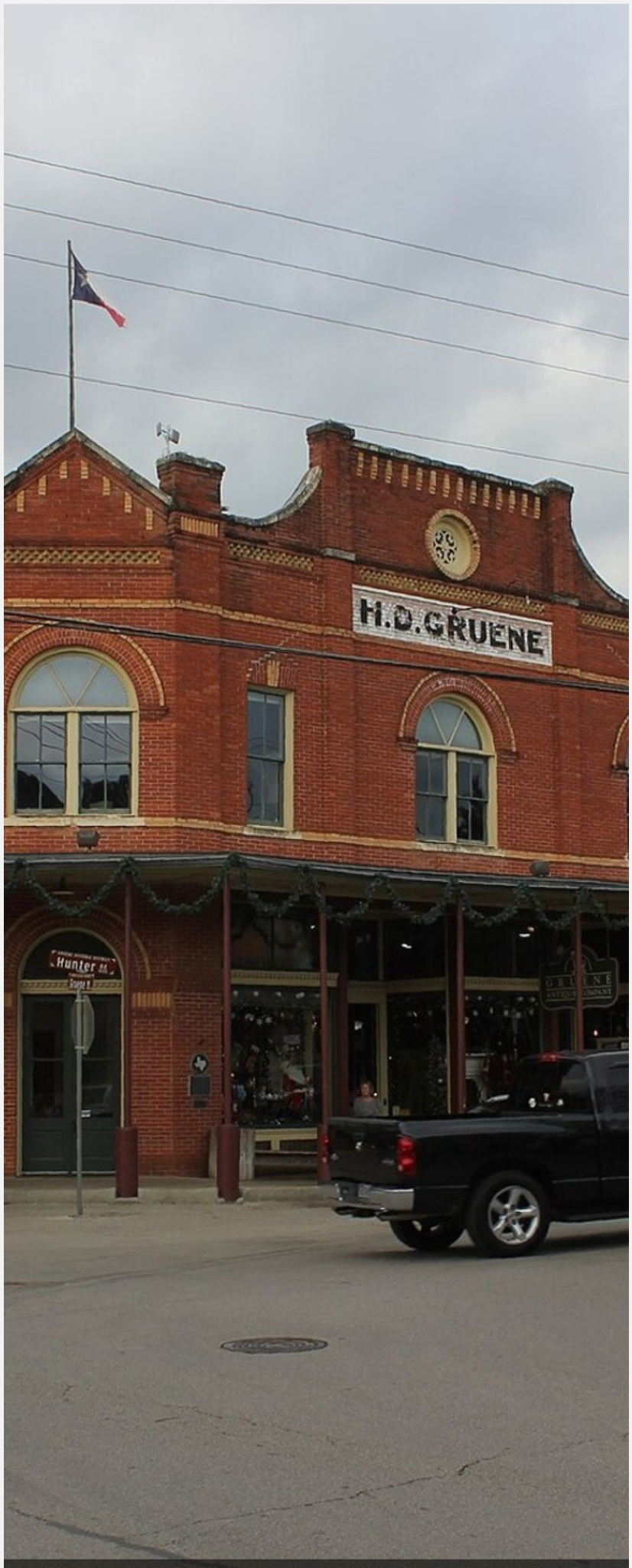


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02

Affordability is being redefined by location

This concentration creates a two-tier market: rapidly appreciating, high-density zones versus slower-moving, less-developed areas. Buyers must now consider not just price, but the long-term sustainability of development patterns.

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