Austin-Round Rock-San Marcos — #1 of 10: 5-Year Population Growth

Austin Leads Texas in 5-Year Growth — 14.8%

Source: ALEX Intelligence · Published November 16, 2026

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THE DATA

14.8%

5-Year Population Growth (2024)

Austin-Round Rock-San Marcos recorded the highest 5-Year Population Growth among Texas metros with over 100,000 residents.

This growth rate — 14.8% — reflects a sustained influx of high-income professionals, entrepreneurs, and remote workers into one of Texas's most dynamic urban cores. The expansion is not just demographic; it's reshaping demand for luxury housing, private amenities, and high-performance infrastructure. As the metro grows faster than any other in Texas, its luxury market is evolving into a self-reinforcing engine of value creation.



Photo: smallcurio from Austin, TX · CC BY 2.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-16-luxe-luxe-dem-g-population-msa-tx



01

Growth Is the New Luxury

In today’s market, population momentum is the most powerful driver of luxury real estate value — not just in price, but in desirability. Austin’s 14.8% growth isn’t just a number; it’s a signal of enduring economic vitality, cultural appeal, and infrastructure resilience. High-net-worth buyers are not just chasing locations — they’re chasing momentum. The fastest-growing metros aren’t just attracting people; they’re creating the conditions for wealth to compound through density, innovation, and network effects.

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02

Luxury Follows the Flow

The most counterintuitive insight is that luxury real estate is no longer defined by static exclusivity — it's defined by forward momentum. As Austin leads Texas in growth, it is also becoming the preferred destination for luxury developers seeking long-term yield. This isn't a bubble — it's a structural shift. The market is not just responding to demand; it's anticipating it. The next wave of luxury assets will not be built in stagnant markets, but in the fastest-growing ones, where value is not just preserved, but actively generated.

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