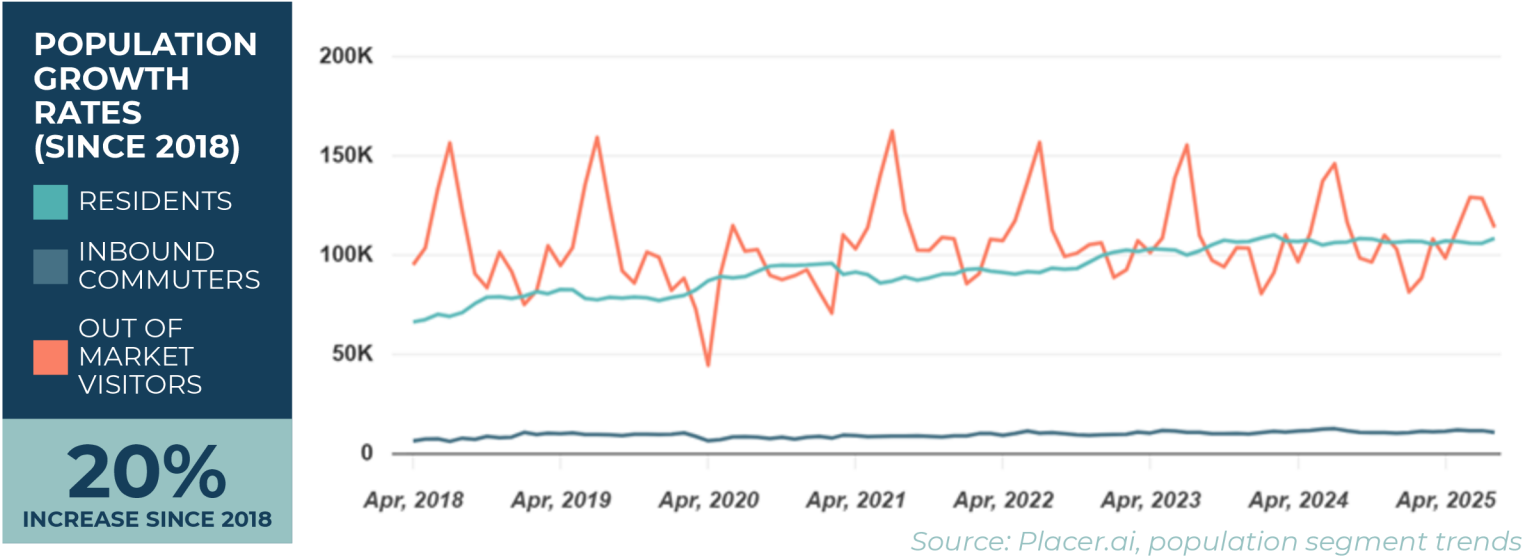# 2025 GREATER NEW BRAUNFELS
RETAIL STUDY

MARKET OVERVIEW & VISITATION TRENDS

In the heart of the Austin-San Antonio region, New Braunfels benefits from a rapidly growing resident population, growing inbound commuting, and strong out-of-market visitation. As a result, we are one of the region's strongest and most dynamic retail markets with the reliable draw of anchor shopping centers and standalone retail alike. Daytime population has risen more than 20% since 2020, while consistent absorption and rent growth reflect sustained demand. With low vacancy and a consumer base that favors dining, entertainment, and specialty retail, the city is well-positioned for continued expansion across key categories.

POPULATION GROWTH RATES (SINCE 2018)

- ▇ RESIDENTS
- ▇ INBOUND COMMUTERS
- ▇ OUT OF MARKET VISITORS

20%
INCREASE SINCE 2018

Source: Placer.ai, population segment trends

Annual Averages	Average Resident Population	Average Daily Inbound Commuters	Average Daily Out Of Market Visitors	Sum: Average Daily Daytime Population
2024	107,496	11,375	108,283	227,154
2023	103,723	10,618	108,606	222,946
2022	93,350	10,100	110,749	214,198
2021	90,353	8,906	110,667	209,925
2020	88,990	8,428	88,312	185,731

Source: Placer.ai, daytime population tables

KEY TAKEAWAYS

- New Braunfels' daytime population has grown 20% since 2018, reaching more than 227,000 people on average in 2024.
- Resident population and inbound commuting have steadily increased each year, while out-of-market visitation remains a major contributor to total daytime activity.
- The city's growing daytime base reflects a strong foundation for continued retail demand and sustained market performance.

RETAIL MARKET SNAPSHOT

New Braunfels' 2025 retail real estate fundamentals reinforce what visitation and demographic trends already show — we are a demand-driven market positioned for continued, targeted growth.
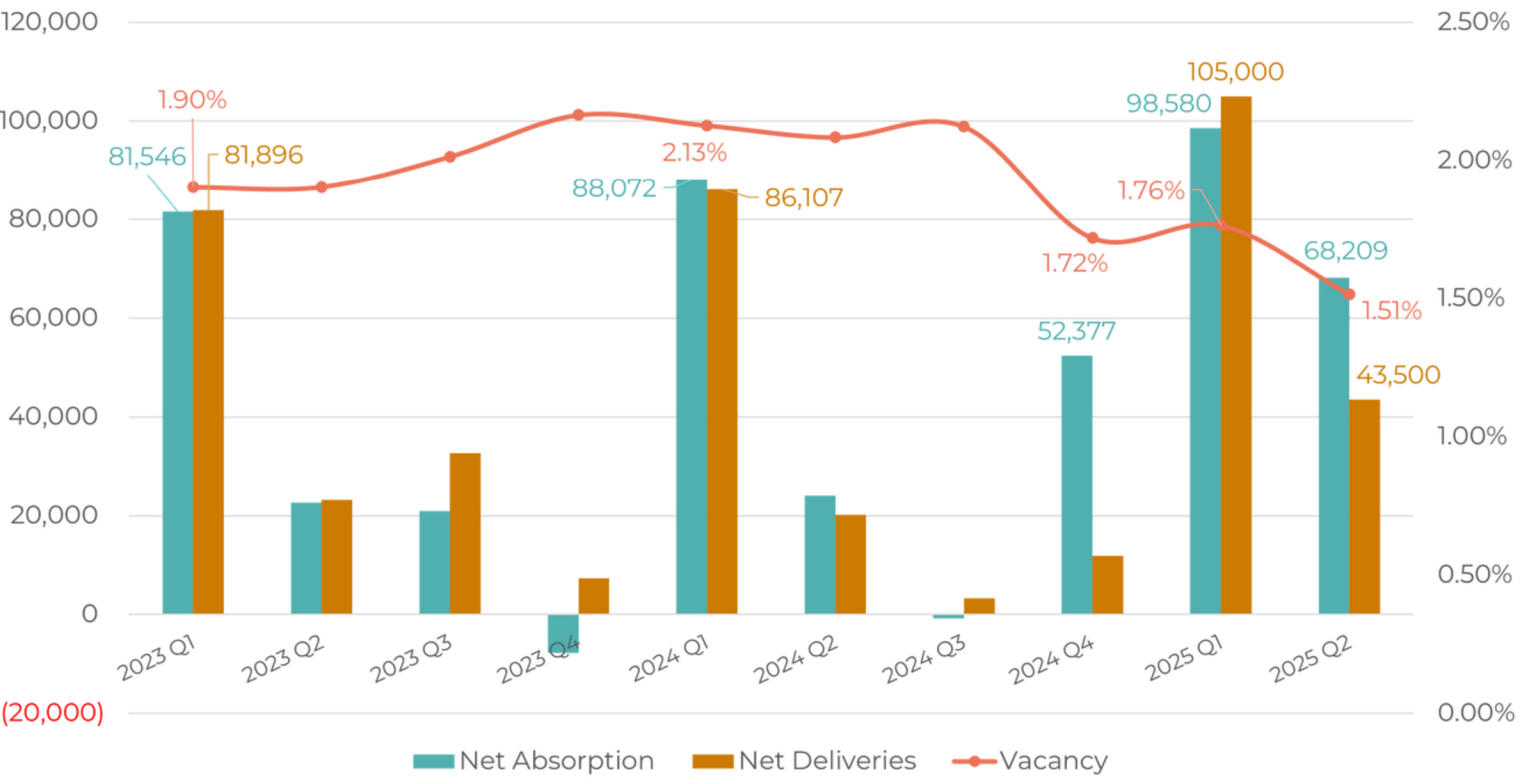
NEW DELIVERIES	NET ABSORPTION	VACANCY RATE	ANNUAL RENT GROWTH
146K SF	**167K SF**	**1.5%**	**1.6%**

Absorption continues to track with or even outpace new supply, signaling strong tenant demand across all retail real estate types. An exceptionally low vacancy rate reflects sustained occupancy in a tightening marketplace, while rent growth maintains steady upward momentum.

Source: CoStar, Retail Submarket Report - 2025 YTD

Over the past ten quarters, net absorption has generally kept pace with or outperformed new deliveries, driving vacancy rates to exceptionally low levels. This trend shows that New Braunfels is able to quickly fill new and existing retail space, reflecting the strong and growing demand across the region.

KEY TAKEAWAYS

- Retail vacancy in New Braunfels has declined to 1.5% in 2025, one of the lowest levels in recent years.
- Net absorption has consistently matched or exceeded new deliveries, indicating that new space is being leased quickly.
- Retail rents continue to rise at a steady 1.6% annual rate, reflecting ongoing tenant demand and limited available space.

TRADE AREA & VISITOR ORIGINS

New Braunfels benefits from a large retail trade area, pulling from both major Central Texas metros and encapsulating a population of nearly 500,000 residents.

In the last three years, New Braunfels' resident population has increased by 18.3% while our trade area has also seen 8M out of market visitors annually.

The data is clear: New Braunfels is the premier retail destination for communities in between Austin and San Antonio.
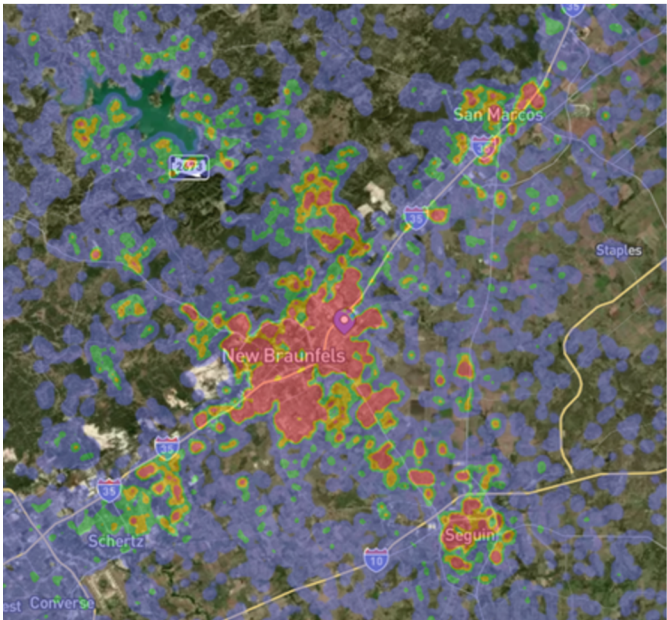
Source: Placer.ai, trade area

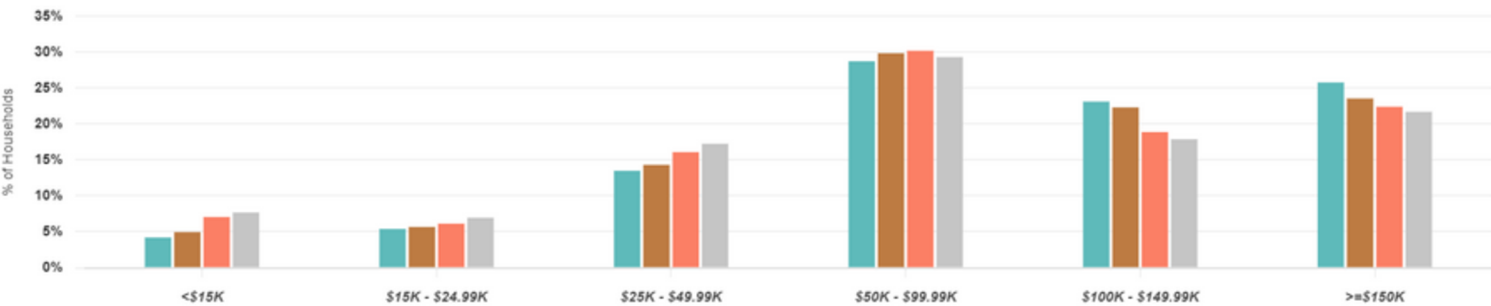| Zipcode	City	MSA	# Total Annual Visits
78155	Seguin	San Antonio	2,894,568
78666	San Marcos	Austin	1,949,016
78133	Canyon Lake	San Antonio	1,564,980
78108	Cibolo	San Antonio	1,501,523
78154	Schertz	San Antonio	789,072
78640	Kyle	Austin	618,590
78109	Converse	San Antonio	513,305

Source: Placer.ai, market visitation metrics

KEY TAKEAWAYS

- New Braunfels' retail trade area includes nearly 500,000 residents and draws about 8 million out-of-market visitors each year.
- The local resident population has grown 18.3% in the past three years, expanding the city's consumer base within one of the nation's fastest-growing urban corridors.
- Top visitor origins include Seguin, San Marcos, and Canyon Lake, showing consistent regional draw from both the Austin and San Antonio metros.

CONSUMER LIFESTYLE ANALYSIS

MEDIAN HOUSEHOLD INCOME PROFILE (2025)

Bar chart — % of Households (y-axis 0%–35%) across income brackets: <$15K, $15K - $24.99K, $25K - $49.99K, $50K - $99.99K, $100K - $149.99K, >=$150K

AVERAGE, 2025

Residents: $97,486

Employees: $91,360

Visitors: $82,648

Texas Statewide: $79,333

Source: Placer.ai, market visitation metrics

New Braunfels residents have a median household income that is 20.5% higher than the statewide average, while employees have an income approximately 14.1% higher. Visitors have a 4.1% higher median household income than the statewide average.

TOP RESIDENT PSYCHOGRAPHIC BREAKDOWN

#1 Population Segment	#2 Population Segment	#3 Population Segment	#4 Population Segment	#5 Population Segment
Booming with Confidence	**Power Elite**	**Promising Families**	**Flourishing Families**	**Singles & Starters**
Prosperous, established couples in their peak earning years living in suburban homes. Key Features: • Tech apprentices • Savvy investors • Upscale housing • Affluent • Highly educated • Eco-conscious	The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer. Key Features: • Wealthy • Highly educated • Politically conservative • Well-invested	Young couples with children in starter homes, living child-centered lifestyles. Key Features: • Married with kids • Comfortable lifestyles • Credit-aware • Gamers • No-worry spenders • New homeowners	Affluent, middle-aged families and couples earning prosperous incomes and living comfortable, active lifestyles. Key Features: • High credit card use • Saving for college • Athletic activities • Affluent • Family activities	Young singles starting out and some starter families living a city lifestyle. Key Features: • Rental housing • Single adults • Politically disengaged • Foodies • Digitally savvy • Urban tastes

*Source: Placer.ai, experian mosaic resident segmentation*

KEY TAKEAWAYS

- New Braunfels has a high-income, diverse population with strong spending potential, including residents, employees, and visitors earning above the Texas average.
- These consumers have a higher-AUV (average unit volume) for restaurants and experience-led retail - categories that align with our submarket's low vacancy and strong net absorption.

CLUSTER ANALYSIS

Retail in New Braunfels is driven by high-performing centers that drive consistent traffic. The top three retail clusters in town feature different anchor tenants and dynamics. Town Center at Creekside leads with strong growth and a second phase under construction, Westpointe Village underscores the stability of grocery-anchored formats, and the New Braunfels Marketplace reflects the growing influence of entertainment-anchored tenants.

Source: Placer.ai, retail cluster analysis
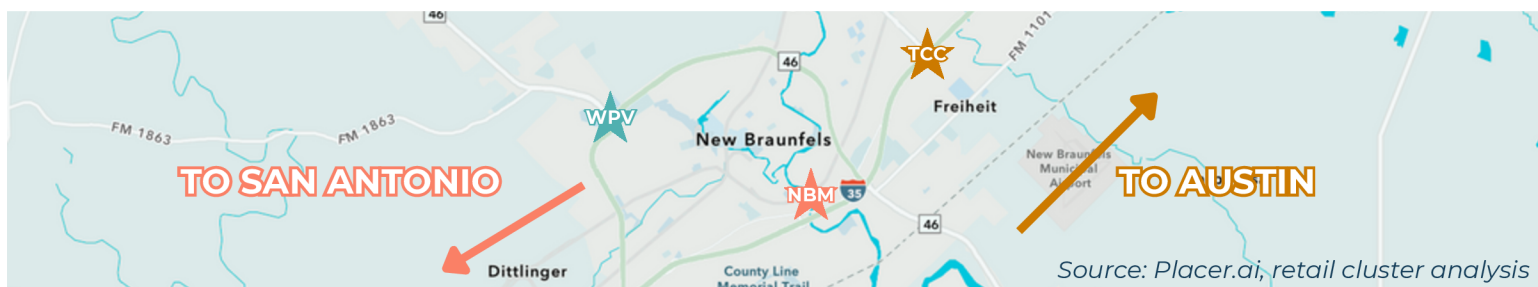
TOWN CENTER AT CREEKSIDE

Multitenant major power center

8.8 MILLION
visits in 2024

3.5%
3-yr visitation increase

TOP 5 TENANTS
by number of visits:

1. Target
2. Whataburger
3. TJ Maxx
4. Hobby Lobby
5. Dick's Sporting Goods

WESTPOINTE VILLAGE

Grocery-anchored neighborhood center

5.0 MILLION
visits in 2024

0.2%
3-yr visitation increase

TOP 5 TENANTS
by number of visits:

1. HEB
2. Chick-fil-a
3. Whataburger
4. McDonalds
5. Las Palapas

NEW BRAUNFELS MARKETPLACE

Entertainment-based neighborhood center

2.0 MILLION
visits in 2024

5.0%
3-yr visitation increase

TOP 5 TENANTS
by number of visits:

1. Gold's Gym
2. Santiko's Entertainment
3. Michael's
4. La Cosecha Mexican Table
5. Fork & Spoon Cafe

KEY TAKEAWAYS

- Town Center at Creekside leads with 8.8 million visits in 2024 and a 3.5% visitation increase over three years, making it the top-performing retail cluster.
- Westpointe Village shows stability with 5.0 million visits in 2024 and a 0.2% visitation increase, driven by grocery-anchored tenants like HEB.
- New Braunfels Marketplace is the smallest but fastest-growing cluster, with 2.0 million visits in 2024 and a 5.0% three-year visitation increase, reflecting opportunities in entertainment-based centers.

CATEGORY PERFORMANCE & RETAIL LEAKAGE

TOP FIVE SEGMENTS AMONG EXISTING RETAIL

#1 QUICK SERVICE RESTAURANTS
- 119.5M visits annually
- 829.5K avg visits per chain annually
- 18 min avg dwell time
- 144 unique chains

#2 GROCERY STORES
- 78M visits annually
- 1.3M avg visits per chain annually
- 26 min avg dwell time
- 58 unique chains

#3 SUPERSTORE CENTERS
- 59.7M visits annually
- 8.5M avg visits per chain annually
- 32 min avg dwell time
- 7 unique chains

#4 FULL SERVICE RESTAURANTS
- 57M visits annually
- 210K avg visits per chain annually
- 44 min avg dwell time
- 271 unique chains

#5 CLOTHING STORES
- 16.9M visits annually
- 99k avg visits per chain annually
- 41 min avg dwell time
- 171 unique chains

Source: Placer.ai, segmentation analysis

TOP FIVE OUT-OF-MARKET RETAIL CENTERS

1.2M visits from top five out of market shopping centers

#1: Tanger Outlets San Marcos - 428K

#2: The Forum at Olympia Parkway - 247K

#3: Stonecreek Crossing - 214K

#4: Costco Wholesale (Selma) - 148K

#5: Sam's Club (San Marcos) - 128K

Residents and visitors most often shop outside the market at Tanger Outlets San Marcos and The Forum at Olympia Parkway, with over 650K visits between the two. Other top draws include Stonecreek Crossing, Costco, and Sam's Club, underscoring unmet local retail demand.

Source: Placer.ai, custom retail leakage metrics

TOP FIVE UNMET DEMAND RETAIL SEGMENTS

Unmet demand is highest in electronics ($133M) and gas stations ($122M), followed by over $212M in restaurant spending potential and nearly $85M in general merchandise. Other large unmet retail categories include clothing stores, specialty food stores, and bookstores.

$553K unmet retail potential from top five segments

#1: Electronics Stores - $132.87M

#2: Gas Stations - $122.41M

#3: Quick Service Restaurants - $111.66M

#4: Full Service Restaurants - $101.09M

#5: General Merchandise Stores - $84.84M

Source: Placer.ai, custom retail leakage metrics

KEY TAKEAWAYS

- Residents and visitors make over 650K trips outside the market each year, mainly to Tanger Outlets San Marcos and The Forum at Olympia Parkway.
- The largest unmet demand is in electronics, gas stations, and restaurants, pointing to major growth opportunities.
- Locally, quick service restaurants, grocery stores, and superstores generate the highest traffic and repeat visits among existing retail.