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Greenville MSA Ranks Among North Carolina's Top-Growing Metro Areas

GREENVILLE, N.C. (April 8, 2026) — The Greenville-Pitt County Metropolitan Statistical Area (MSA) continues to demonstrate steady and meaningful growth, ranking among the top-performing metro areas in North Carolina for population growth since 2020, according to newly released data from the [U.S. Census Bureau](#). Between 2020 and 2025, the Greenville MSA grew by 6.5 percent, increasing from 173,642 residents to an estimated 182,936.

“Greenville’s growth is a direct reflection of the strength of our community, our employers, and the quality of life we offer,” said Josh Lewis, CEcD, President and CEO of Invest Greenville. “We are seeing more people choose Greenville not only as a place to work, but as a place to build their lives, raise families, and invest in their future.”

This places Greenville among the leading metro areas in the state in percentage population growth during that period, outpacing several larger North Carolina markets and reinforcing Pitt County’s continued momentum.

“It is exciting to see the Greenville-Pitt County MSA at the top of the ranks among the fastest growing metros since 2020, and our momentum is strong,” said Janis Gallagher, Pitt County Manager. “Fueled by strong partnerships between the City of Greenville, Pitt County, and Invest Greenville, our positive growth has enhanced economic opportunity and quality of life in eastern North Carolina.”

The data highlights Greenville’s position as a rising destination in eastern North Carolina, supported by a diverse economy, access to higher education through East Carolina University, and a growing network of industry partners across healthcare, advanced manufacturing, and professional services.

“North Carolina is one of the fastest-growing states in the country, so we must continue to grow a Greenville that is an attractive destination for those moving to our state,” said Michael Cowin, Greenville City Manager. “A lot goes into that, and we’re fortunate to have partnerships in this community that make us more effective. Collaboration has led to numerous successes in recent years, and I’m excited about all the great things that are still on the horizon.”

Compared to other metro areas across the state, Greenville’s growth rate places it ahead of several peer communities and reflects a consistent upward trajectory in population gains. According to [The News & Observer](#), Greenville-Pitt County is the 12th-largest MSA in North Carolina; however, it ranks as the 6th-fastest-growing metro in the state in terms of population growth over the 2020-2025 period.

“Population growth is one of the clearest indicators of a community’s economic health,” Lewis added. “This momentum strengthens our ability to attract new businesses, retain talent, and continue building a vibrant, resilient regional economy.”

Invest Greenville and its partners remain focused on initiatives that support business recruitment, talent attraction and retention, and quality of life, ensuring the community is well-positioned for continued growth in the years ahead.

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