

Canton-Massillon Housing Market Ranked Among Nation's Best

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The Canton-Massillon housing market has once again earned national recognition, securing the No. 2 spot on the Wall Street Journal and Realtor.com's Summer 2025 "Housing Market Ranking" report. This high placement underscores the region's growing appeal, driven by affordable housing, solid economic indicators, and an improving quality of life.

The report, released on July 24, evaluates the top 200 metropolitan areas in the United States. It factors in metrics such as median home listing prices, economic vitality, and lifestyle quality to determine which markets are most attractive for potential homeowners and investors. “The ranking identifies markets that those considering a home purchase should add to their shortlist – whether the goal is to live in it or rent it as a home to others,” wrote report authors Hannah Jones and Danielle Hale.

Canton-Massillon has become a consistent presence in the rankings, climbing from No. 5 in the spring and holding the No. 1 position in the winter. As of June, the median home listing price in the area stood at \$272,950, a figure that reflects the market’s balance between affordability and demand.

Three Ohio metro areas made the top 20 list. Along with Canton-Massillon, Toledo ranked No. 4, down from its No. 1 position in the spring, and Akron took the No. 11 spot. The top-ranked city overall was Manchester-Nashua, New Hampshire.

Midwestern cities dominated the top 20, with 11 metros from the region making the list. According to the report, the Midwest continues to attract buyers due to its relatively low housing prices, modest cost of living, and resistance to climate-related disruptions. The authors note that life’s basic expenses in these Midwest markets are, on average, 7.9% lower than the national level. With an average population of approximately 500,000, these mid-sized cities are increasingly seen as offering the best of both affordability and livability.

The ongoing recognition of Canton-Massillon points to a broader trend of homebuyers and investors turning away from expensive coastal cities in favor of stable, value-driven markets in the nation’s heartland.