



yelp 

TEXAS TRENDS

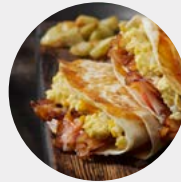
What's trending in
the Lone Star State

It's true. Everything is bigger in Texas, from hair to pickup trucks to the love of their home state. Whether you hail from Austin, Dallas, Houston or San Antonio, Texas pride is alive and well in the Lone Star State which is why we are thrilled to share our first-ever Texas trend report.

We're taking a look at the foods Texans love ordering, the drinks they're sipping and the gardening and outdoor living trends they're enjoying. To determine these trends, Yelp's data science team identified which trends were mentioned far more often in reviews of Texas businesses than elsewhere in the U.S.—or to put it another way, we calculated the Texiness of breakfast tacos, frozen margaritas and cowboy pools. We also consulted with Yelp's team of Texas Community Managers to identify what makes Texas *Texas*.



The Trends



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Food

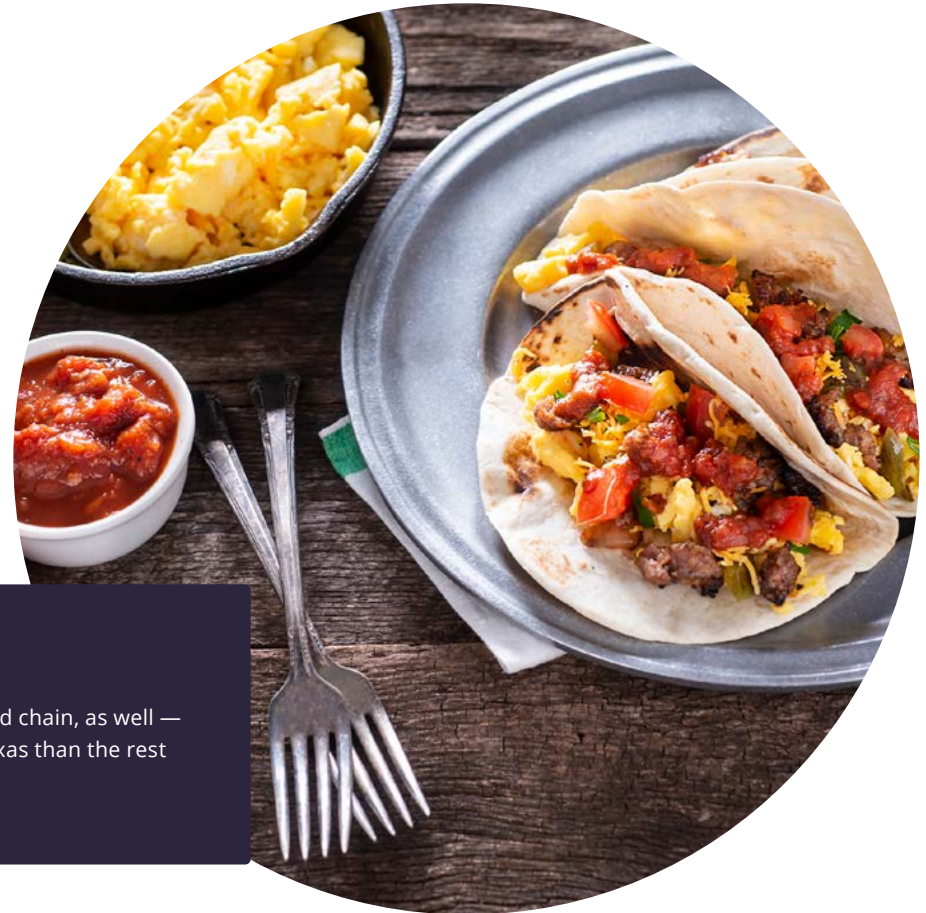


Food

Tacos:

Whether you like it for breakfast, fajita-style or puffy, there's no arguing that Texas loves their tacos -- we like to call them taco trendsetters. In fact, last year, Texans searched for [suadero tacos](#) more than any other state in the US.

Texas ranks number 1 in mentions of **breakfast tacos** out of 48 other states that mentioned the phrase in their reviews, and mentions of **puffy tacos** were highest in Texas out of 22 other states that also mentioned this deliciously crispy treat.



Torchy's tacos:

It's no surprise that Yelpers love **Torchy's**, the Austin-founded chain, as well — review text mentions for the chain are 600 times higher in Texas than the rest of the U.S.

Food



BBQ:

Many regions of the country claim to be the BBQ capital of the world but for lovers of brisket and beef ribs, Texas reigns supreme (sorry North Carolina, Kansas and Memphis). Texans love **brisket** (twice as popular than any other state) and **beef rib** (3 times more popular). And it seems every night is **steak night** in the Lone Star state with popularity spiking in Houston, where it is more than 20X more popular than anywhere else in the U.S.



Tex-Mex:

If there's one thing Texans love more than BBQ, it's Tex-Mex. **Queso** (nearly 4 times more popular than any other state), **migas** (10 times) and **charro bean** (10 times) were popular searches in the state. Texans love to get their queso fill at restaurants like [Mi Cocina](#) and [Mattito's](#) in Dallas.

Desserts

Blue Bell ice cream:

Named for the Texas flower, it didn't shock us to learn that Texans love their **Blue Bell ice cream**. Founded in Brenham, the Texas dessert company is more than 8 times more popular in Texas than anywhere else in the U.S. If you're in the mood for a frozen treat, Yelpers love stopping by [Blue Bell Creameries](#).



When they're not in the mood for a [frozen treat](#), Yelpers also love concha (twice as popular in TX) and kolaches (10 times more popular). Yelpers love the fresh baked Czech pastries at [The Original Kolache Shoppe](#) in Houston.



Drinks

Drinks

Frozen drinks

Whether you prefer your drinks frozen or canned, shaken or stirred, Texas has it all when it comes to cocktails and specialty drinks. Yelpers love **frozen sangria** (more than 3 times more popular in TX than anywhere else in the U.S.) and **mangonadas** (4 times more popular).



Specialty cocktails

Searches for **Texas Tea**, a variation of a Long Island Iced Tea made with whiskey, were up in 7 states, but remained most popular in Texas. Austin's **Mexican martinis** were the most popular in the entire U.S. **Ranch water** also proved a popular pick across the state with searches up in five states, with Texas ranking number one.



Gardening and outdoor living

Gardening and outdoor living

Custom and cowboy pools:

Custom pools are more than 3 times more popular in Texas than other states in the U.S.. Adding a pool — whether it's a custom project or adding a stock tank pool — is a great way to upgrade a backyard, and there are thousands of home service pros on Yelp, like [Round Rock Pool Pros](#), who specialize in pool installation.



Outdoor kitchens:

Outdoor kitchens are more than 2 times more popular in Texas than other states in the U.S.. Highly-rated businesses like [4 Season Outdoors](#) in Austin specialize in adding kitchen islands and other outdoor entertaining features to backyards. Having a dedicated kitchen space outside is a great way to bring the party outside.



Gardening and outdoor living



Covered patios:

We named covered patios as one of the [hottest home trends of summer 2021](#), and Texas is a trendsetter when it comes to backyard projects. Patios come in so many shapes and sizes, that there's an option for almost every home, whether it's a screened-in porch, or elevated deck. Covered patios are more than 2 times more popular in Texas than other states in the U.S..



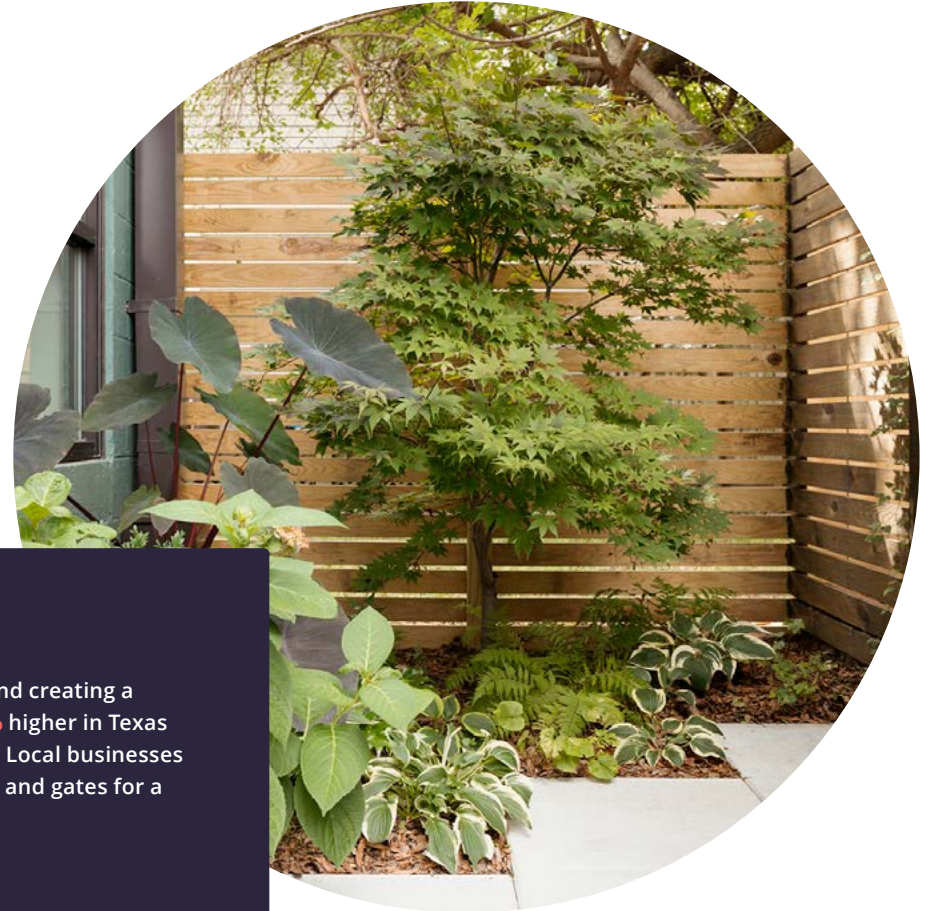
Outdoor living:

Texans are looking for more indoor/outdoor living spaces. Outdoor living spaces are twice as popular in Texas than other states in the U.S.. One of the easiest ways to add an outdoor living component is through Yelp's Request a Quote feature which lets you easily message local businesses, compare pricing estimates, and schedule a consultation. Working with the right professionals, like [Freedom Outdoor Living](#) in San Antonio, who understand your vision and can bring it to life is absolutely essential when making changes to your home.

Gardening and outdoor living

Veteran-owned:

Yelp data has shown that values-driven spending is on the rise. Specifically when it comes to home services professionals, veteran-owned and operated businesses are **60%** more popular in Texas, than other states, like [Richmond's Air](#) in Houston.



Fences:

With more time at home, Texans are updating their yards and creating a private oasis with fence additions. Fences are trending **20%** higher in Texas than the rest of the U.S. and are the most popular in Austin. Local businesses like [DFW Fence Doctor](#) in Dallas, can create custom fences and gates for a range of outdoor spaces.

Gardening and outdoor living



Gardens and garden sheds:

Texans have developed green thumbs this year — with gardens and garden sheds **20%** more popular in Austin and San Antonio than any other city in TX. Whether it serves as increased storage, a special place for the kids, or a place to do all of your potting, a garden shed is a great addition to any outdoor space.



Outdoor lighting:

Outdoor living spaces were on the rise and continue to be popular throughout the pandemic as people look for more ways to socialize outdoors. In preparation for extended-hours entertaining, Texans looked to add outdoor lighting fixtures to their yards. Outdoor lighting was **30%** more popular in Texas than anywhere else in the U.S., popularity was especially high in Austin, **40%** higher than other cities in Texas.



Pets

Pets

Many Americans expanded their family with a new four-legged friend this year, [with consumer interest in pet breeders up 57% earlier this year](#). Bark parks were twice as popular in Texas than other areas of the U.S. Dog parks like [Cedar Bark Park](#) were especially popular this year.



What trends are you excited to try?

Don't forget to follow our San Antonio and Austin Texas Trends collection and tell us what you think on Twitter, Facebook, and Instagram [@Yelp!](#)

