

Regional Economic Activity, March 2025 over March 2024
Taxable Sales by Major Category (\$ Million) and Percentage Change

	Total	Autos & Accessories	Consumer Durables	Tourism & Recreation	Consumer Nondurables	Building Investment	Business Investment	Index of Retail Activity
Cape Coral/Ft. Myers	2244.5	472.5	110.5	560.3	532.3	157.8	411.1	287.8
% change	1.1%	2.0%	-7.8%	1.1%	2.8%	-13.1%	7.0%	1.0%
Daytona Beach	1103.5	272.9	44.2	297.5	273.9	65.3	149.7	218.2
% change	1.5%	7.3%	0.3%	-0.1%	-1.6%	-3.1%	3.3%	1.2%
Ft. Lauderdale	4759.5	1045.4	251.3	1074.8	1234.6	217.0	936.4	210.2
% change	-0.5%	-0.2%	-3.0%	-2.7%	-1.3%	-0.8%	3.6%	-1.2%
Ft. Walton	539.6	101.8	30.1	165.6	137.2	37.6	67.4	242.3
% change	-4.1%	-16.1%	-5.8%	-3.1%	-0.4%	0.5%	6.7%	-0.6%
Gainesville	486.9	107.5	15.0	113.8	137.9	46.5	66.3	201.6
% change	-1.0%	6.3%	-8.3%	0.2%	1.5%	-12.4%	-8.1%	2.7%
Jacksonville	3486.6	741.9	149.3	778.9	926.8	222.8	667.1	239.1
% change	0.7%	3.7%	-4.1%	-0.3%	2.3%	-8.0%	0.7%	1.9%
Miami	7358.2	1132.1	466.5	1968.1	1890.5	242.7	1658.3	259.0
% change	3.1%	1.7%	11.6%	0.3%	-0.4%	2.5%	9.7%	0.7%
Naples	1449.2	223.6	93.3	502.5	372.4	75.5	182.0	291.2
% change	-2.0%	-3.0%	-7.2%	0.8%	-6.8%	-9.3%	9.7%	-1.7%
Ocala	791.3	207.6	30.8	126.5	196.9	83.3	146.2	259.9
% change	5.5%	2.9%	-6.2%	6.0%	4.1%	16.1%	8.3%	4.7%
Orlando/Kissimmee	9043.0	1440.1	261.3	3785.7	1743.7	392.8	1419.4	278.7
% change	0.9%	4.8%	-0.2%	0.9%	-1.9%	-7.1%	3.7%	-0.4%
Palm Bay/Melbourne	1154.6	250.0	48.0	266.7	327.1	73.4	189.4	227.7
% change	1.7%	12.2%	-0.1%	1.3%	-1.9%	-1.3%	-2.2%	1.7%
Palm Coast	154.7	20.8	4.8	46.8	47.3	12.7	22.4	420.6
% change	1.0%	5.0%	3.6%	-1.5%	6.7%	-10.9%	-1.2%	0.1%
Panama City	574.5	88.2	24.9	196.4	135.2	52.5	77.2	247.5
% change	-0.4%	6.5%	-13.7%	1.1%	-4.0%	-0.1%	-0.4%	-0.9%
Pensacola	918.5	183.3	44.1	222.0	252.5	78.3	138.4	223.1
% change	-0.4%	7.2%	-4.3%	-0.4%	-1.0%	-1.7%	-6.5%	-0.5%
Port St. Lucie/Ft. Pierce	1059.4	228.8	65.0	219.9	236.8	83.4	225.5	276.0
% change	5.5%	4.6%	0.8%	2.7%	0.7%	4.1%	17.8%	3.1%
Punta Gorda	456.1	98.2	30.6	109.7	114.1	36.0	67.3	258.4
% change	0.8%	13.5%	-4.9%	4.6%	-0.2%	-14.6%	-6.9%	-0.4%
Sarasota/Bradenton	2365.5	466.2	127.6	649.7	531.4	164.5	426.0	266.0
% change	3.4%	8.6%	5.0%	-1.4%	-3.6%	7.4%	14.0%	1.8%
Sebastian/Vero Beach	333.1	69.5	17.9	81.8	98.1	21.0	44.8	231.1
% change	1.1%	3.2%	2.8%	2.2%	0.9%	-1.2%	-2.9%	0.6%
Tallahassee	596.1	124.6	23.1	129.3	169.7	47.6	101.9	177.0
% change	2.1%	4.5%	2.3%	5.7%	0.4%	-6.6%	2.3%	1.4%
Tampa/St. Petersburg	7171.7	1688.2	341.5	1667.2	1729.2	419.0	1326.8	222.9
% change	3.7%	17.3%	5.1%	-2.6%	-1.0%	4.3%	2.7%	2.6%
West Palm Beach	4003.9	637.0	234.1	1022.3	1103.4	189.3	817.8	227.6
% change	2.6%	3.8%	3.0%	5.3%	-3.5%	-4.3%	9.0%	1.1%
Winter Haven/Lakeland	1390.4	315.5	42.4	282.3	333.7	109.6	306.7	249.2
% change	1.6%	7.0%	7.0%	2.6%	5.6%	-6.1%	-6.0%	3.6%
STATEWIDE	65446.2	10892.2	2888.8	15401.4	20357.2	3702.1	12204.6	283.6
% change	3.4%	6.2%	1.8%	0.2%	3.8%	5.5%	4.4%	3.0%