

Regional Economic Activity, August 2025 over August 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	1566.2	341.7	80.3	321.7	334.2	128.8	359.5	296.3
% change	-2.1%	-3.2%	-2.4%	7.5%	-5.3%	-14.4%	-0.4%	1.2%
Daytona Beach	903.0	237.3	36.3	222.0	213.1	52.2	142.1	226.2
% change	2.2%	6.3%	-2.3%	5.1%	-4.5%	-6.0%	6.5%	3.2%
Ft. Lauderdale	3925.0	939.4	212.6	772.9	936.8	195.9	867.4	211.1
% change	-1.3%	-5.4%	-5.4%	5.5%	-6.0%	-2.8%	4.6%	0.1%
Ft. Walton	538.3	103.0	23.9	193.2	120.7	29.3	68.3	260.2
% change	0.2%	3.2%	-19.5%	5.9%	-5.4%	-5.4%	2.5%	-0.2%
Gainesville	433.8	100.1	13.2	100.3	118.5	35.7	66.0	199.4
% change	-3.3%	0.2%	-11.1%	-1.9%	-6.4%	-1.9%	-4.2%	-0.2%
Jacksonville	3046.4	680.8	131.0	644.0	750.9	196.4	643.3	238.7
% change	0.9%	2.3%	0.6%	4.5%	-4.0%	-5.8%	4.5%	3.3%
Miami	5929.7	985.6	387.1	1347.4	1457.5	238.8	1513.3	256.4
% change	-0.2%	-9.5%	-3.2%	3.3%	-2.9%	7.1%	6.4%	1.5%
Naples	905.5	174.6	70.5	236.2	207.9	72.3	144.0	300.5
% change	-1.7%	5.1%	-15.5%	5.0%	-5.8%	-6.4%	-3.2%	2.1%
Ocala	645.1	179.9	24.8	95.2	146.8	72.8	125.6	261.2
% change	2.6%	5.3%	-13.8%	5.6%	-2.7%	14.7%	0.7%	3.5%
Orlando/Kissimmee	7293.2	1269.3	212.3	2834.3	1331.1	339.4	1306.8	278.0
% change	-1.6%	-0.1%	-8.4%	10.8%	-7.2%	-9.8%	-15.0%	5.3%
Palm Bay/Melbourne	966.8	217.7	40.3	204.8	255.4	64.0	184.5	228.6
% change	-0.8%	3.9%	-10.3%	3.3%	-4.0%	-4.8%	-2.1%	2.8%
Palm Coast	124.9	19.2	3.8	34.6	36.5	10.5	20.4	437.3
% change	-13.3%	-0.7%	-13.2%	-33.2%	2.0%	-11.2%	-2.7%	0.8%
Panama City	536.8	83.7	20.8	196.2	119.4	43.9	72.8	273.1
% change	-3.3%	3.9%	-12.4%	2.9%	-8.0%	-8.7%	-11.7%	1.9%
Pensacola	842.7	180.8	36.4	207.7	217.0	63.2	137.5	240.2
% change	-2.5%	6.7%	-12.1%	2.7%	-4.1%	-9.9%	-11.2%	2.4%
Port St. Lucie/Ft. Pierce	864.1	205.9	49.4	175.6	179.6	72.2	181.3	282.5
% change	1.8%	3.0%	-4.4%	9.0%	0.4%	-5.2%	0.0%	3.9%
Punta Gorda	319.8	76.4	21.8	61.1	73.6	26.8	60.1	270.8
% change	-0.9%	9.9%	2.2%	3.1%	-2.5%	-24.4%	-2.8%	1.1%
Sarasota/Bradenton	1723.4	392.3	103.1	376.0	356.5	132.6	362.9	275.3
% change	2.2%	0.6%	0.2%	9.3%	-7.2%	-0.8%	9.6%	2.9%
Sebastian/Vero Beach	275.2	59.8	12.3	71.4	63.0	15.6	53.0	241.4
% change	5.4%	8.3%	-9.6%	26.0%	-3.7%	-9.1%	0.4%	3.5%
Tallahassee	545.4	121.8	20.7	118.0	145.8	40.7	98.3	181.4
% change	-0.7%	3.6%	-1.6%	5.8%	-6.6%	-5.0%	-1.6%	3.0%
Tampa/St. Petersburg	5815.5	1363.9	279.6	1225.2	1352.7	362.6	1231.6	221.9
% change	0.6%	2.2%	1.4%	4.0%	-4.0%	0.9%	0.5%	3.1%
West Palm Beach	3270.9	569.4	204.4	741.6	835.6	198.9	721.0	237.0
% change	7.3%	2.9%	5.7%	11.9%	8.3%	1.7%	7.4%	4.9%
Winter Haven/Lakeland	1172.3	287.3	33.2	197.5	267.2	93.0	294.1	257.8
% change	0.6%	-1.3%	-11.1%	3.8%	0.1%	1.6%	1.9%	4.6%
STATEWIDE	52978.4	9524.6	2377.1	11244.2	15532.3	3150.9	11149.3	281.6
% change	0.6%	0.4%	-4.8%	6.4%	-2.2%	0.5%	0.5%	4.2%