

Regional Economic Activity, September 2025 over September 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	1580.7	318.5	86.2	282.9	388.8	142.7	361.6	295.9
% change	0.9%	-2.7%	-4.9%	1.7%	3.0%	-0.8%	3.7%	1.1%
Daytona Beach	869.8	216.6	40.2	184.6	237.1	57.9	133.4	224.8
% change	6.4%	17.0%	12.1%	1.1%	3.0%	1.8%	5.0%	4.6%
Ft. Lauderdale	3926.2	857.8	219.9	713.4	1120.0	199.2	815.9	208.7
% change	0.7%	2.6%	-1.9%	-3.4%	5.2%	-2.0%	-2.1%	0.1%
Ft. Walton	481.6	95.5	23.8	140.7	128.6	32.5	60.5	256.4
% change	1.3%	4.0%	-3.4%	0.0%	2.2%	2.0%	0.0%	-0.6%
Gainesville	441.1	90.9	15.0	97.9	132.9	43.9	60.5	197.0
% change	3.0%	15.2%	6.8%	-4.2%	2.2%	16.0%	-7.6%	0.2%
Jacksonville	3059.2	625.0	141.9	618.7	856.5	214.1	603.1	236.4
% change	1.6%	4.1%	2.9%	-0.3%	1.0%	1.5%	1.5%	2.6%
Miami	6256.2	943.8	469.5	1312.3	1743.1	259.0	1528.5	254.5
% change	2.2%	-4.0%	7.8%	-2.8%	4.3%	5.7%	6.6%	1.0%
Naples	953.5	153.4	74.6	266.5	233.9	77.7	147.5	302.6
% change	4.3%	8.5%	-11.8%	5.3%	5.6%	7.0%	4.4%	3.9%
Ocala	647.6	165.7	28.6	90.6	166.1	76.0	120.6	260.6
% change	1.8%	7.8%	2.3%	-1.9%	6.1%	-8.6%	-1.6%	4.3%
Orlando/Kissimmee	7652.9	1139.9	251.9	2964.9	1614.6	356.3	1325.4	278.9
% change	1.6%	-0.6%	5.3%	6.4%	6.2%	-3.2%	-10.0%	5.6%
Palm Bay/Melbourne	973.8	194.6	42.6	189.6	290.7	71.4	185.0	228.5
% change	2.4%	5.6%	4.9%	-0.3%	4.6%	-4.4%	0.6%	2.9%
Palm Coast	126.0	18.0	4.4	30.5	41.5	10.4	21.3	433.1
% change	2.5%	7.5%	4.9%	-1.4%	5.2%	-16.0%	10.2%	0.4%
Panama City	502.8	79.1	21.8	153.9	127.1	48.9	71.9	269.0
% change	4.3%	25.3%	3.2%	2.4%	3.9%	12.3%	-12.0%	2.7%
Pensacola	832.4	165.7	41.4	188.5	243.9	71.0	121.9	238.8
% change	0.4%	12.5%	2.5%	0.0%	2.2%	9.3%	-18.5%	2.6%
Port St. Lucie/Ft. Pierce	851.7	180.5	57.1	156.8	205.0	73.2	179.1	283.3
% change	3.4%	2.7%	10.8%	-1.7%	5.7%	0.6%	5.2%	3.4%
Punta Gorda	322.7	71.5	23.9	54.6	83.0	32.1	57.7	268.0
% change	4.3%	13.5%	5.7%	5.0%	4.5%	-6.9%	-0.5%	2.8%
Sarasota/Bradenton	1756.2	365.7	108.8	342.5	416.7	144.5	378.1	273.5
% change	11.4%	11.1%	11.4%	17.9%	6.3%	4.3%	15.2%	4.7%
Sebastian/Vero Beach	252.3	53.7	14.5	55.6	72.5	17.9	38.2	238.2
% change	3.7%	13.5%	3.0%	3.3%	2.5%	0.7%	-3.7%	5.7%
Tallahassee	555.7	108.4	22.2	119.3	162.4	44.5	98.9	179.3
% change	5.8%	19.0%	2.3%	4.5%	3.9%	-10.9%	7.4%	4.2%
Tampa/St. Petersburg	5929.6	1250.5	318.5	1203.2	1564.9	393.6	1198.9	220.2
% change	8.2%	5.5%	16.2%	10.2%	10.1%	6.1%	5.7%	4.7%
West Palm Beach	3264.4	528.1	211.1	747.9	884.5	212.2	680.6	237.2
% change	4.0%	6.9%	5.4%	4.1%	3.5%	2.6%	2.3%	5.5%
Winter Haven/Lakeland	1198.6	275.4	41.4	190.4	305.7	93.4	292.3	254.9
% change	6.0%	14.2%	15.5%	-2.7%	9.9%	-4.2%	3.5%	5.2%
STATEWIDE	55534.0	8816.4	2811.2	10816.0	18442.0	3439.8	11208.5	282.4
% change	5.3%	5.2%	5.2%	3.1%	8.5%	5.2%	2.3%	4.4%