

Regional Economic Activity, July 2025 over July 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	1645.3	346.7	85.6	322.0	400.8	134.6	355.6	298.2
% change	0.2%	1.4%	-7.1%	2.0%	6.5%	-14.5%	-0.6%	2.1%
Daytona Beach	965.5	228.6	38.9	238.0	254.9	57.7	147.3	228.3
% change	4.6%	7.7%	1.7%	5.3%	3.8%	-6.4%	6.0%	3.9%
Ft. Lauderdale	4084.5	876.4	225.0	764.8	1121.3	222.5	874.5	216.4
% change	-0.1%	-6.4%	-8.1%	0.3%	6.2%	-5.0%	2.1%	1.1%
Ft. Walton	684.9	105.3	27.0	279.0	163.0	33.2	77.5	264.9
% change	-3.9%	-28.8%	-13.5%	1.8%	6.8%	-1.8%	6.3%	1.7%
Gainesville	429.9	94.4	13.4	91.3	125.8	39.8	65.1	205.4
% change	0.9%	-5.3%	-15.5%	4.6%	5.9%	5.6%	-2.6%	2.4%
Jacksonville	3272.4	672.5	141.1	688.2	900.2	215.1	655.3	244.1
% change	4.4%	3.7%	-0.6%	7.7%	8.8%	-8.1%	1.6%	4.6%
Miami	6399.6	950.8	454.4	1436.9	1712.0	278.7	1566.9	264.8
% change	5.5%	-6.4%	5.2%	8.5%	7.2%	10.4%	8.4%	3.2%
Naples	922.4	156.8	71.5	237.3	238.0	68.9	149.9	301.8
% change	-0.1%	-4.0%	-10.6%	4.5%	6.5%	-9.4%	-2.0%	3.1%
Ocala	677.3	170.3	27.3	101.2	171.4	74.4	132.7	265.1
% change	4.1%	1.2%	-10.4%	11.6%	7.6%	6.3%	0.7%	4.1%
Orlando/Kissimmee	8021.3	1248.2	240.2	3079.8	1680.4	380.1	1392.7	283.9
% change	6.9%	1.8%	-8.9%	10.5%	8.1%	-2.0%	8.5%	6.4%
Palm Bay/Melbourne	1039.4	211.3	43.2	216.8	297.7	70.9	199.6	232.5
% change	3.9%	4.5%	0.0%	4.0%	3.8%	-3.9%	7.3%	3.9%
Palm Coast	142.6	20.0	4.2	39.9	43.2	11.7	23.6	448.3
% change	6.6%	13.9%	-3.7%	10.5%	10.5%	-6.5%	-2.2%	7.0%
Panama City	730.2	89.1	22.4	312.7	169.2	50.2	86.6	276.2
% change	6.0%	4.8%	-12.0%	7.3%	6.9%	4.0%	7.7%	3.2%
Pensacola	968.7	178.4	43.5	269.4	259.4	71.6	146.4	244.0
% change	3.5%	7.0%	-11.3%	4.2%	6.9%	3.4%	-2.2%	3.2%
Port St. Lucie/Ft. Pierce	885.2	197.3	54.3	157.7	210.4	78.6	186.9	283.0
% change	6.0%	7.9%	4.8%	2.3%	9.9%	-4.6%	8.4%	4.3%
Punta Gorda	345.3	75.7	24.3	59.8	87.1	33.8	64.6	272.4
% change	-3.7%	7.9%	-6.4%	-18.4%	4.9%	-14.7%	-2.7%	0.4%
Sarasota/Bradenton	1888.5	385.2	103.4	411.9	440.2	151.3	396.5	280.2
% change	7.1%	7.3%	2.0%	4.1%	5.9%	5.5%	13.9%	4.6%
Sebastian/Vero Beach	254.5	56.2	13.7	51.0	73.6	18.1	41.9	239.9
% change	2.4%	9.2%	-8.4%	2.8%	4.3%	-7.9%	-0.6%	3.0%
Tallahassee	548.2	117.0	21.7	106.6	154.7	46.6	101.5	185.0
% change	5.6%	13.3%	-5.9%	7.5%	3.9%	6.4%	0.7%	4.5%
Tampa/St. Petersburg	6223.6	1318.5	300.8	1260.5	1622.7	419.4	1301.8	226.6
% change	5.3%	6.7%	0.9%	-0.4%	8.9%	7.0%	5.8%	4.0%
West Palm Beach	3203.8	538.4	199.2	652.1	855.7	215.4	743.1	236.2
% change	5.5%	5.3%	-3.0%	3.5%	5.5%	1.7%	11.5%	4.2%
Winter Haven/Lakeland	1261.2	295.5	36.7	208.7	321.5	101.1	297.7	262.0
% change	2.8%	14.5%	-1.4%	-6.2%	11.3%	-6.0%	-4.7%	4.5%
STATEWIDE	57900.0	9265.8	2621.7	12041.2	18887.3	3515.0	11569.0	289.2
% change	6.1%	2.5%	-1.8%	5.2%	10.3%	4.9%	5.6%	5.2%