

Regional Economic Activity, October 2025 over October 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	1628.7	364.0	98.1	320.7	420.9	149.1	275.9	297.1
% change	-1.0%	1.7%	6.5%	9.6%	8.4%	-10.3%	-20.8%	2.1%
Daytona Beach	829.7	225.8	36.8	187.0	237.9	55.4	86.9	223.5
% change	-3.5%	4.2%	11.8%	3.0%	0.7%	-12.7%	-32.6%	4.3%
Ft. Lauderdale	3701.2	880.3	222.6	808.1	1093.9	214.6	481.7	209.2
% change	-8.9%	1.1%	-6.0%	1.7%	2.3%	-5.2%	-44.4%	-0.1%
Ft. Walton	745.9	97.8	25.1	141.9	405.3	31.1	44.8	302.8
% change	48.4%	-13.3%	4.4%	0.5%	222.4%	-6.1%	-31.9%	16.3%
Gainesville	441.3	95.5	15.4	111.2	133.7	37.2	48.2	200.7
% change	-3.2%	0.9%	20.3%	0.3%	-1.9%	-1.6%	-23.8%	0.4%
Jacksonville	2937.3	646.8	133.8	662.0	871.5	202.7	420.5	238.2
% change	-6.3%	0.8%	-2.5%	1.8%	1.4%	-8.8%	-32.5%	2.4%
Miami	5652.2	938.4	507.9	1403.6	1662.7	276.1	863.4	255.1
% change	-10.6%	-3.6%	15.7%	-5.8%	2.5%	8.2%	-44.0%	0.5%
Naples	1093.2	227.0	95.2	330.2	267.2	79.0	94.7	305.9
% change	6.9%	33.1%	6.4%	16.0%	7.6%	-3.6%	-35.8%	5.0%
Ocala	637.5	180.9	27.0	98.6	165.7	71.6	93.7	259.9
% change	-5.1%	5.5%	2.5%	-3.8%	-3.2%	1.6%	-27.9%	2.7%
Orlando/Kissimmee	7643.9	1189.8	245.4	3323.8	1624.2	371.8	888.9	282.5
% change	-1.8%	3.4%	-1.0%	18.1%	-0.9%	-3.8%	-42.6%	6.0%
Palm Bay/Melbourne	916.1	207.3	38.8	195.7	280.4	69.5	124.5	226.9
% change	-5.1%	7.6%	-4.4%	1.4%	1.6%	-6.8%	-34.0%	2.5%
Palm Coast	123.3	19.8	4.0	36.4	41.2	10.6	11.3	435.1
% change	-4.7%	10.1%	-3.6%	8.7%	2.2%	-22.3%	-42.8%	0.3%
Panama City	480.1	81.5	21.0	150.2	123.7	47.9	55.8	267.2
% change	-4.1%	4.2%	-7.4%	4.2%	0.3%	-9.7%	-29.5%	3.4%
Pensacola	809.3	164.9	38.9	192.7	238.7	68.1	105.9	237.3
% change	-4.4%	0.5%	-5.4%	2.2%	3.0%	-2.9%	-29.7%	2.7%
Port St. Lucie/Ft. Pierce	841.9	205.7	57.0	176.9	204.1	76.7	121.5	287.4
% change	0.0%	10.0%	7.1%	8.3%	3.9%	-4.8%	-24.9%	5.1%
Punta Gorda	333.7	81.4	28.9	60.0	88.2	33.6	41.6	267.9
% change	-6.5%	-6.0%	16.0%	13.1%	4.2%	-27.0%	-32.5%	2.9%
Sarasota/Bradenton	1730.6	386.7	116.4	376.6	422.8	141.4	286.7	272.1
% change	-2.0%	-6.4%	20.0%	14.8%	5.0%	-17.8%	-18.8%	5.5%
Sebastian/Vero Beach	257.9	57.0	18.6	60.3	77.5	19.8	24.7	241.5
% change	-8.5%	8.7%	6.1%	-12.5%	1.1%	-7.1%	-45.2%	4.1%
Tallahassee	531.3	111.4	21.8	127.9	162.8	43.1	64.3	181.7
% change	-8.0%	-4.4%	-8.1%	3.1%	-0.6%	-7.4%	-37.6%	3.2%
Tampa/St. Petersburg	5643.4	1292.9	298.1	1252.5	1536.5	396.2	867.4	219.1
% change	-11.0%	-18.6%	5.3%	1.1%	-0.2%	-19.7%	-27.8%	2.0%
West Palm Beach	3052.7	532.8	221.5	728.5	908.4	219.4	442.0	236.8
% change	-4.0%	3.3%	3.1%	8.2%	4.3%	-0.5%	-35.5%	5.4%
Winter Haven/Lakeland	1187.1	283.5	37.6	209.7	303.3	95.1	257.9	255.7
% change	-2.4%	5.8%	10.5%	7.6%	2.7%	-11.7%	-18.5%	5.1%
STATEWIDE	54512.3	9247.1	2914.6	11772.7	18882.4	3403.0	8292.6	285.0
% change	-2.3%	-0.7%	7.7%	6.6%	7.8%	-5.2%	-28.5%	4.1%