

Regional Economic Activity, December 2025 over December 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	1978.5	405.5	112.9	452.6	583.9	148.0	275.4	292.0
% change	-7.1%	-9.1%	-2.7%	4.7%	-1.1%	-2.3%	-30.0%	0.0%
Daytona Beach	950.0	246.6	39.8	205.9	318.1	54.1	85.4	223.7
% change	-7.1%	3.3%	-1.5%	-3.2%	1.8%	-8.7%	-46.2%	1.9%
Ft. Lauderdale	4606.1	1069.0	312.9	1012.4	1516.6	195.0	500.4	214.6
% change	-6.2%	2.9%	11.9%	4.6%	0.1%	-1.7%	-45.1%	2.5%
Ft. Walton	430.6	92.4	28.0	96.3	141.4	29.9	42.7	291.6
% change	-4.3%	0.9%	6.3%	5.5%	-3.9%	2.6%	-33.8%	17.9%
Gainesville	465.0	93.8	20.5	93.9	162.4	38.2	56.3	198.9
% change	-4.3%	-6.1%	13.3%	-2.7%	-2.8%	5.3%	-17.3%	-0.3%
Jacksonville	3504.5	713.7	187.1	737.3	1266.3	191.6	408.5	242.2
% change	-4.7%	-1.2%	18.2%	-3.9%	8.8%	-3.7%	-38.7%	1.3%
Miami	7268.7	1119.4	577.2	1945.3	2470.3	254.6	901.9	262.7
% change	-7.3%	-0.7%	12.1%	2.6%	1.4%	7.5%	-44.7%	0.9%
Naples	1335.3	233.7	99.0	435.2	404.9	72.6	90.0	308.9
% change	-4.7%	8.9%	-6.0%	2.6%	-0.2%	-8.4%	-47.8%	5.4%
Ocala	721.7	198.8	29.9	119.6	213.7	65.8	94.1	257.6
% change	-8.5%	5.9%	-9.5%	3.8%	-2.2%	-21.8%	-37.3%	0.1%
Orlando/Kissimmee	8444.2	1316.8	305.9	3415.6	2172.4	357.1	876.5	292.1
% change	-4.3%	-3.4%	2.5%	5.9%	0.5%	-0.7%	-38.0%	4.4%
Palm Bay/Melbourne	1085.0	231.4	46.4	224.1	368.1	68.7	146.3	223.7
% change	-5.8%	-2.4%	0.9%	3.1%	-2.3%	0.7%	-29.1%	0.6%
Palm Coast	141.9	20.0	4.5	39.9	53.4	10.9	13.2	437.3
% change	-1.7%	1.9%	3.6%	11.0%	0.1%	3.2%	-35.4%	2.3%
Panama City	432.1	78.5	21.3	105.8	134.9	43.1	48.5	257.9
% change	-5.7%	3.0%	-4.9%	7.9%	-4.3%	0.7%	-37.7%	2.9%
Pensacola	836.6	173.5	40.8	172.8	299.3	63.6	86.6	228.5
% change	-5.0%	4.3%	-0.7%	7.7%	-0.7%	1.8%	-41.8%	1.8%
Port St. Lucie/Ft. Pierce	959.1	222.6	70.2	193.4	279.4	75.3	118.3	280.2
% change	-5.6%	-0.5%	7.4%	0.0%	0.6%	0.3%	-34.6%	2.3%
Punta Gorda	381.4	93.2	27.0	76.1	117.2	31.0	37.0	258.7
% change	-6.0%	15.8%	-11.4%	6.0%	-3.5%	-9.9%	-45.0%	3.6%
Sarasota/Bradenton	2049.2	454.6	129.1	474.2	592.6	134.1	264.5	266.6
% change	-7.2%	-4.7%	-0.9%	6.7%	-0.5%	-16.7%	-34.0%	3.3%
Sebastian/Vero Beach	345.5	66.5	18.8	111.4	106.5	17.6	24.7	234.4
% change	-1.6%	9.7%	3.9%	7.5%	-3.2%	9.3%	-41.8%	0.5%
Tallahassee	542.4	110.0	27.1	108.0	196.1	37.6	63.5	178.2
% change	-11.2%	-4.3%	7.4%	-9.1%	-3.7%	-22.6%	-36.1%	0.3%
Tampa/St. Petersburg	6556.7	1476.6	334.9	1445.8	2051.9	368.5	879.0	217.1
% change	-8.2%	-4.0%	-10.7%	-0.3%	-0.1%	-8.2%	-33.7%	-2.1%
West Palm Beach	4116.9	672.4	288.6	1009.2	1509.8	203.7	433.3	240.2
% change	-0.8%	5.0%	9.4%	8.7%	11.4%	1.7%	-43.0%	6.4%
Winter Haven/Lakeland	1299.0	329.6	43.5	232.3	395.0	92.8	205.8	250.1
% change	-7.2%	-2.5%	-5.9%	0.0%	3.0%	-7.2%	-31.2%	1.9%
STATEWIDE	65669.5	10437.4	3310.9	13593.3	26595.1	3258.7	8474.1	295.0
% change	-1.5%	0.1%	2.6%	3.3%	10.0%	-9.9%	-29.8%	4.9%