

Regional Economic Activity, January 2026 over January 2025  
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	1822.7	396.2	105.4	481.9	444.8	152.4	242.0	291.6
% change	-6.7%	-0.3%	-13.4%	6.9%	-2.5%	3.2%	-36.2%	0.0%
Daytona Beach	916.9	247.3	35.6	237.0	244.7	67.1	85.3	228.7
% change	1.0%	16.3%	-0.1%	0.8%	6.0%	16.3%	-37.3%	2.0%
Ft. Lauderdale	4034.3	1002.1	226.2	1028.4	1116.4	206.6	454.5	218.4
% change	-7.0%	9.1%	1.2%	7.3%	-1.1%	-0.8%	-49.6%	3.2%
Ft. Walton	394.0	88.5	23.2	107.1	101.9	39.2	34.0	295.2
% change	3.1%	1.7%	15.7%	18.6%	2.4%	45.1%	-41.7%	19.5%
Gainesville	406.2	93.2	17.8	93.4	119.7	38.8	43.3	199.8
% change	-7.0%	-10.4%	42.3%	-2.7%	-3.9%	17.1%	-34.7%	-2.1%
Jacksonville	2843.3	630.4	132.5	678.0	813.9	207.5	381.0	246.0
% change	-5.5%	2.1%	7.9%	8.7%	1.4%	-2.7%	-39.4%	2.0%
Miami	6004.4	976.0	435.9	1861.9	1730.6	262.4	737.6	265.4
% change	-8.1%	-1.0%	-5.5%	9.6%	4.5%	11.1%	-50.6%	1.8%
Naples	1275.3	217.7	91.4	472.9	333.2	71.8	88.3	309.1
% change	-2.4%	10.0%	-7.5%	8.6%	1.7%	-14.0%	-45.9%	5.7%
Ocala	641.7	171.1	25.1	113.8	162.4	73.2	96.1	258.7
% change	-6.3%	-2.9%	-6.5%	7.0%	-0.5%	-7.7%	-27.5%	-1.0%
Orlando/Kissimmee	7609.1	1196.7	261.1	3400.6	1590.0	361.4	799.2	295.3
% change	-2.8%	-3.5%	2.6%	9.4%	2.6%	0.3%	-39.5%	4.4%
Palm Bay/Melbourne	963.0	208.4	39.0	230.5	273.5	79.9	131.7	225.1
% change	-2.4%	1.7%	2.3%	7.1%	-2.1%	18.5%	-27.4%	0.2%
Palm Coast	134.6	18.5	4.4	41.6	40.4	13.2	16.5	446.7
% change	3.7%	1.1%	10.7%	24.3%	4.0%	7.5%	-27.9%	4.2%
Panama City	410.6	69.2	20.6	121.5	97.8	51.0	50.5	260.0
% change	5.0%	9.7%	15.2%	21.6%	0.3%	21.1%	-28.5%	3.9%
Pensacola	755.3	170.7	35.1	169.0	210.9	76.0	93.7	230.2
% change	6.4%	20.8%	5.7%	12.1%	3.8%	36.0%	-25.3%	3.4%
Port St. Lucie/Ft. Pierce	877.9	204.2	54.5	199.0	220.2	82.4	117.5	280.2
% change	-6.8%	5.2%	-6.7%	-11.1%	6.0%	3.4%	-33.9%	1.2%
Punta Gorda	379.6	86.3	30.3	90.8	98.1	37.2	36.9	261.3
% change	-4.1%	3.3%	4.3%	8.4%	1.9%	-4.4%	-42.7%	2.8%
Sarasota/Bradenton	1953.7	437.3	120.6	538.7	448.1	159.2	249.8	269.2
% change	-3.1%	5.5%	-0.3%	12.6%	-0.1%	-3.6%	-35.8%	2.0%
Sebastian/Vero Beach	283.2	63.1	16.2	73.4	85.8	22.4	22.3	237.1
% change	-4.5%	-2.5%	8.5%	7.5%	2.5%	15.2%	-50.9%	0.0%
Tallahassee	486.2	107.6	20.4	117.1	144.2	42.8	53.9	179.1
% change	-4.0%	10.9%	-18.4%	12.9%	-2.1%	9.9%	-42.7%	-0.4%
Tampa/St. Petersburg	5626.4	1348.1	292.8	1360.8	1477.4	420.0	727.4	217.7
% change	-9.5%	1.3%	-7.1%	-1.8%	-2.4%	1.3%	-42.0%	-4.4%
West Palm Beach	3516.1	578.8	237.7	987.5	1086.9	218.0	407.3	244.7
% change	-2.8%	7.1%	9.0%	12.5%	12.7%	12.2%	-50.4%	8.0%
Winter Haven/Lakeland	1137.9	270.4	33.4	230.5	277.6	112.6	213.4	247.2
% change	-6.4%	-1.8%	-1.4%	-0.7%	-4.7%	22.8%	-26.8%	-0.7%
STATEWIDE	55767.4	9570.4	2737.4	13592.9	18719.3	3540.7	7606.7	295.9
% change	-3.0%	3.5%	0.1%	7.6%	4.0%	-0.7%	-32.9%	4.6%