



Economic Factors

Taxable Sales:

Annual Taxable Sales (\$ millions),

Tallahassee MSA by Category

Trend: For the Tallahassee MSA, only one of the six major categories exhibited an increase in taxable sales each year between 2019 and 2024: Business Investment, which had an average annual growth rate of 8.0% per year. The average annual growth rate for other categories included: Tourism & Recreation, 6.8%; Building Investment, 6.6%; Autos & Accessories, 5.8%; Consumer Nondurables, 2.8%; and Consumer Durables, 0.8%. Taxable sales make up an estimated 40-45% of all retail sales.

Category	2017	2018	2019	2020	2021	2022	2023	2024
Autos & Accessories	\$926.6	\$955.9	\$1,012.3	\$949.5	\$1,144.8	\$1,238.5	\$1,272.5	\$1,319.1
Consumer Durables	\$251.5	\$262.0	\$264.1	\$256.6	\$295.0	\$290.0	\$276.6	\$272.1
Tourism & Recreation	\$981.2	\$989.2	\$1,036.7	\$834.7	\$1,135.8	\$1,258.5	\$1,340.9	\$1,367.3
Consumer Nondurables	\$1,626.3	\$1,665.3	\$1,753.5	\$1,585.1	\$1,823.6	\$1,903.2	\$1,895.2	\$1,933.2
Building Investment	\$337.0	\$385.0	\$409.6	\$438.7	\$561.3	\$551.9	\$534.1	\$549.2
Business Investment	\$679.7	\$762.3	\$859.8	\$902.5	\$1,033.8	\$1,151.8	\$1,180.2	\$1,203.7
TOTAL	\$4,802.3	\$5,019.7	\$5,336.1	\$4,967.1	\$5,994.3	\$6,393.8	\$6,499.6	\$6,644.6

Note: Taxable sales in millions of dollars; Tallahassee MSA includes Leon, Gadsden, Jefferson & Wakulla County.

Source: Florida Department of Revenue; Florida Legislature's Office of Economic & Demographic Research

Annual Taxable Sales in Tallahassee MSA, by Category

