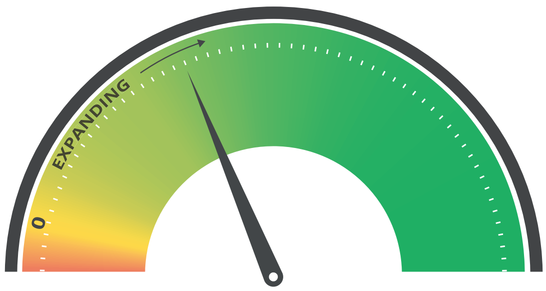
REGIONAL ECONOMIC SNAPSHOT

UPDATED AS OF JANUARY 2025

EMPOWERING
AMERICAN CITIES

FIFTH THIRD / UNC KENAN INSTITUTE

In our base-case scenario, we expect slowing, middling growth in 2025, as interest rates and inflation remain elevated and federal policies drag on the national economy.



2025 U.S. GDP Growth Forecast

U.S. Supply Side (Employment)

U.S. Demand Side (Consumption)

The color spectrum indicates a distribution that ranges from negative (red) to positive (green), with zero set to yellow. The barometers reflect each indicator's historical distribution.

The U.S. economy showed resilience in 2024, growing at essentially the same pace as the previous year, outperforming our expectations. We expect job creation and consumer spending to slow in 2025 yet remain strong enough to power the economy through policy-induced turbulence and other economic headwinds, which could entail inflationary conditions and a persistently tight housing market.

Uncertainty is high regarding policies that could take effect, including on interest rates, tariffs, immigration, regulation and taxation. Our base-case scenario incorporates a moderate version of these policies, finding that these changes would slightly rein in growth compared with a "no new policy" scenario.

All the 150 Extended Metropolitan Areas (EMAs) that we track in the United States are expected to see slower rates of growth than in the previous year. Despite weaker growth, the data indicate that every one of these microeconomies will expand in 2025, yet some will fare better than others. Areas with a large manufacturing base and those that have benefited from strong housing will be among the hardest hit, as elevated interest rates continue to take a toll on interest-sensitive sectors.

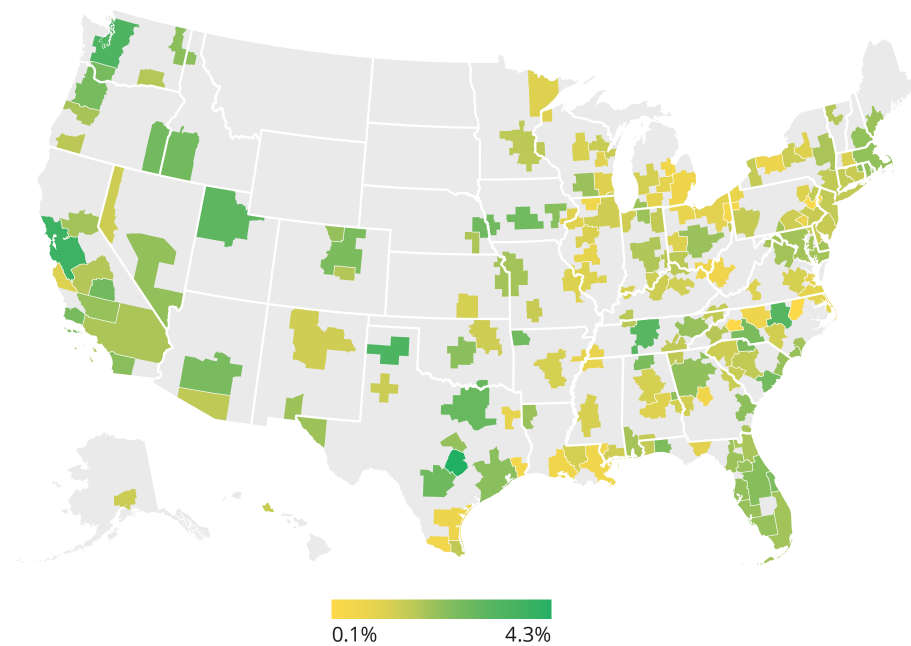
On the supply side, job creation is expected to slow meaningfully. Some sectors, notably Manufacturing, will experience job loss, while Education and Health will continue its expansion, albeit at a somewhat slower pace. The employment slowdown will weigh on wage growth, which should lessen price pressures. Stringent immigration policies, new tariffs and a lack of housing, however, would counter deflationary trends, keeping inflation above target throughout the year.

On the demand side, elevated interest rates, above-target inflation and slowing job and wage growth will dampen but not swamp consumer spending. Meanwhile, sluggish housing activity will worsen shortages in many areas, keeping home prices aloft. Household and business balance sheets remain healthy in aggregate, yet a growing minority of consumers exhibit signs of financial stress.

Heightened policy uncertainty means more risk and more potential outcomes; some policies may boost consumer and business sentiment – and thus spending and investment – in the near term. Both our base case (with new policies) and alternative scenarios (without them) project a "soft landing" – the base case reflects a less desirable path, yet it is still a largely benign outlook for 2025.

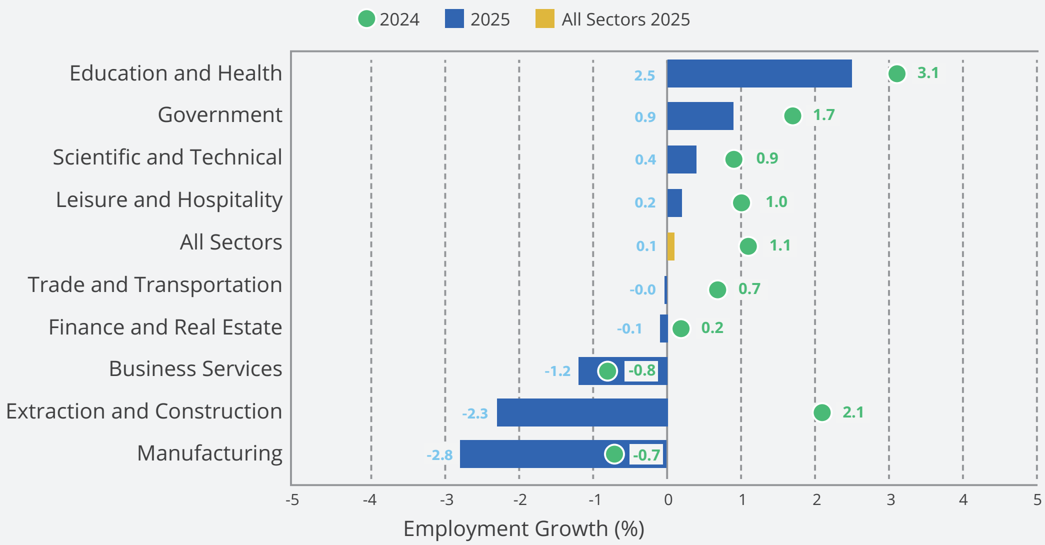
Data sources from the Census, Bureau of Labor Statistics and Bureau of Economic Analysis and estimates from the Kenan Institute and Fifth Third Bank.
The range of the national barometers is based on historical performance of U.S. measures since 1990.
For more information, visit kenaninstitute.unc.edu/american-growth-project.

EMA Economic Performance
2025 Growth Forecast



The map illustrates the divergence in economic growth among EMAs. All our EMAs are expected to grow in 2025 but at a slower pace; many will experience solid growth while some will barely grow. The areas experiencing the fastest recent growth – often beneficiaries of innovation and migration – are likely to continue to outpace the rest of the country. Many of these EMAs have built up reserves of capital in the form of skilled labor, technological infrastructure and other investments, which will limit the downturn in demand. Meanwhile, cities that rely on sectors expected to be most affected by the slowdown, such as Manufacturing, will underperform. Areas where labor constraints and housing trends are centrally important to the economy will be hampered by stubbornly elevated home prices and interest rates.

U.S. Employment Growth by Sector
2025 vs. 2024



- The pace of hiring in 2025 is expected to slow meaningfully across the U.S. in all major sectors, with employment contracting in several sectors and net job growth of only 0.1% for the year.
- The Extraction and Construction sector is expected to experience the biggest slowdown, swinging from healthy growth to contraction as high interest rates and potential labor shortages drag on construction.
- We expect continued slowing in Leisure and Hospitality, as pent-up demand from the pandemic years levels off and job growth flattens.

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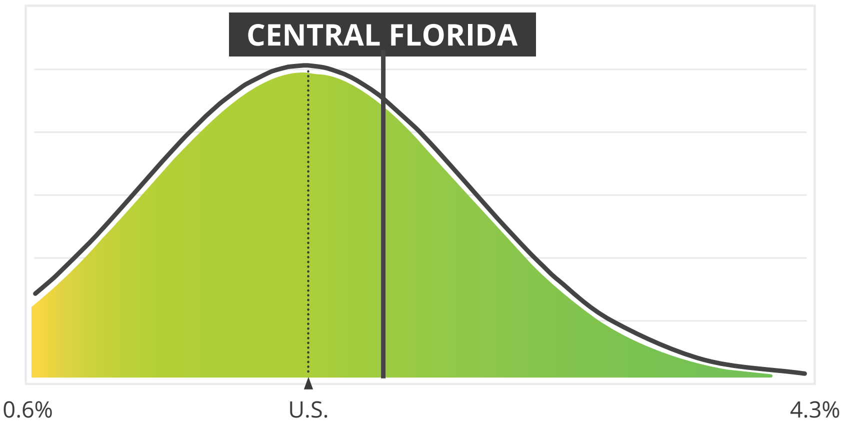
CENTRAL FLORIDA

Extended Metropolitan Area*

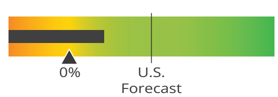
UPDATED AS OF FEBRUARY 2025

2025 GDP Growth
Distribution of 50 Largest EMAs



- Central Florida is projected to experience solid growth in overall economic activity in 2025.
- Compared with other large EMAs, Central Florida is in the top 15, with projected GDP growth above the U.S. average.

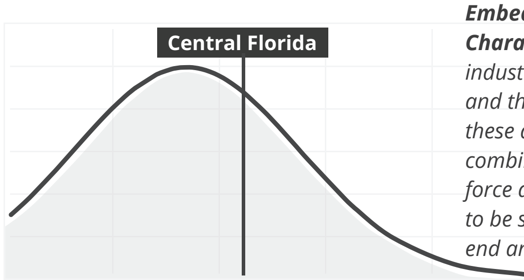
Supply Side (Employment)



Demand Side (Consumption)

- The Orlando EMA has moderate supply-side characteristics, with **modest expected job creation** relative to other large EMAs, and soft overall demand, as reflected in **sluggish housing activity.**

Embedded Local Growth Characteristics



Embedded Local Growth Characteristics *refers to the EMA's industry and demographic makeup and the potential economic growth that these attributes generate. EMAs with a combination of a highly skilled workforce and productive industry mix tend to be situated at the distribution's high end and generate faster growth.*

- Central Florida's sectoral mix *(illustrated on Page 4)*, demographic balance and migration patterns indicate a moderately strong potential growth engine.

Key Takeaways

1. Middling national growth and uncertainty around economic policy will pose challenges for Central Florida, particularly in the Trade and Transportation sector, yet the area's diversifying economy and evergreen Leisure and Hospitality sector herald long-term economic health.
2. Central Florida's housing crunch could become a crisis, as new housing permit numbers fall year on year and in-migration remains steady.
3. A recent recipient of substantial federal investment, Central Florida is a key part of the government's efforts to onshore the nation's semiconductor and microelectronics supply chains, which is helping to bring advanced manufacturing industries to the EMA, yet which also makes the area vulnerable to shifts in government priorities.

Outlook

I am encouraged by our region's diversifying economy, especially the potential in advanced manufacturing driven by NeoCity, a 500-acre technology park that has positioned Orlando as a key player in reshoring U.S. chip production. Fifth Third's commitment to innovation and specialized financial solutions will support technological advancements and growth in this sector, contributing to the sustainable economic health of Central Florida.

Gregory Dryden,
Orlando City President

**Counties included in analysis: Seminole, Hardee, Sumter, Lake, Flagler, Volusia, Orange, Osceola, Polk.*

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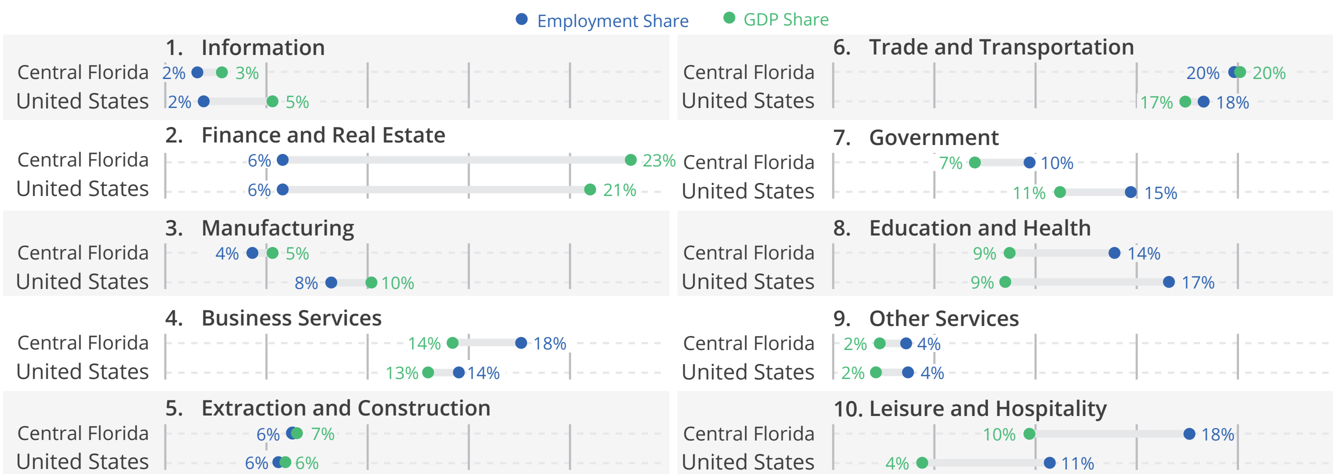
Challenges and Opportunities

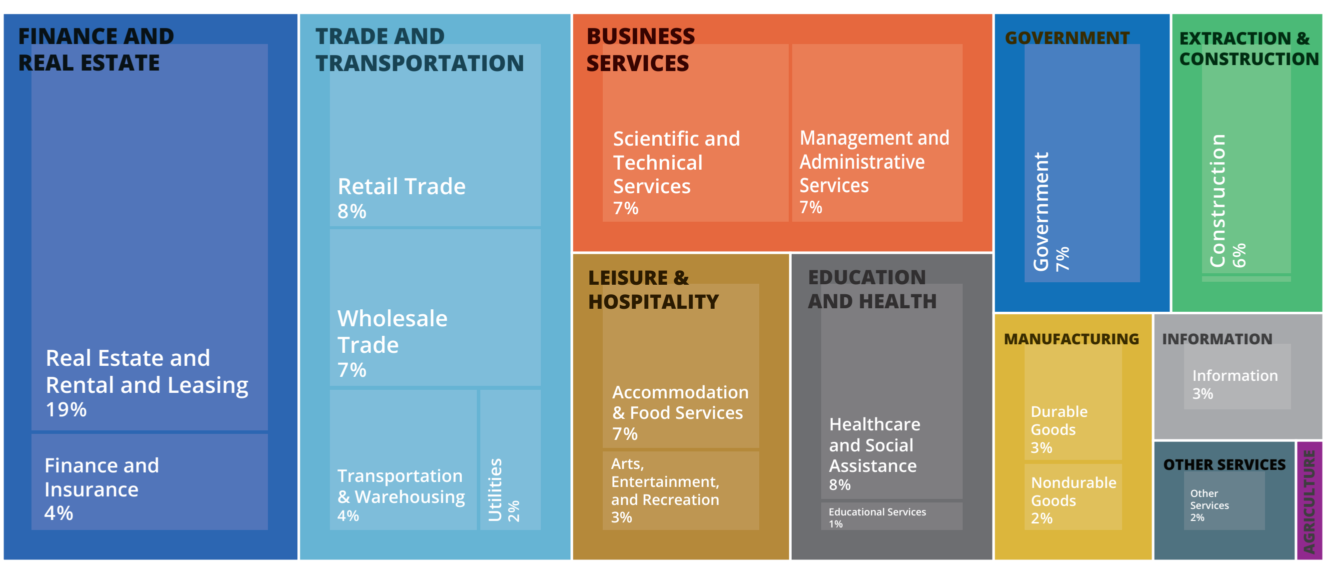
- **Challenge:** A year-round destination for vacationing families, Central Florida is particularly exposed to broad slowdowns in consumption brought about by inflationary pressures and policy uncertainty.
- **Opportunity:** As Central Florida diversifies its industry mix, the area has excellent opportunities to attract foreign direct investment, as it establishes a reputation as an affordable, tax-friendly landing spot for international investors and talent.
- **Challenge:** Economic and policy uncertainty weigh on Central Florida businesses, as firms try to assess inflation, interest rates and mercurial signals from federal policymakers.
- **Opportunity:** Central Florida's productive Finance and Real Estate sector is primed for growth, as the area stands to benefit from financial institutions consolidating their national footprints and concentrating their operations in high-value, cost-competitive locations.

How Productive Are Central Florida's Industries?

Sector Employment and GDP Shares Ranked by U.S. Labor Productivity



Central Florida Sector GDP Share



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