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The Vision Council Releases New Report on Myopia Treatment Trends

New dual-format report compares international approach to myopia with insights from U.S. eyecare providers

Alexandria, VA – September 9, 2025 –The Vision Council released a new two-part research report, [**Focused inSights 2025: Myopia Management**](#), combining a global analysis of pediatric myopia treatment strategies with a survey of U.S. eyecare providers. Together, these complementary studies provide a unique perspective on the current landscape of childhood myopia care, exploring how treatment options differ across regions, how regulatory environments shape access, and how U.S. clinicians are approaching diagnosis, management, and patient education.

The report is structured in two distinct but connected sections:

- **Comparative Myopia Treatment Strategies**

This study examines regulatory approvals and product availability across the U.S., Canada, the U.K., and the EU, focusing on four major treatment categories:

- Low-dose atropine drops
- Myopia control spectacle lenses
- Multifocal or dual-focus daily soft contact lenses
- Orthokeratology

The study highlights uneven adoption across markets, recent milestones such as the EU's approval of Ryjunea atropine drops, and France's move to fully reimburse myopia control spectacle lenses. It also explores how treatments are financed and prescribed across regions, providing critical context for understanding the broader global myopia landscape.

- **Provider Approaches to Myopia Management Survey**

Conducted with 293 optometrists, practice owners, and managers between June 16 and July 4, 2025, this survey explores how myopia management is implemented in U.S. practices. The findings offer an in-depth look at what treatments are prescribed most often, how success is measured, and what challenges providers face, from cost to patient compliance and parental understanding.

Key Survey Findings

- **Proactive Screening:** 91 percent of providers recommend myopia screenings at least once a year.

- **Treatment Adoption:** About seven in 10 providers report offering myopia management for children in their practice.
- **Most Common Prescription:** MiSight® contact lenses are prescribed most frequently (81 percent).
- **Motivations for Treatment:** Providers cite slowing progression of myopia (78 percent), reducing complication risks (78 percent), and improving long-term eye health (71 percent) as primary reasons for offering treatment.
- **Perceived Risk Factors:** Providers overwhelmingly identify excessive screen time (82 percent), genetics (82 percent), and limited outdoor activity (77 percent) as key drivers of myopia.
- **Challenges:** Cost is the most widely cited barrier (86 percent), followed by parental understanding (56 percent) and patient compliance (49 percent).

“This dual-format report provides both a global and a local lens on myopia management,” said **Alyse Henkel, Vice President of Research and inSights at The Vision Council**. “It’s clear from the survey that U.S. eyecare providers take myopia seriously, but they also face challenges in making care affordable and ensuring families understand the importance of treatment. By also including an international analysis of treatment options and regulatory environments, this report offers a comprehensive view of where childhood myopia care stands today, and where it is headed.”

Focused inSights 2025: Myopia Management is available in The Vision Council’s [Research Download Center](#). Members of The Vision Council may access the report at no cost, while non-members can purchase it directly for \$5,000.

About the inSights Research Program

The Vision Council’s [inSights Research Program](#) is built on a foundation of rigorous methodology and cutting-edge technology. The inSights Research Program provides a comprehensive perspective on the state of the optical industry through quarterly consumer survey reports; in-depth special reports on eyewear and eyecare products and topics; and an end-of-year market estimate and industry forecast.

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About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence, and safety, better vision leads to better lives.