



Market inSights: 2024

Optical Industry Market Estimates

Published in January 2025



About This Report

The following report reflects the results of The Vision Council's new model for estimating the size of the optical industry. The 2024 estimates are based on a variety of data sources, including consumer retail expenditure data, patient billing and payment data, and optical retail location data, along with an updated consumer survey program. Advanced analytics, using a modern data infrastructure, were applied with methodological rigor to develop the market model from these comprehensive sources.

This report is the intellectual property of The Vision Council. Unauthorized sharing, reselling, or other forms of misuse are strictly prohibited.

Questions or Comments?

For more information, please contact Kris Stevens, Senior Data Science Manager at kstevens@thevisioncouncil.org, or Alysse Henkel, Vice President of Research and inSights at ahenkel@thevisioncouncil.org.

For questions about purchasing research reports or collaborating on a custom research project, please contact Abigail Crosby, Partnership and Business Development Manager at acrosby@thevisioncouncil.org.



Contents

Foreword.....	4
2024 At A Glance.....	5
Vision Correction and Managed Vision Care.....	6
Vision Correction.....	7
Managed Vision Care.....	8
Market Overview.....	9
2024 Market Estimates.....	10
Unit Price.....	11
Year to Year Comparisons.....	12
Locations and Channel.....	13
Locations.....	14
Online vs In-Person.....	15
Channel.....	16
Optical Products.....	18
Exams.....	19
Frames.....	21
Lenses.....	23
Contact Lenses.....	25
Plano Sunglasses.....	27
Readers.....	29
2025 Forecast.....	31
Appendix.....	34
Data Sources.....	35
Methodology.....	37
Government Estimates.....	39

Foreword

The 2024 edition of Market inSights marks our third annual report in this series and reflects a comprehensive analysis of the optical industry's performance and trends over the past year. This report represents our commitment to providing actionable data that empowers stakeholders across the optical market to make informed decisions, seize opportunities, and navigate challenges in a rapidly evolving landscape.

Key findings from this year:

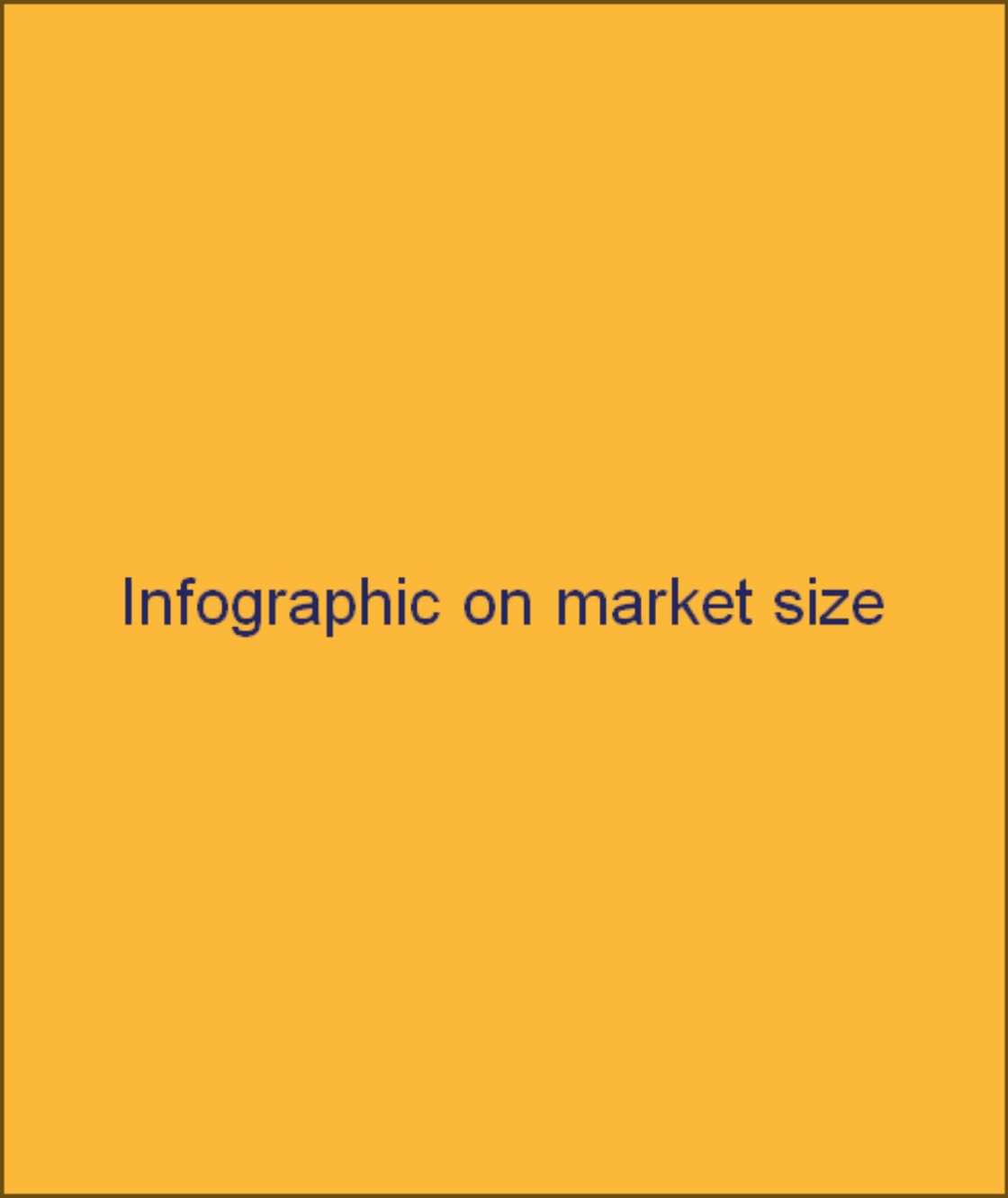
- Market Value -
- Consumer Demand -
- Retail Dynamics -
- Consumer Spending -
- Future Outlook -

Alysse Henkel

Vice President, Research & inSights

The Vision Council

At a Glance



Vision Correction and Managed Vision Care



Vision Correction

Use of eyewear by adults

Adults who use any form of eyewear

Adults who use non-prescription eyewear

Adults who use prescription eyewear

For details on the percentage of adults who wear specific eyewear products, see the product specific sections later in this report.



Managed Vision Care

In the United States, # of adults, or # million people, reported having some form of managed vision care coverage.

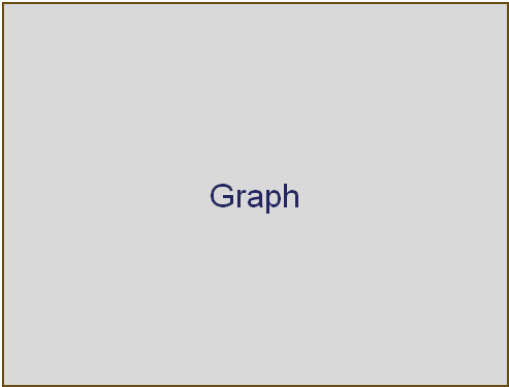
In 2024, managed vision care was ... used for new glasses, with # of transactions involving managed vision care for frames and lenses according to consumers. Consumers reported using managed vision care with # of contact lens purchases. Exam rate of use of managed vision care at #....

For more information on managed vision care, The Vision Council publishes quarterly updates on coverage and consumer behavior in the Consumer inSights reports.

of adults have a form of managed vision care



Transactions that use MVC



Market Overview

The background of the slide features several thick, rounded diagonal bars in various shades of blue and purple, creating a modern, abstract design.

Market Estimates Overview

The total market value of exams, frames, lenses, contact lenses, plano sunglasses, and readers in 2024 is

In 2024, the six product categories included in the market estimates totaled an estimated # in value. In this report, value captures consumer payments and managed vision care reimbursements, when applicable.

Prescription products

Ophthalmic lenses ..., which includes revenue from treatments, coatings, and lens styles. Contact lenses ..., with comprehensive eye exams at Frames accounted for ...

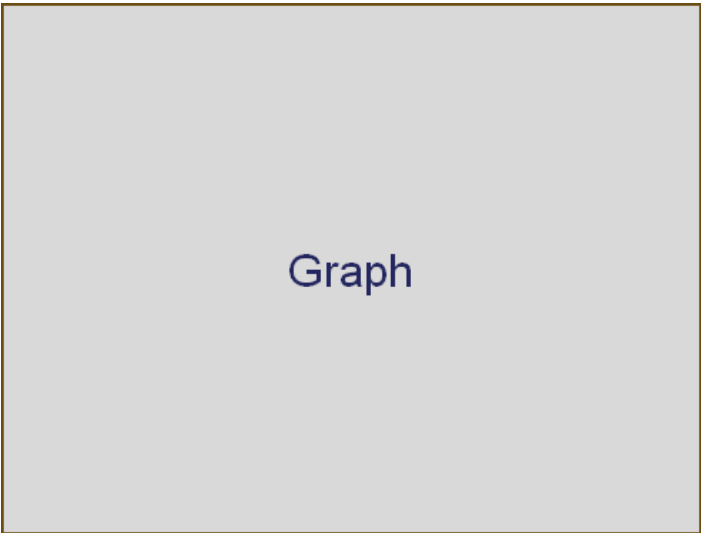
Contact lenses ... boxes sold. # eye exams conducted, # pairs of lenses sold, and # pairs of frames sold in 2024.

Non-prescription products

Plano sunglasses ... contributing # in value. Readers had ...

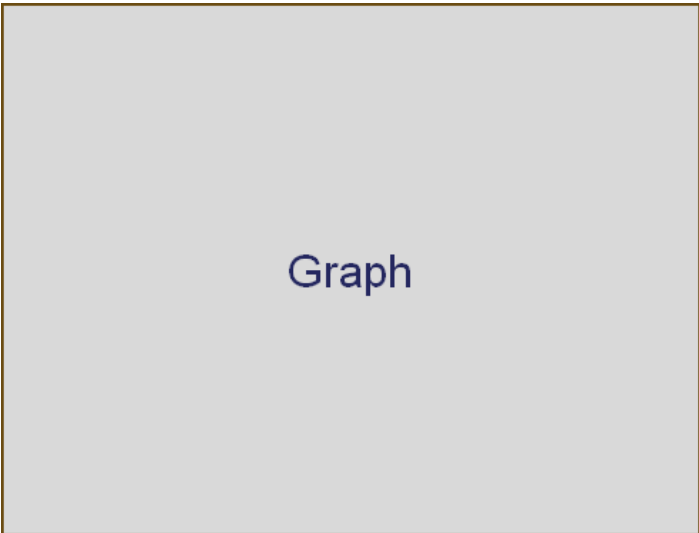
In terms of volume, plano sunglasses... an estimated # pairs sold, with readers at # pairs.

Market value in 2024



Exams Frames Lenses Contact Plano Readers
Lenses Sunglasses

Market volume in 2024



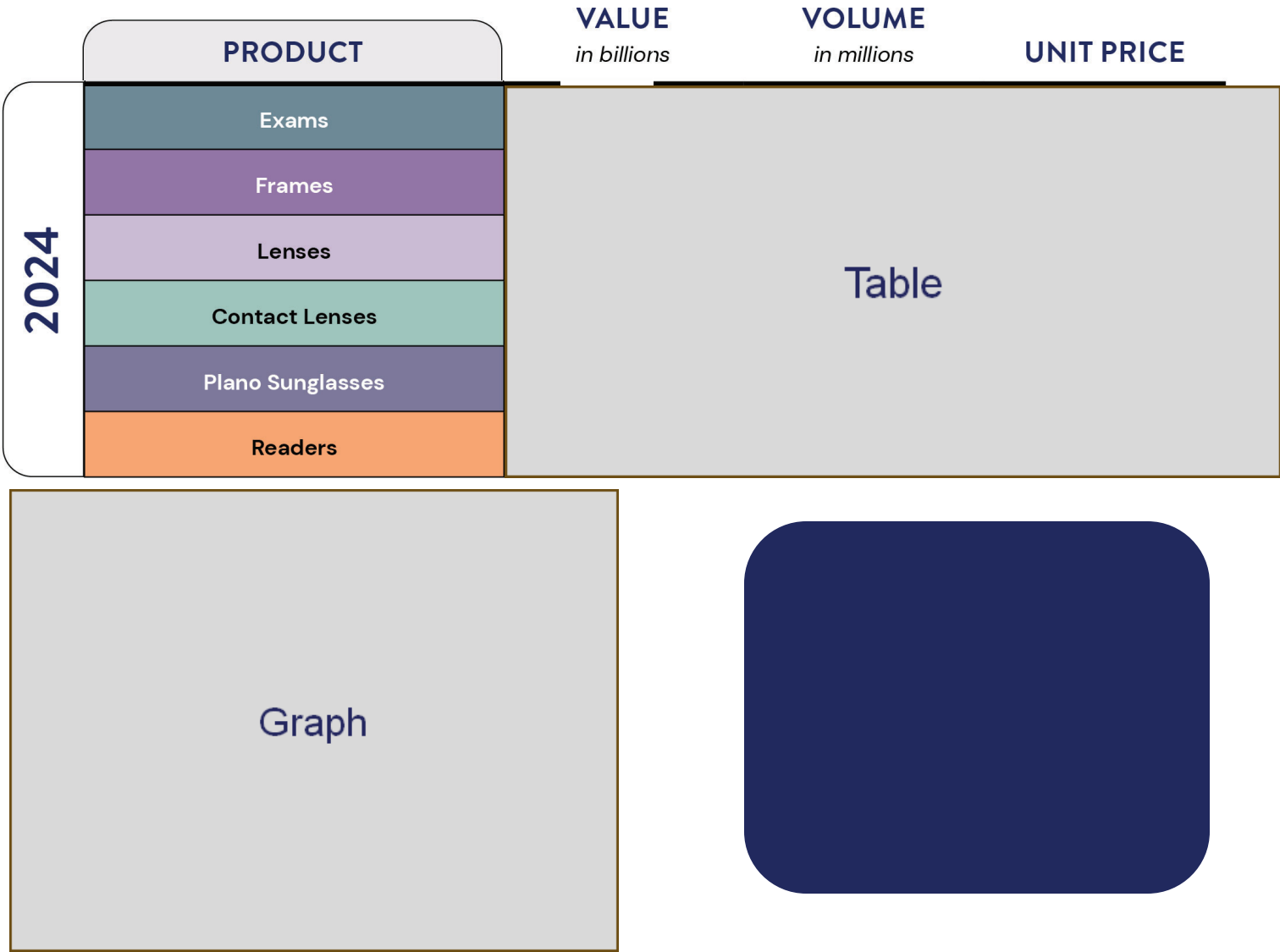
Exams Frames Lenses Contact Plano Readers
Lenses Sunglasses

Unit Prices

In this report, units for frames, lenses, plano sunglasses, and readers are pairs. Contact lens units are boxes.

Unit pricing for prescription products

Unit pricing for non-prescription products



Year to Year Comparisons

Comparing 2024 to previous years, ...

For volume, ...

PRODUCT		2022	2023	2024	CHANGE 2022 TO 2023	CHANGE 2023 TO 2024
VALUE	Exams					
	Frames					
	Lenses					
	Contact Lenses					
	Plano Sunglasses					
	Readers					
VOLUME	Exams					
	Frames					
	Lenses					
	Contact Lenses					
	Plano Sunglasses					
	Readers					

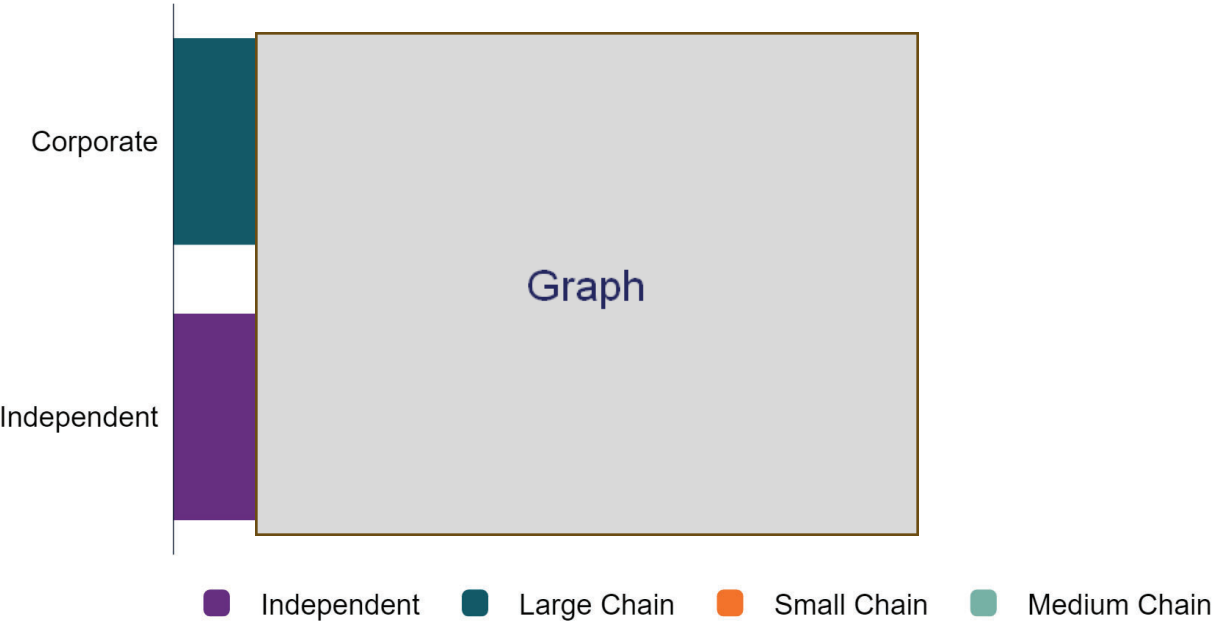
Locations and Channel



Retail Optical Locations

In 2024, The Vision Council estimates there are # retail optical locations across the United States, consistent with the number reported in last year's report.

optical retail locations in the United States
#locations are corporate

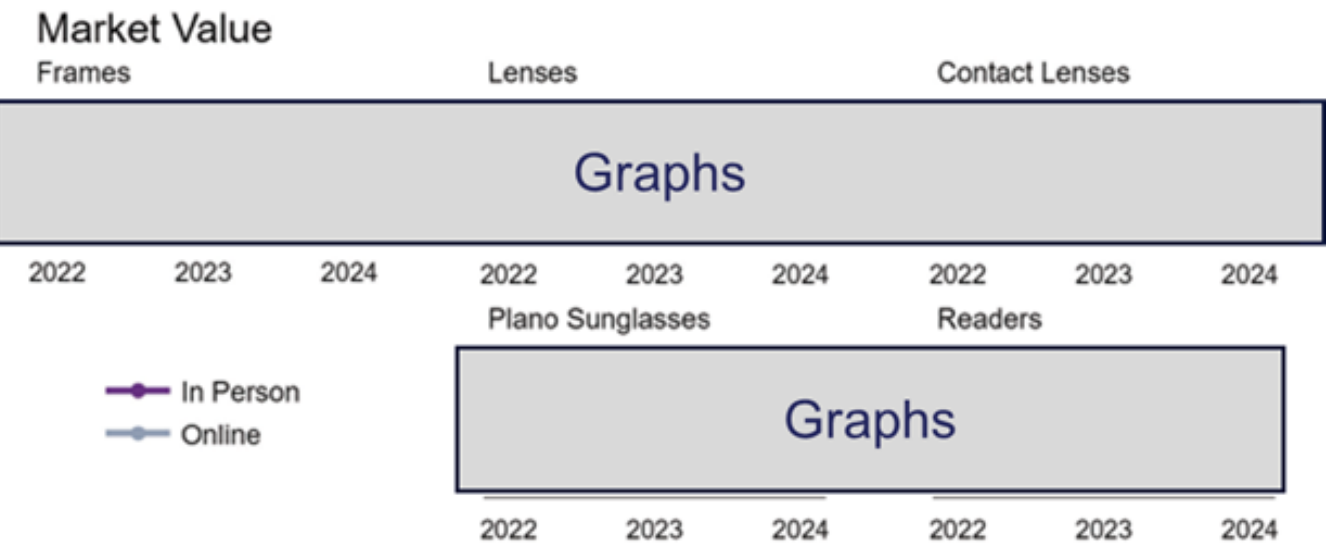


Every location in the United States

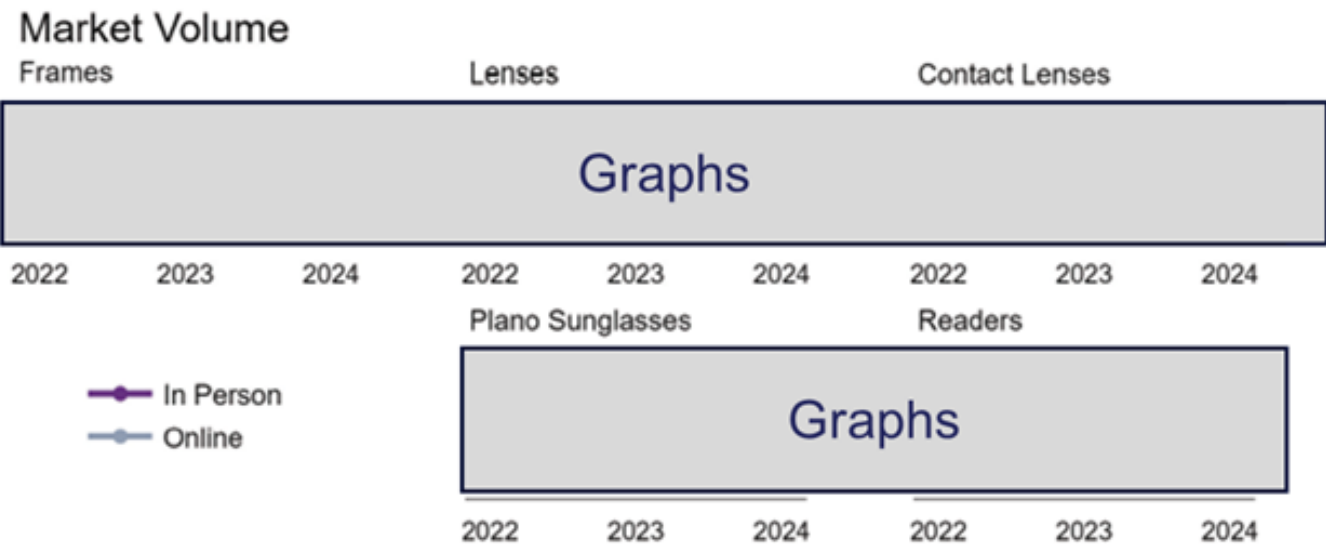


Online vs In-Person

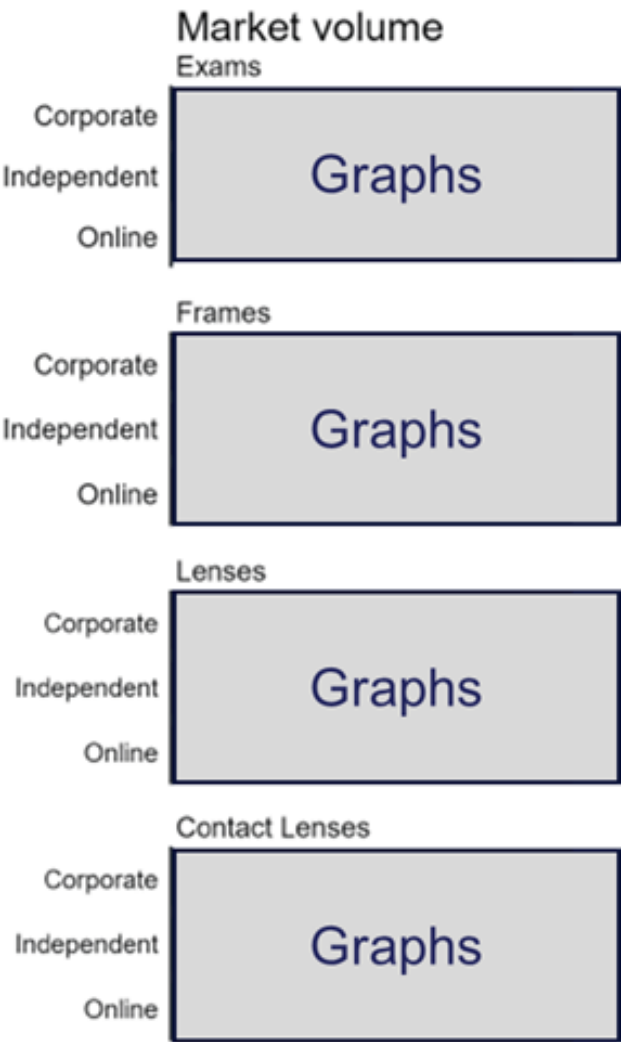
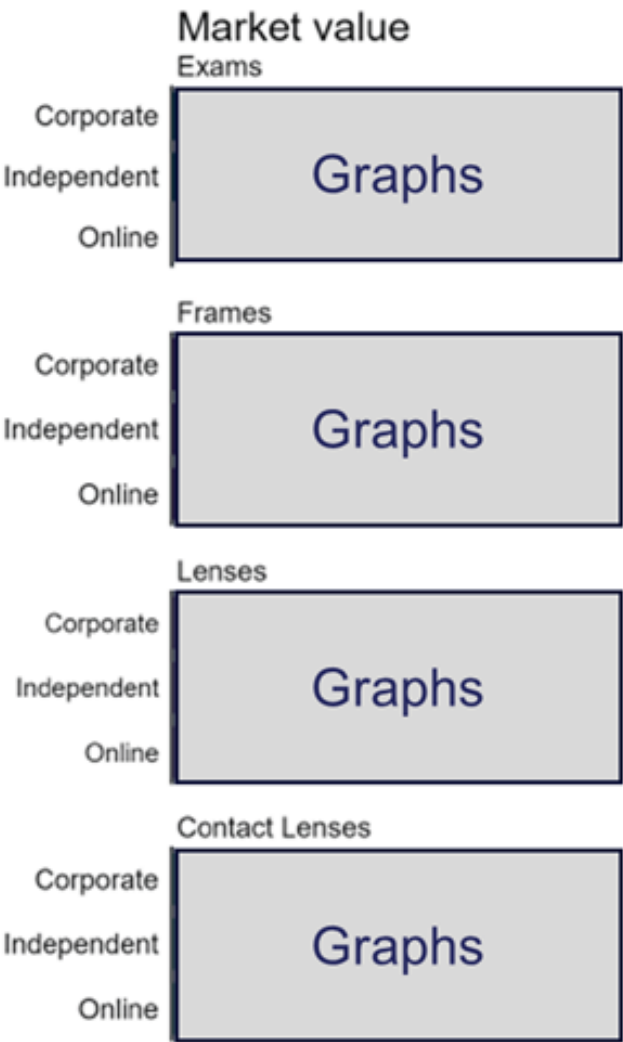
Most eyewear purchases ...



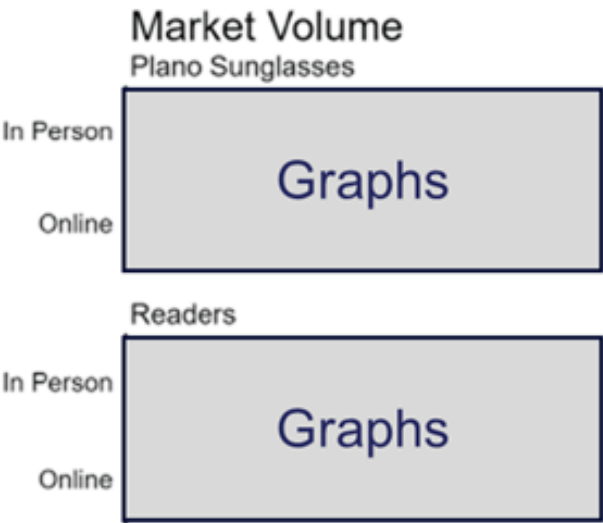
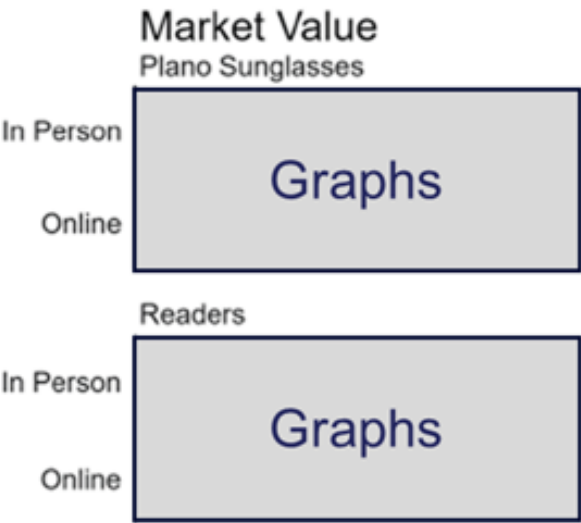
Consumers buying frames and lenses online tend to...



Channel Estimates



Channel Estimates

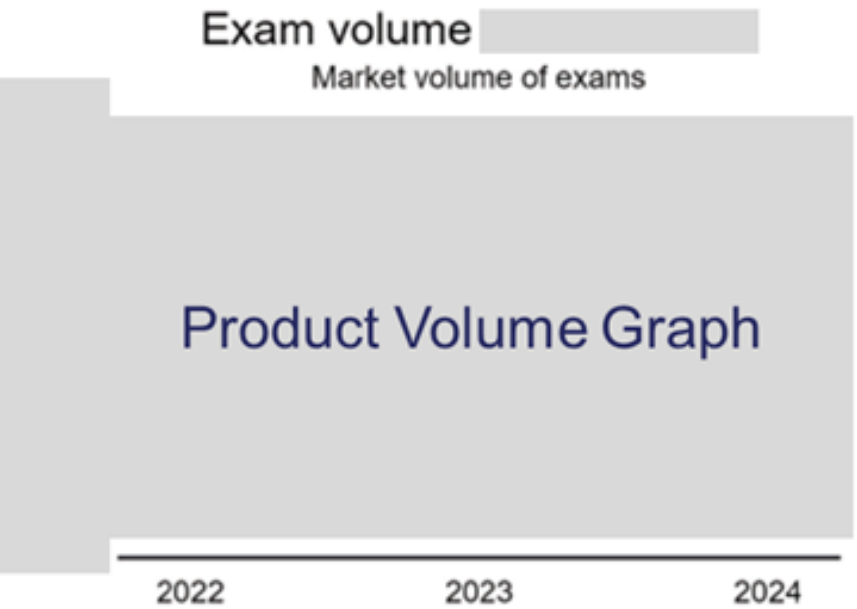
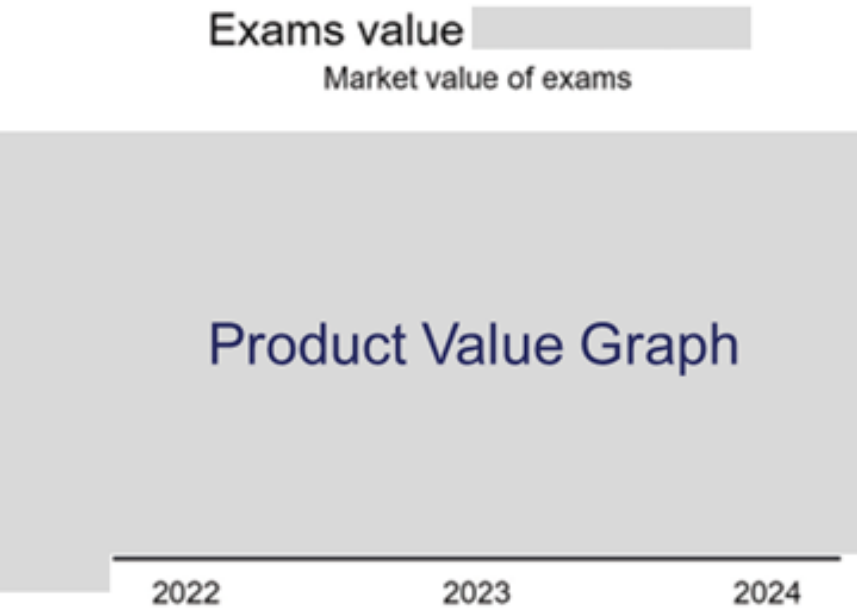


Optical Products



Exams

The market value of exams has...



Exams

In 2024, the average value of an exam was ...

Average Value of an Exam

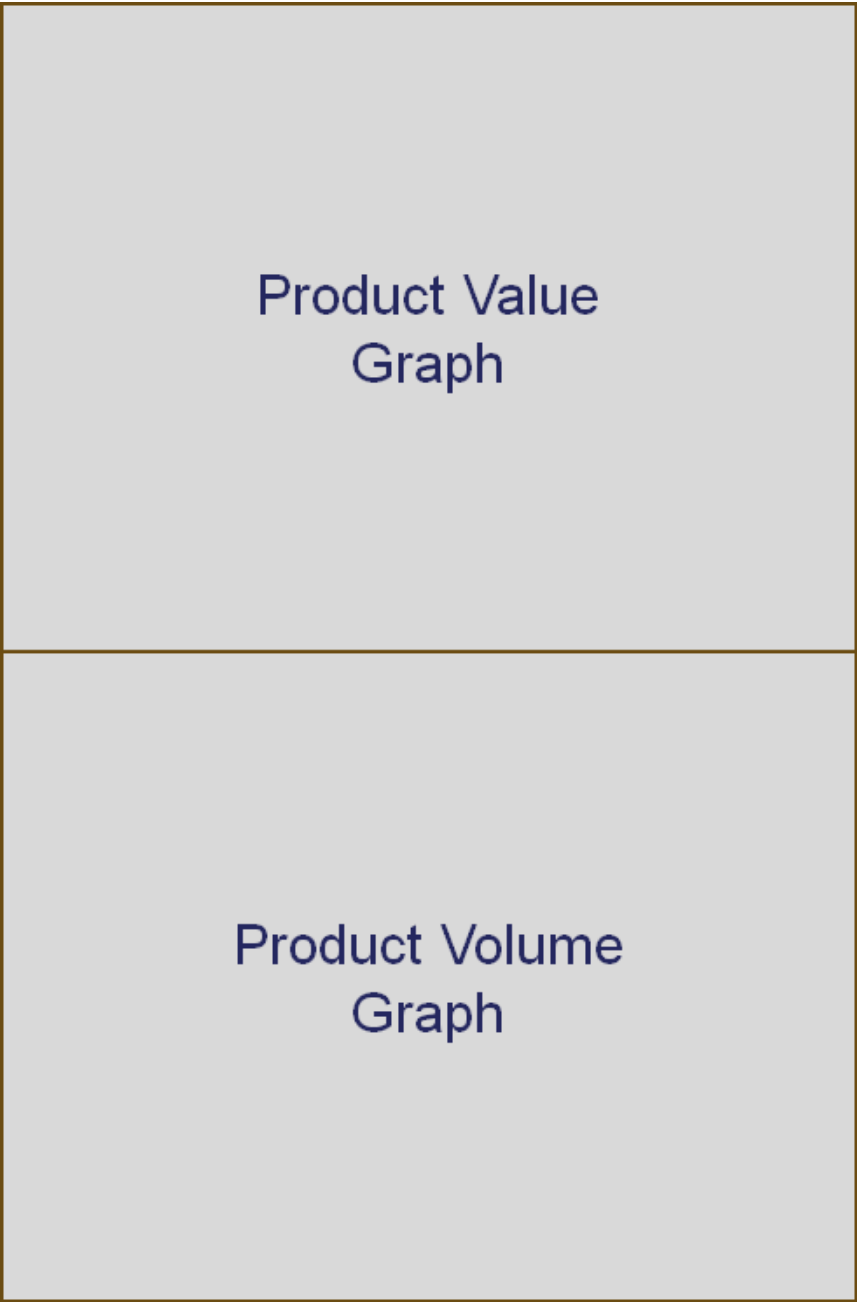


Locations averaged



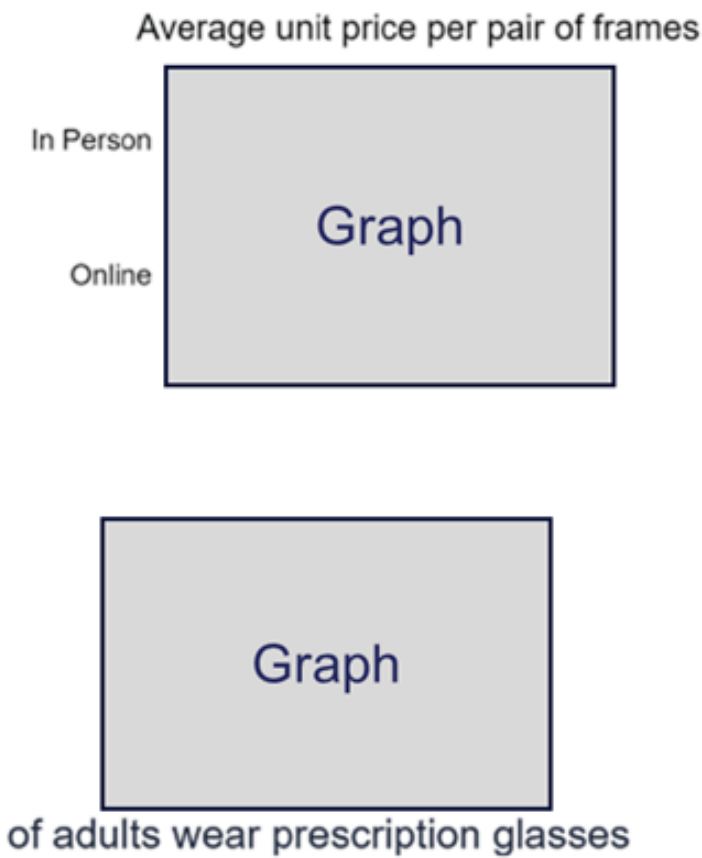
Frames

In 2024, the estimated market value of frames was ...



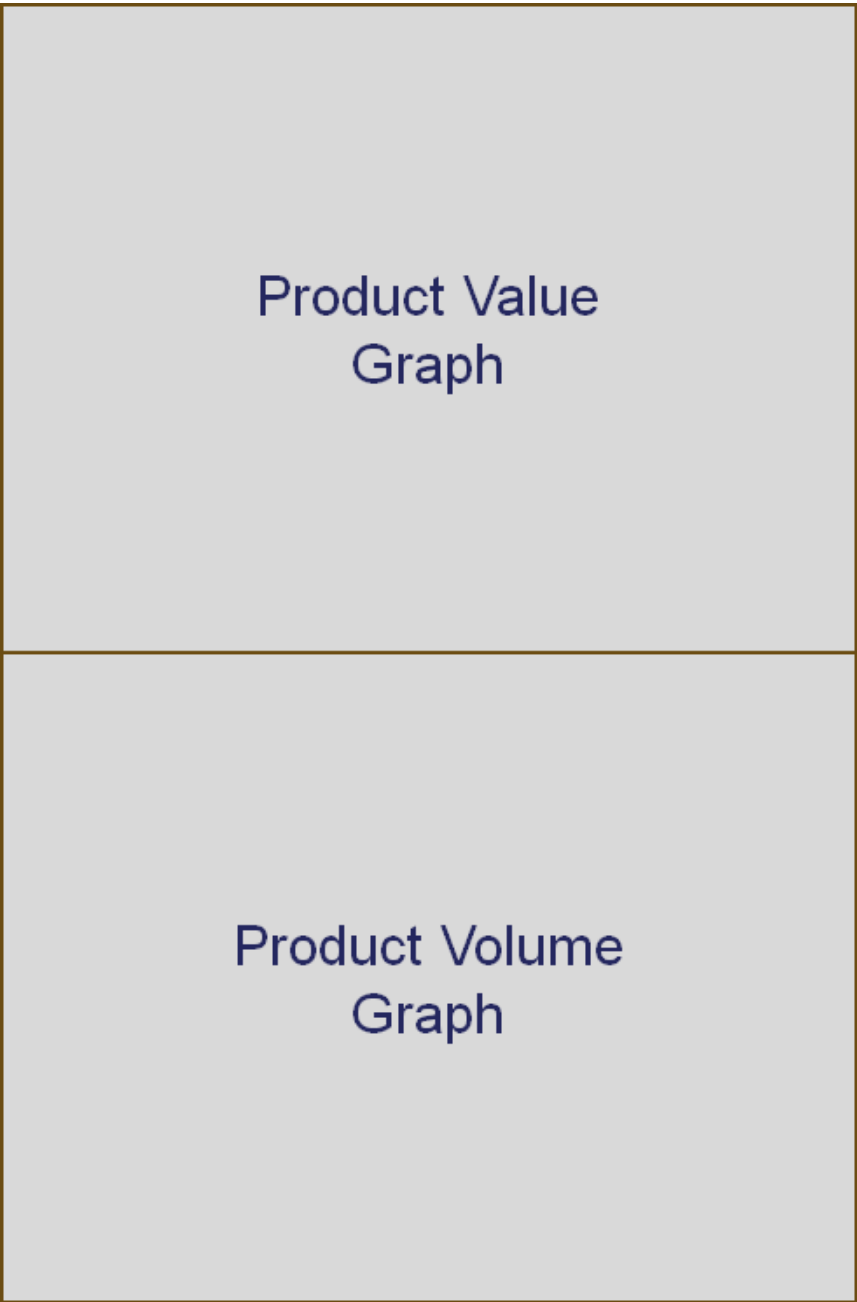
Frames

Consumers spend ...



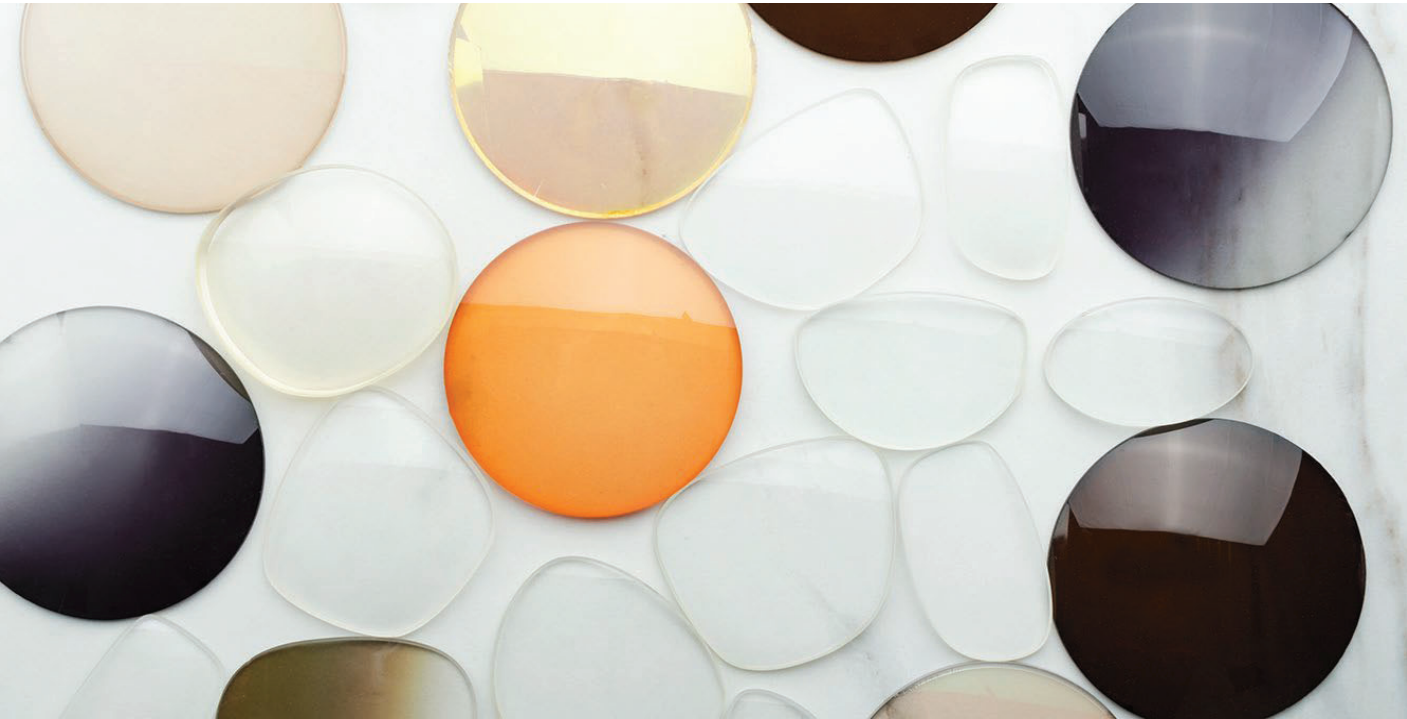
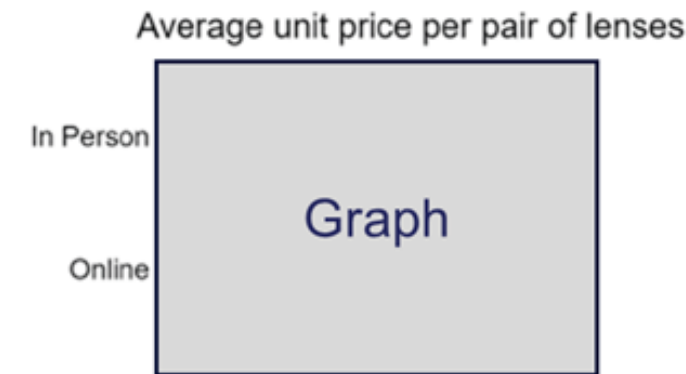
Lenses

In 2024, the market value of ophthalmic lenses reached ...



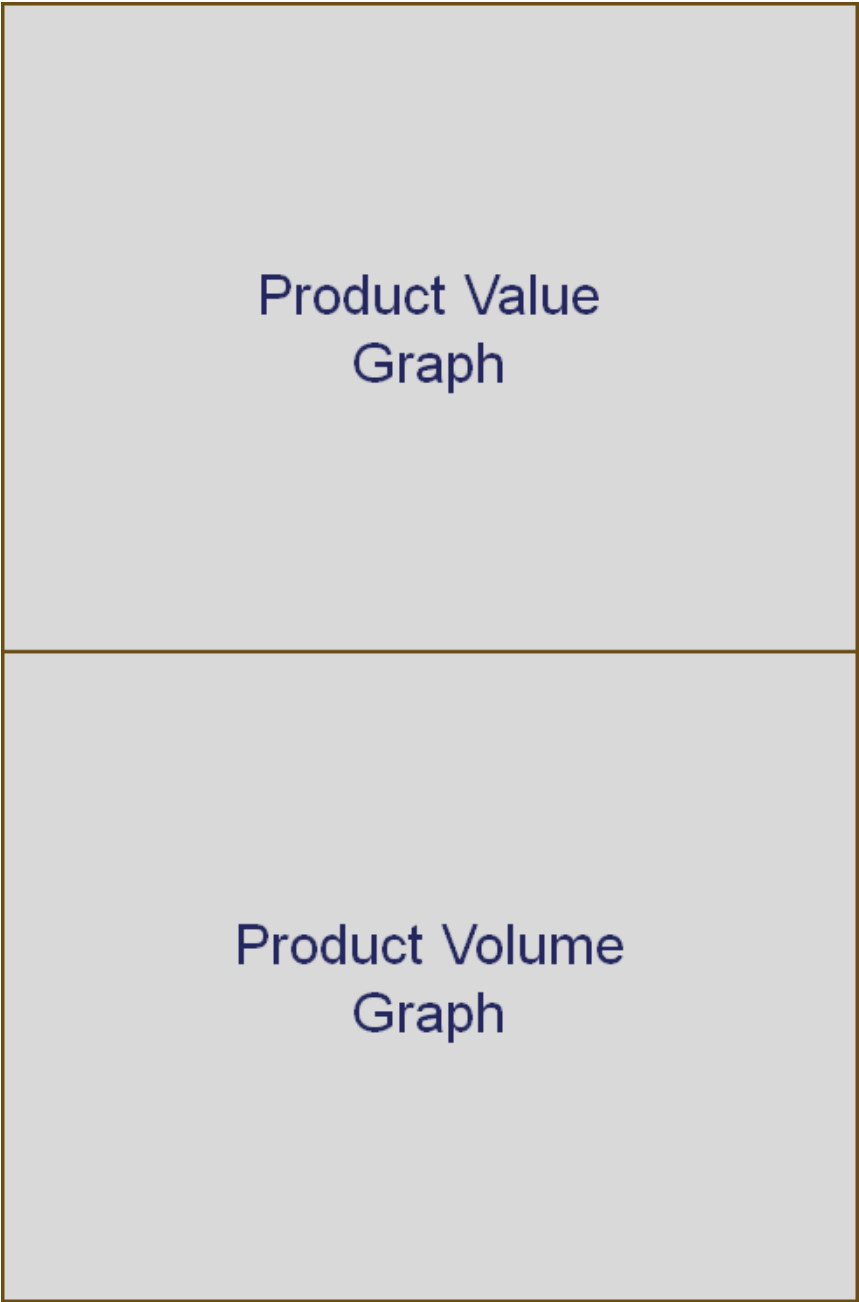
Lenses

The average value of a single pair of lenses purchased in person ...



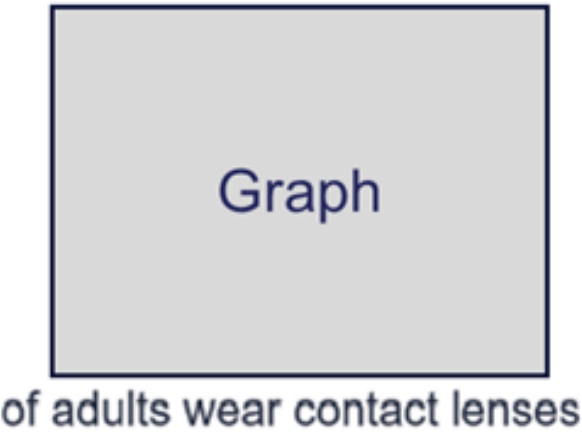
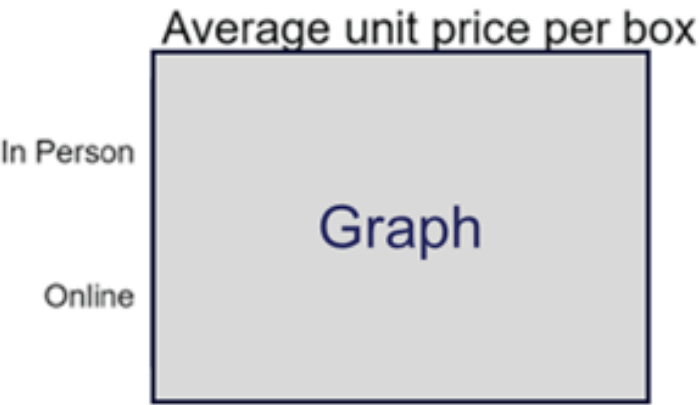
Contact Lenses

....

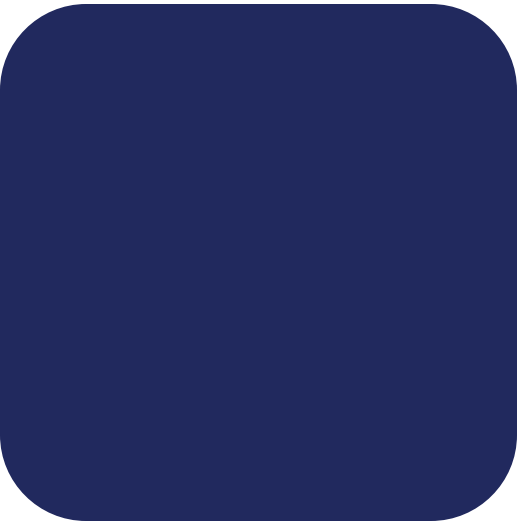
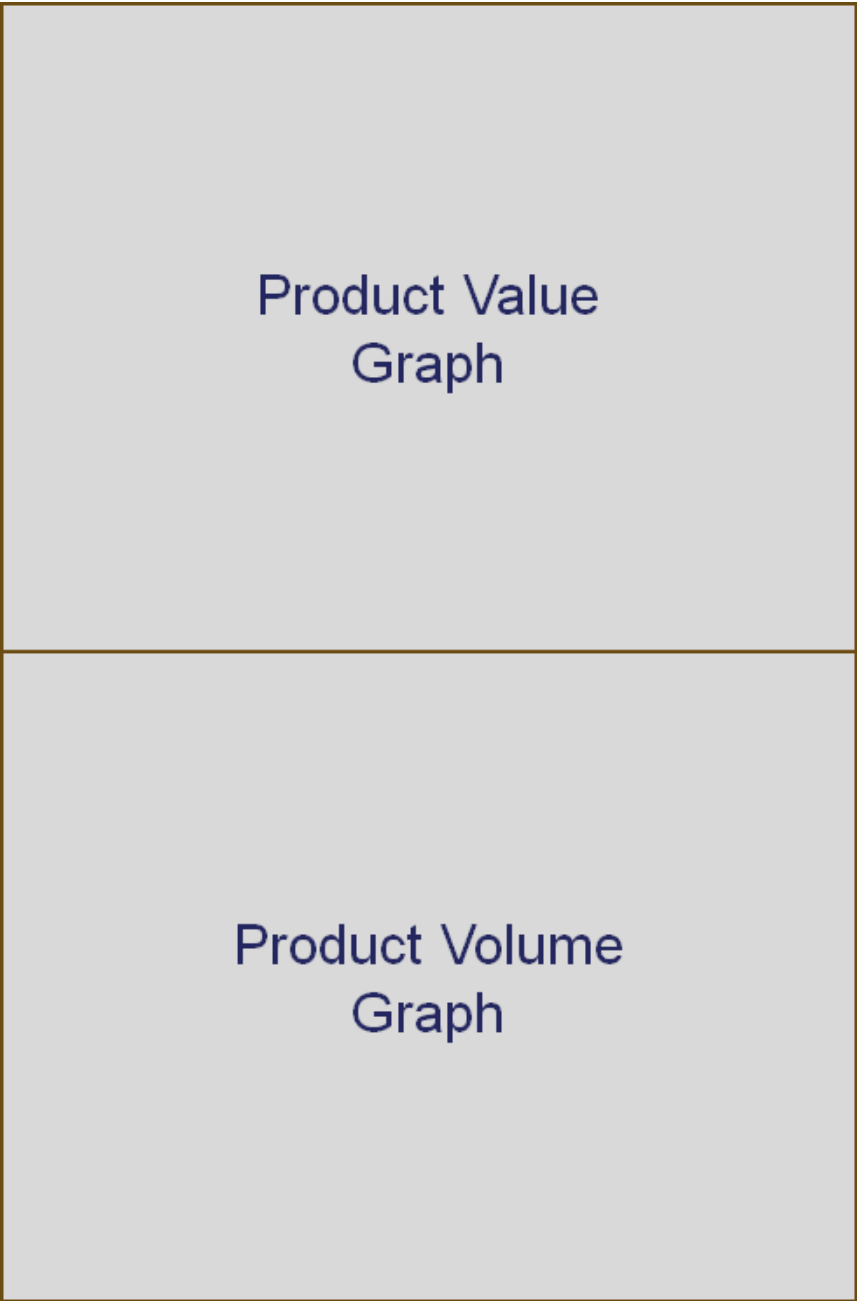


Contact Lenses

The average price of a box of contact lenses ...

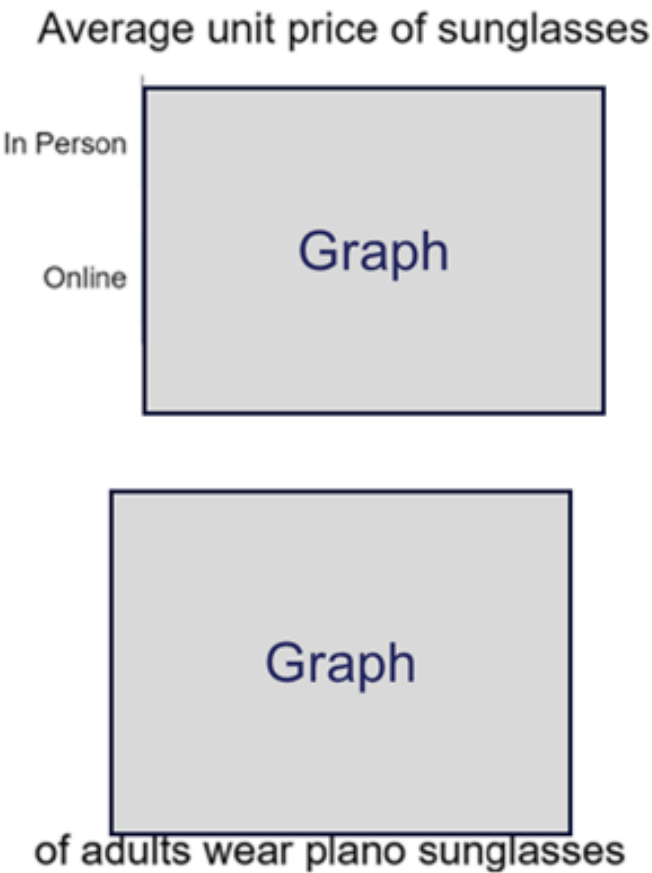


Plano Sunglasses

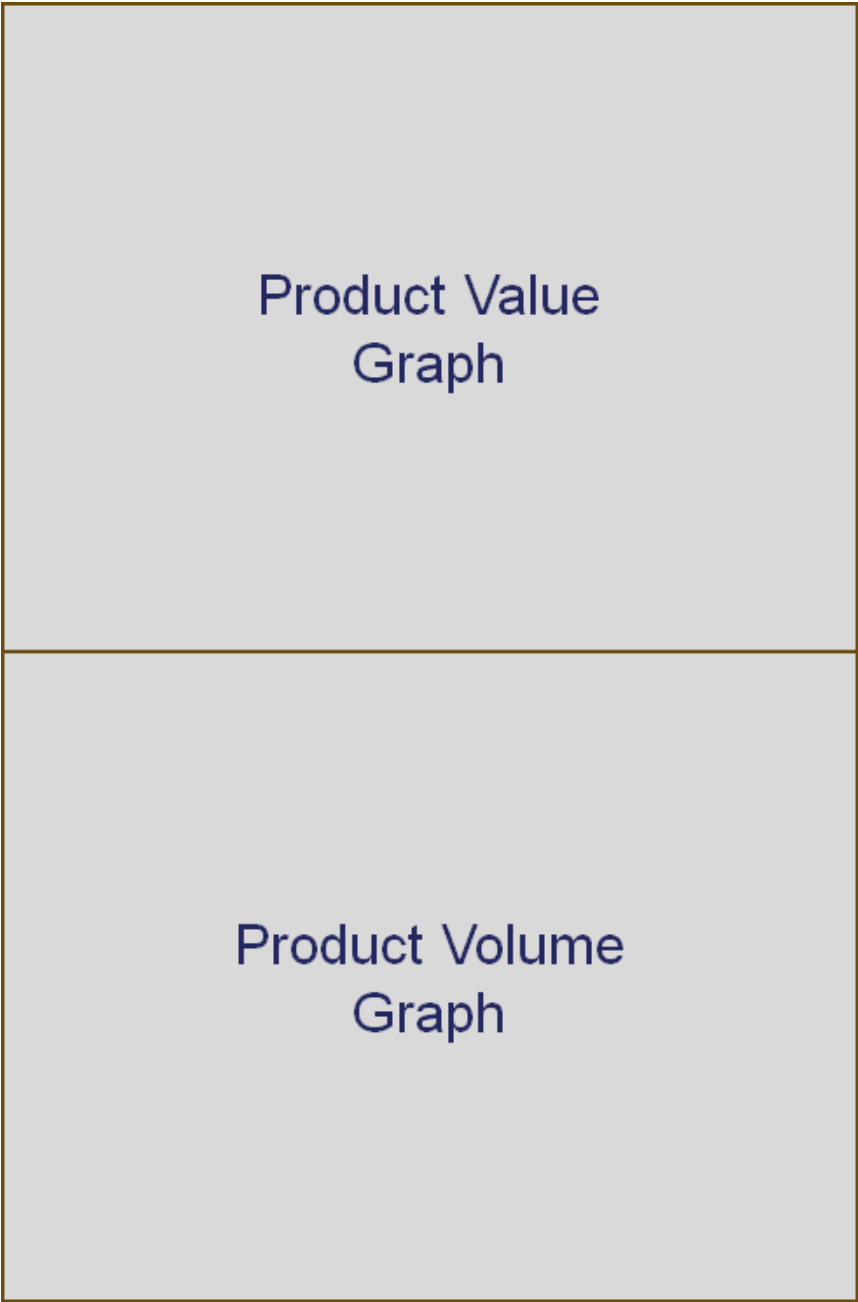


Plano Sunglasses

The price of plano sunglasses ...

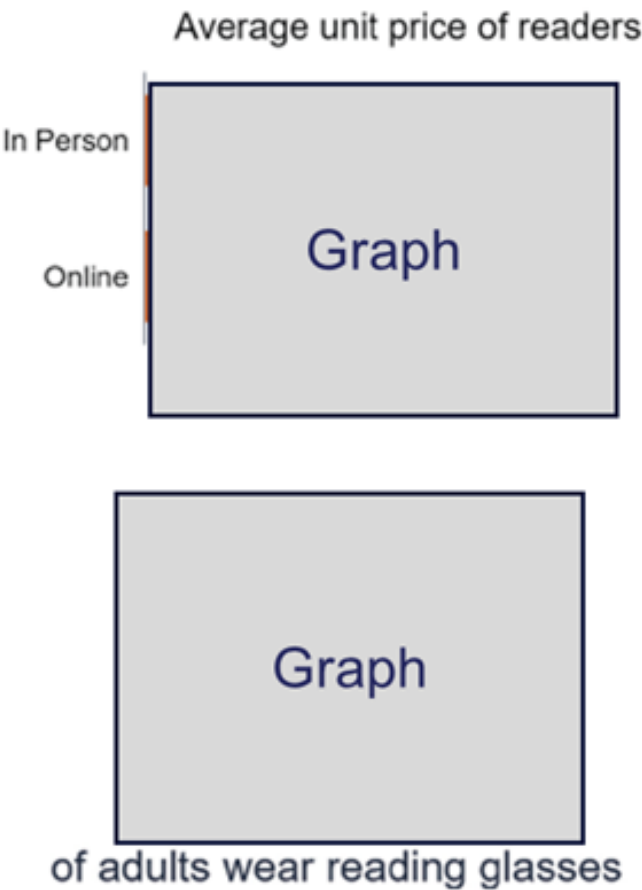


Readers



Readers

The average price of a pair of readers ...



2025 Forecast

The background features several thick, rounded diagonal bars in various shades of blue and purple, creating a modern, abstract design.

2025 Forecast

The forecasts are generated on historical optical and economic data

PRODUCT	
VALUE	Exams
	Frames
	Lenses
	Contact Lenses
	Plano Sunglasses
	Readers
VOLUME	Exams
	Frames
	Lenses
	Contact Lenses
	Plano Sunglasses
	Readers

Future Reporting



Appendix



Appendix - Data Sources

Location Data

Billing and payment patient transaction data

Appendix - Data Sources

Consumer card spending

The Vision Council's Consumer inSights Survey

Appendix - Methodology

Prescription Methodology

The Vision Council market research team developed a model for prescription eyewear products and eye exams that is distinct from the non-prescription methodology.

In-Person Methodology

Appendix - Methodology

Online Methodology

Non-Prescription Methodology

Appendix - Government Estimates