

Consumer inSights

Q1 2026



THE
VISION
COUNCIL
inSights

Table of Contents

Methodology

Executive Summary

Managed Vision Care

Eye Exams

Eyeglasses, Lenses and Frames

Contact Lenses

Readers

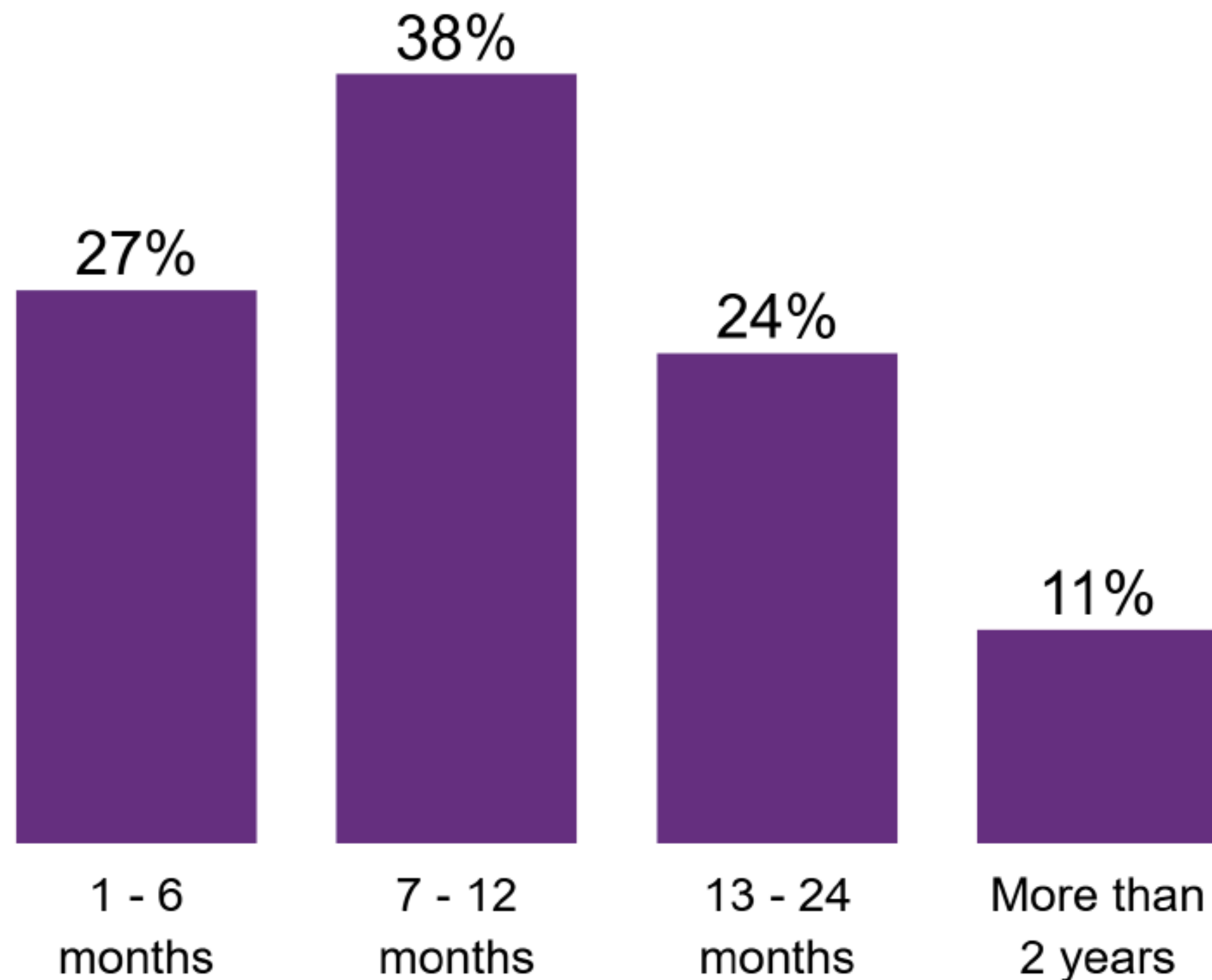
Plano Sunglasses

Appendix



Glasses purchase cycle

Months between prior and most recent purchase



When you purchased your most recent eyeglasses, lenses, or frames, how long had it been since your previous glasses purchase? Estimate the number of months you went between purchases. n = 1062

Consumers were asked to estimate the number of months since their previous glasses purchase to better understand the typical glasses purchase cycle.

Average: 15 months between purchases

Median: 12 months between purchases

The median number of months is less influenced by outliers (very low or very high numbers), so the median number of months may be a better estimate of how the typical consumer behaves.