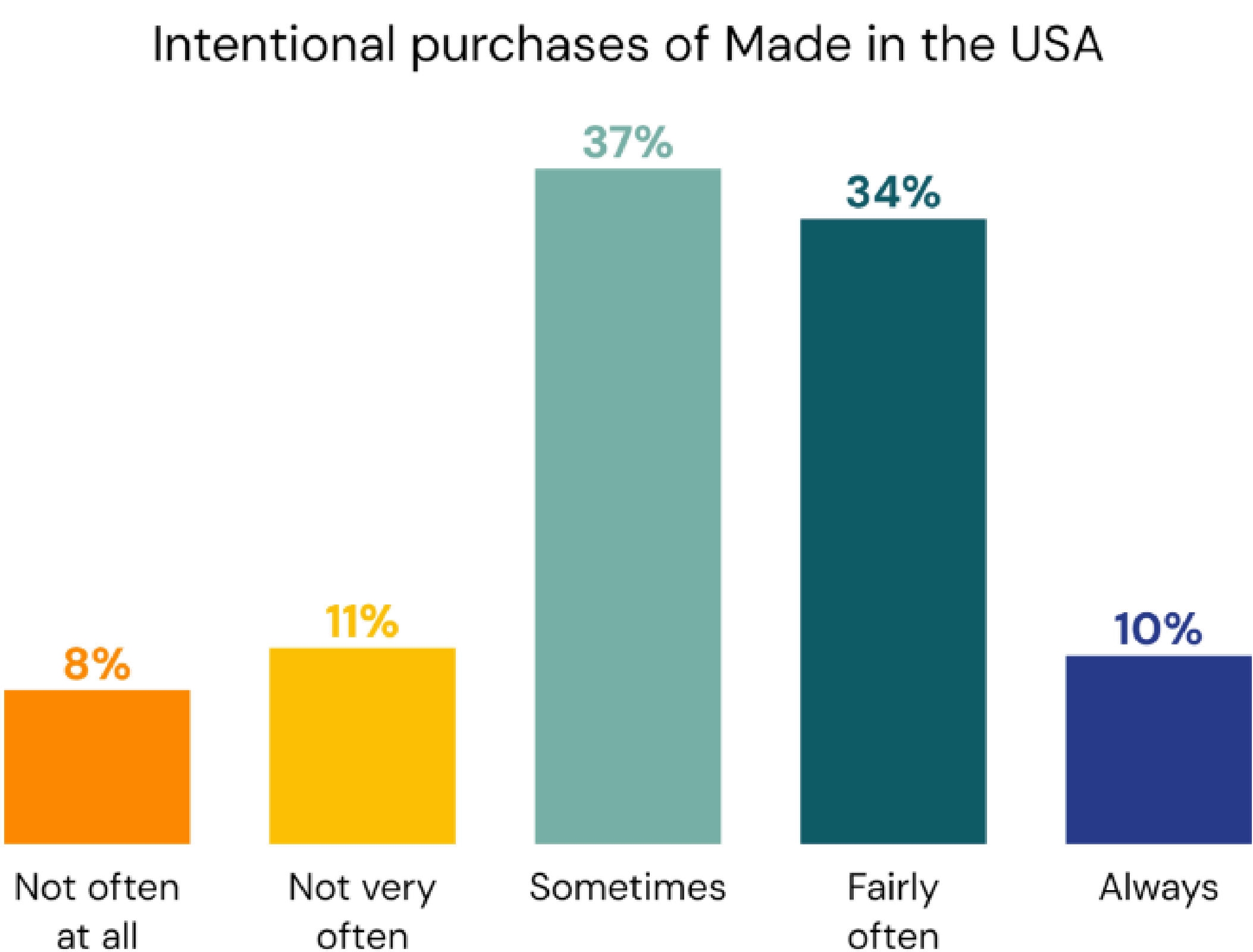
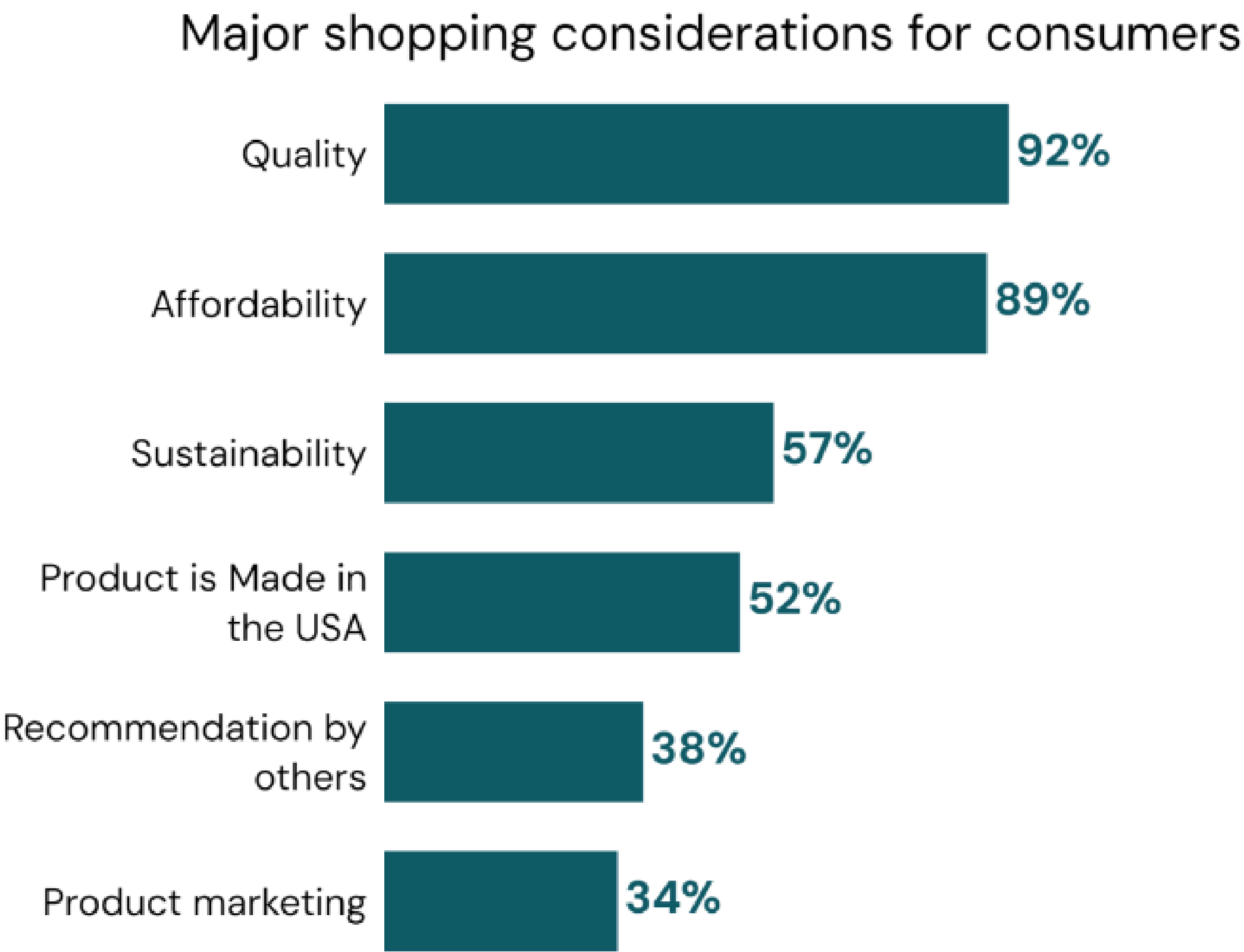


Focused inSights 2024: Consumer Perceptions of Made in the USA Eyewear

August 2024



About half of consumers (52%) consider "Made in the USA" an important factor when shopping; similarly, 44% report that they buy American-made products fairly often or always



Major shopping considerations; How often do you intentionally buy products that are "Made in the USA"? n = 1500