

Focused inSights

Online vs. In-person Purchase Patterns

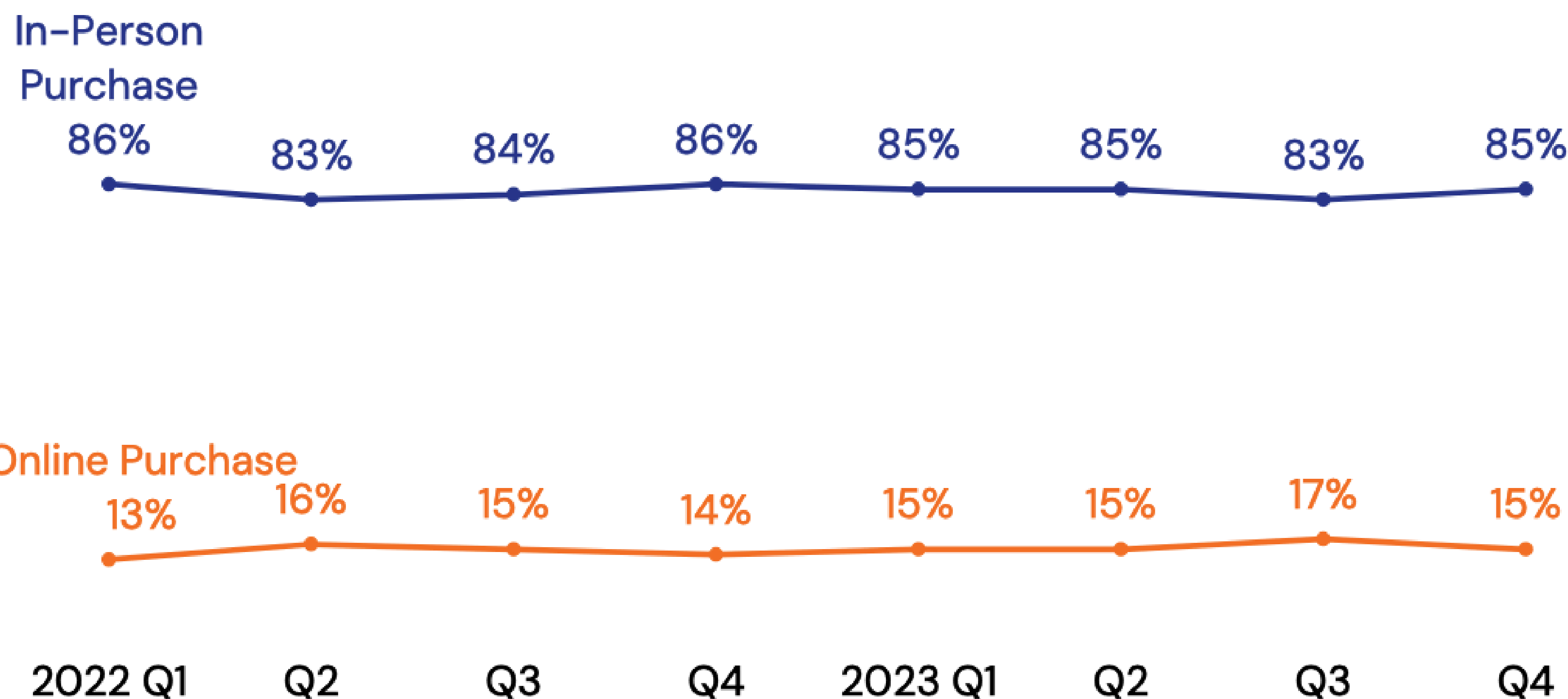
February 2024



Of those who made a glasses purchase...

The method of purchase remained constant throughout all of 2022 and 2023

Method of Purchasing Eyeglasses



On average, 85% of eyeglasses were purchased in-person and 15% were purchased online in each year.

How did you buy your eyeglasses?
n=10,938 adults [Note – this section reflects purchases of a complete set of prescription glasses – both frames and lenses purchased together]