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In New Research from The Vision Council, Eyecare Providers Adapt to Tariffs and Inflation, Report Stronger Second Half of 2025

Alexandria, VA – March 6, 2026 – Today, The Vision Council announced the publication of its latest research report, [Provider inSights Q3–Q4 2025](#). Findings show that eyecare providers experienced meaningful revenue improvements in the second half of 2025, even as tariffs, inflation, and staffing challenges continued to strain day-to-day operations. The report, based on a survey of more than 300 U.S. eyecare professionals, finds that while providers are cautiously optimistic heading into 2026, significant challenges remain.

More than half of providers believe the U.S. economy performed worse in the second half of 2025 compared to the first, and nearly half expect conditions to worsen further in 2026. Despite this, revenue performance rose between the first and second halves of 2025, and patient retention improved as well.

Tariffs were widely felt across the industry, with most providers reporting an impact on their practices, most commonly through higher wholesale prices for eyewear and supplies. Many providers anticipate continued effects in the year ahead. Inflation remained a persistent factor as well, influencing over 70% of practices during the period. About a third of survey respondents expect inflation to have at least a modest impact on their practices in 2026.

"The data reveals a sector that is adapting, not just enduring," **said Alysse Henkel, Vice President of Research and inSights at The Vision Council.** "Providers navigated real economic challenges in 2025, including tariff-driven cost increases, persistent inflation, and staffing pressures, yet still reported stronger revenue and improved patient retention for the second half of the year. Looking ahead, the data highlights certain areas where confidence is building: new patient acquisition and staffing are bright spots, even as tariffs and economic uncertainty continue to cloud the outlook for 2026."

The Provider inSights Q3–Q4 2025 report also examines practice investment plans, telehealth adoption, hearing aid sales, and the purchasing influence of opticians.

Report Access

The report is available for download [here](#). Members of The Vision Council can access the full report at no cost. Non-members can create an account and purchase the report at thevisioncouncil.org/research-reports.

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.