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New Research from The Vision Council Highlights Consumer Vision Care Priorities in Final Quarter of 2025

Alexandria, VA – January 16, 2026 – Today, The Vision Council released new research highlighting consumer habits about optical products and services for the last quarter of 2025. The report, [**Consumer inSights Q4 2025**](#), reveals the behaviors and attitudes of U.S. adults related to vision correction, managed vision care, eye exams, prescription eyewear, reading glasses, and plano sunglasses.

Q4 findings show that consumer purchasing trends and usage of vision care products remained relatively stable compared to the previous quarter. Managed vision care usage for exams and eyewear held steady, but findings also found that more adults utilized benefits in Q4 of 2025 compared to Q4 of 2024. Out-of-pocket spending on frames, lenses, and glasses, as well as exams, increased this recent quarter, following a slight upward trend. Consumers across all demographics continue to overwhelmingly prefer purchasing prescription eyewear, readers, and sunglasses in person.

“The latest Consumer inSights data shows that much of consumer vision care behavior has remained stable quarter over quarter,” **said Alysse Henkel, Vice President of Research and inSights at The Vision Council.** “At the same time, we’re seeing modest increases in out-of-pocket spending for prescription eyewear and eye exams, suggesting consumers continue to prioritize essential vision care despite ongoing cost pressures.”

Additional Highlights from Q4 2025

- Similar to Q3, more than 80% of adults report using some form of vision correction.
- Over 60% of adults report getting eye exams at an independent practice.
- The number of consumers who receive managed vision care coverage from their employer rose to 48%.
- 52% of consumers who previously made a purchase online switched and made their most recent purchase in-person.
- More than half of respondents report spending less than \$50 on non-prescription sunglasses.

The Vision Council's **Consumer inSights Q4 2025** findings are the result of a survey of 12,129 adults in the United States aged 18 or older in the fourth quarter of 2025. Respondents are representative of the U.S. adult population. The survey included questions about vision

correction, managed vision care, eye exams, prescription eyewear, reading glasses, and plano sunglasses.

More than three full years of trended data can be accessed along with the full report in The Vision Council's [Research Download Center](#). Members of The Vision Council can access the report immediately at no cost. Non-members can purchase the report directly for \$3,000.

Upcoming Research

The comprehensive **2025 Market inSights** report will be available soon. This report provides an in-depth analysis of the performance of the U.S. optical industry over the last year, as well as a forecast for the year ahead. For questions about Market inSights, Consumer inSights, or Custom inSights opportunities, contact Anastasiya Yanushkova, Research Partnerships Director, at ayanushkova@thevisioncouncil.org.

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.