

Consumer inSights

Q2 2026



Table of Contents

Methodology

Executive Summary

Managed Vision Care

Eye Exams

Eyeglasses, Lenses and Frames

Contact Lenses

Readers

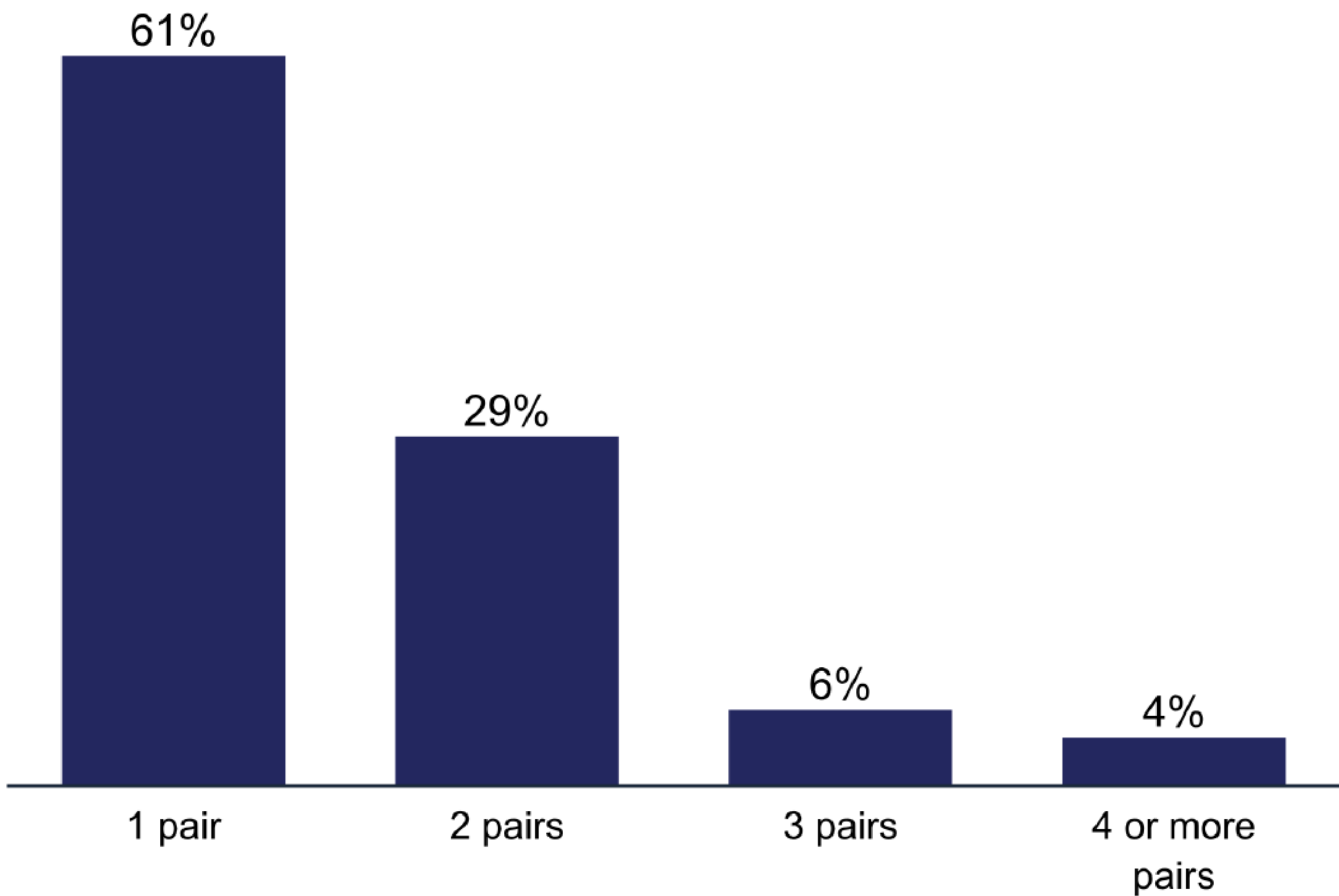
Plano Sunglasses

Appendix



Of those with a purchase in the last three months...

When buying plano sunglasses, most people report buying just one pair



Overall, 61% of purchasers bought one pair of plano sunglasses in their last purchase.

One in 10 purchased three or more pairs.

How many pairs of non-prescription sunglasses did you buy at that time? n = 6112