

Focused inSights

Frame Trends

January 2024



Table of Contents

[Executive Summary](#)

[Glasses Purchase History](#)

[Frame Preferences](#)

[Buyer Segmentation](#)

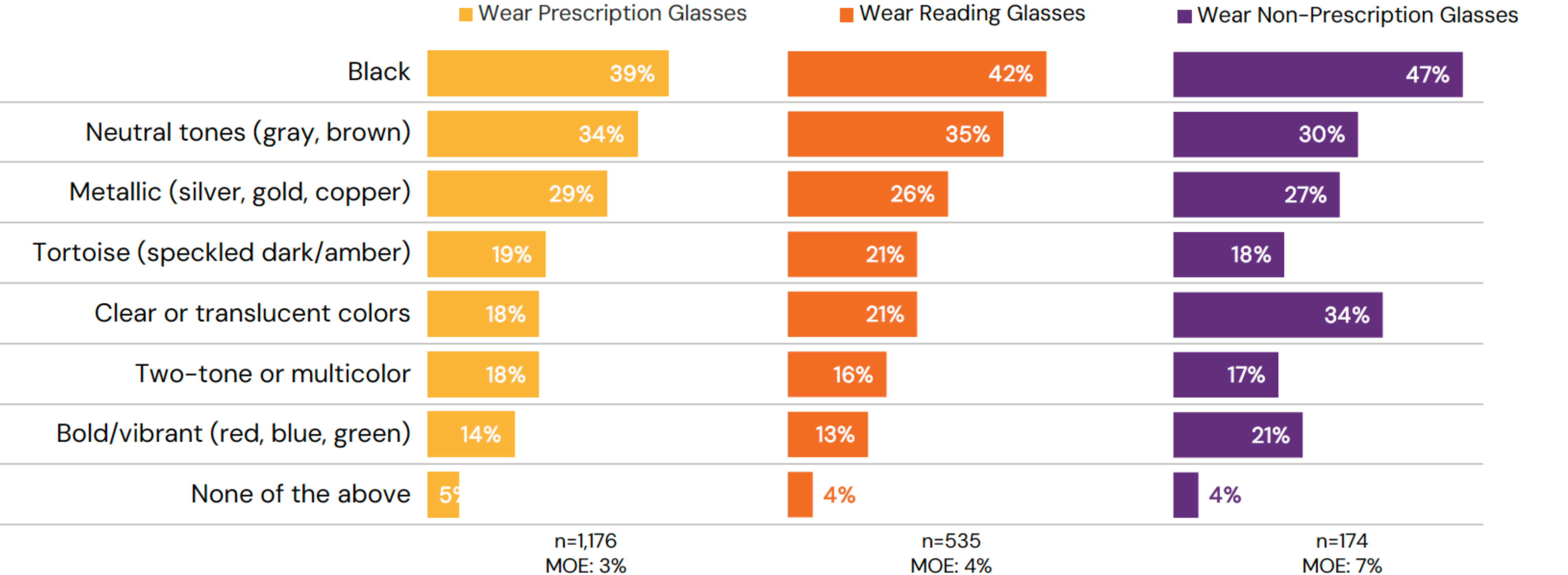
[Appendix](#)



Color by glasses type

Across all glasses type wearers, most say they prefer black and neutral toned frames

Bold/vibrant and translucent colors were more popular with those who wear non-prescription glasses



When purchasing new glasses frames, which of the following colors do you prefer? Select up to three.