



# Market inSights: Q2 2025 Report



# About this report

The following report reflects the results of The Vision Council's model for estimating the size of the optical industry. The 2025 quarterly estimates are based on a variety of data sources, including consumer retail credit card spending data, patient billing and payment data, and optical retail location data, along with a robust consumer survey program. Advanced analytics, using a modern data infrastructure, were applied with methodological rigor to develop the market model from these comprehensive sources.

**The data sources used in this report are continually refreshed each month, including overwriting previous data when warranted. Consequently, as the year progresses, necessary adjustments may be made to previously published estimates. The annual estimates may not necessarily be a sum of the quarterly estimates.**

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## Questions

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For questions about purchasing research reports or collaborating on a custom research project, please contact Anastasiya Yanushkova, Director of Research Partnerships, at [ayanushkova@thevisioncouncil.org](mailto:ayanushkova@thevisioncouncil.org).

# Lenses

The market value of lenses in Q2 2025 was \$4.28 billion. This is a 3.0% higher than Q2 2024 (\$4.12 billion), it is a 6.0% lower than Q1 2025 (\$4.59 billion). The market volume of lenses in Q2 2025 was 18.0 million. This is a 6.0% lower than Q2 2024 (19.4 million), it is a 3.0% lower than Q1 2025 (19.5 million). With these market value and volume estimates, the average value of a unit of lenses in Q2 2025 was \$238.15, \$21.71 more than Q2 2024 (\$216.44) and \$9.52 less than Q1 2025 (\$247.67).

There has been a downward trend in the volume of lenses sold over the last 5 quarters, but with this trend, the current quarter is the first time there has been a decline in the market value of lenses. The market value of Q2 2025 remained above the market value of Q2 and Q3 2024 despite the decline.

## Market value

in billions of dollars



## Market volume

in millions of units

