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## The Vision Council Caps a Year of Growth, Innovation, and Industry Leadership

**Alexandria, VA – December 18, 2025** – As the leading trade association for the optical industry, The Vision Council closed 2025 with a year of measurable progress across research, government relations, industry standards, Foundation initiatives, and Vision Expo events. In a year marked by change and complexity, the organization provided the insight, advocacy, and industry leadership needed to serve its members and advance its mission of better vision for better lives.

“This year was defined by real momentum and a shared commitment to the industry we serve,” **said Ashley Mills, CEO of The Vision Council.** “As our members navigated tariffs and economic uncertainty, The Vision Council served as a steady resource to deliver the research, advocacy, and leadership the industry needed. Everything we’ve accomplished this year, from sharing relevant data insights to meeting with decisionmakers on Capitol Hill, will help our members continue to provide the highest-quality products and services to their customers and the communities they serve.”

### **2025 Highlights and Accomplishments**

- **Advancing Data-Driven Insights for the Optical Industry** – The Vision Council’s inSights Research program continued to expand its impact in 2025, providing members with timely, accessible, and actionable intelligence to better understand consumer behavior and market dynamics. Reports and supplements include quarterly consumer and market updates, eyecare provider surveys, product-specific data tables, optical retail location lists, and the highly regarded annual [\*\*Market inSights\*\*](#) report—reinforcing inSights as a trusted resource for strategic decision-making.
- **Strengthening Advocacy and Trade Leadership** – As global trade discussions and tariff developments created uncertainty across the industry, The Vision Council played a critical role in keeping members informed and prepared. The organization delivered practical resources, including an exclusive [\*\*Tariff Dashboard\*\*](#), a real-time tariff developments webpage, and a series of educational webinars, while also engaging directly with officials at the Office of the United States Trade Representative (USTR) to communicate the real-world impact of tariffs on the optical industry.
- **Leading the Development of Industry Standards** – The Vision Council continued its long-standing leadership in the development and maintenance of industry standards, supporting innovation while safeguarding product quality and consumer confidence. These efforts remain foundational to the industry’s continued growth, consistency, and integrity.

- **Expanding Access to Vision Care and Education** – Through its Foundation, The Vision Council expanded access to vision care and education through strategic partnerships and community-focused initiatives. Highlights included National Sunglasses Day celebrations with AccuWeather in New York City and giveaways at Fenway Park, vision screenings through 20/20 Onsite, and educational resources about eye health and optical careers in collaboration with EyeMed.
- **Convening the Global Optical Marketplace** – Vision Expo, the largest optical trade show in the Americas, successfully brought together the global vision community in Orlando and Las Vegas in 2025, ahead of its transition to one annual event in 2026. The shows once again served as a hub for innovation, connection, and professional growth, offering attendees more than 200 hours of accredited continuing education and the latest advancements shaping the future of eyecare and eyewear through showcases from 300+ exhibiting brands.
- **Building Connection and Leadership Across the Industry** – The Vision Council's accomplishments throughout the year reflect the strength of its membership and the value of collaboration across the optical community. Through member-focused events such as the Executive Summit and Lab Leadership Forum, The Vision Council continued to foster dialogue, alignment, and leadership at every level of the industry.

Together, these efforts underscore The Vision Council's role as the unifying voice of the optical industry. As The Vision Council prepares for the year ahead, it remains focused on delivering meaningful value to its members and cultivating collaboration that will shape the future of vision care.

To learn more about membership, contact Michael Vitale at [mvitale@thevisioncouncil.org](mailto:mvitale@thevisioncouncil.org).

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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.*