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The Vision Council Releases New Research Highlighting Canadian Consumer Vision Trends in Q1 and Q2 2025

Alexandria, VA – August 22, 2025 – The Vision Council announces the release of the **Consumer inSights Canada Q1 and Q2 2025** report, offering a comprehensive overview of Canadian consumer behaviors and attitudes related to vision correction, eye exams, managed vision care, and eyewear purchasing. Based on survey responses from over 3,000 Canadian adults, this report delivers critical insights for industry professionals looking to understand and serve the Canadian optical market.

The findings highlight the impact of socioeconomic factors on access to vision care, with vision insurance coverage notably higher among younger and higher-income Canadians. While eye exam rates have improved since previous waves, a significant share of adults, especially those without insurance, have gone more than two years without an eye exam. The preference for in-person eyewear purchases continues to be strong, reflecting the value consumers place on personalized service, product fit, and immediate fulfillment.

“From eyewear purchasing preferences to vision insurance usage, this report sheds light on how Canadians are navigating their vision care,” said **Alysse Henkel, Vice President of Research and inSights at The Vision Council**. “We’re seeing improvements in eye exam rates and continued strong in-person purchasing, with 47 percent of prescription glasses wearers making a purchase in the last year, with most buying from their exam provider. These insights are essential for businesses that want to remain competitive and responsive to the evolving expectations of Canadian consumers.”

Key Findings from Q1 and Q2

- 82 percent of respondents use some form of vision correction, with 50 percent having had an eye exam in the past year.
- 43 percent report having vision care insurance, most commonly through employer-sponsored plans, and the majority used their benefits to offset eyewear and contact lens costs.
- 47 percent of prescription glasses users purchased eyewear within the last year.
- While in-person shopping dominated (87 percent), a significant portion of online buyers (34 percent) returned to physical retail for their most recent purchase.
- Contact lens users were more likely to buy online (29 percent), though many limited purchases to short-term supplies.
- Among recent purchases of plano sunglasses, 55 percent spent under \$50, and Ray-Ban, Oakley, and Foster Grant were the most cited brands.

Findings from the Consumer inSights Canada Q1 and Q2 2025 report are based on a nationally representative survey of 3,077 Canadian adults aged 18 or older. The survey collected detailed information about consumer behaviors across key categories such as eye exams, vision insurance, optical product preferences, and purchase patterns.

The full report is available in The Vision Council's [Research Download Center](#) as a complimentary download for members of The Vision Council, with a paid option for non-members to download.

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; quarterly 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.