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The Vision Council Releases New Report Tracking Q1 Optical Consumer Spending, Shopping Habits, and Coverage Trends

Alexandria, VA – April 17, 2025 – Today, The Vision Council released new research revealing consumer trends across optical products and services for the first quarter of 2025. The report, **Consumer inSights Q1 2025**, highlights the views and behaviors of U.S. adults regarding vision correction, managed vision care, eye exams, prescription eyewear, reading glasses, and non-prescription sunglasses.

Findings show that consumer spending on vision care products is up compared to the last quarter of 2024, a seasonal pattern consistent with the past two years as managed vision care benefits typically reset at the beginning of the year. For eyeglasses, the number of consumers spending \$200 or more slightly increased from 27% to 28%, and contact lens purchases over \$200 rose from 14% to 17%. The percentage of consumers spending \$100 or more on non-prescription glasses climbed to 34%, the highest rate in three years, up from 28% in Q4.

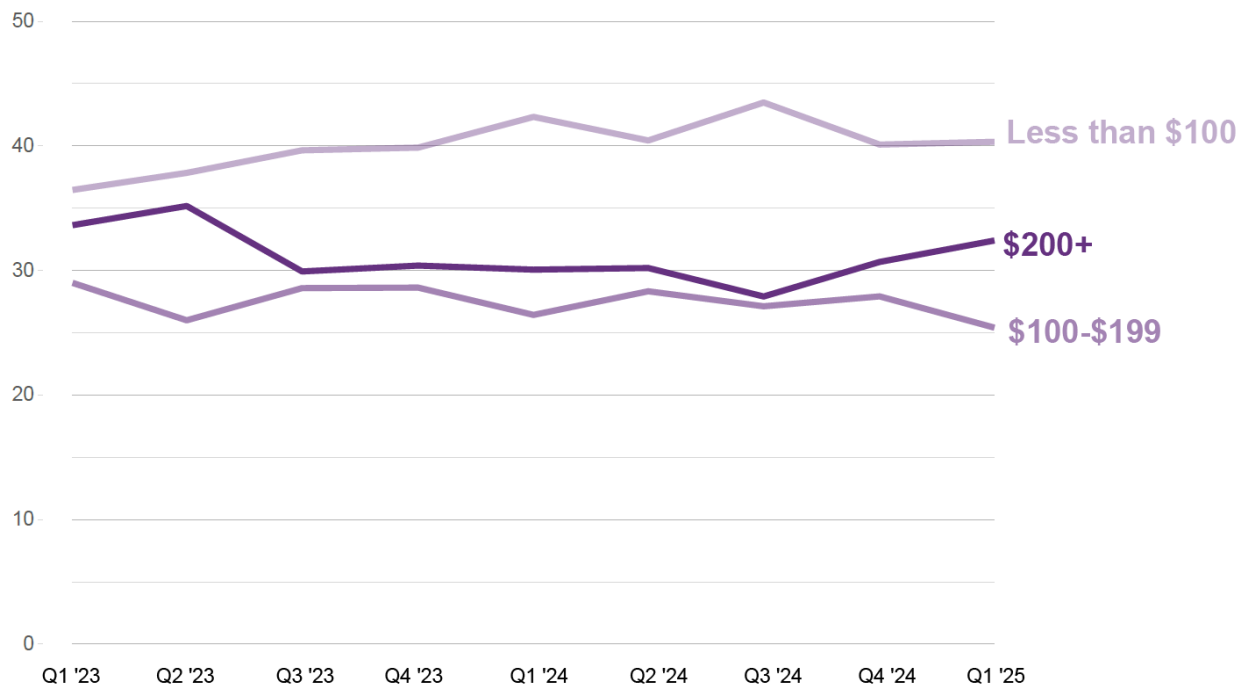
“This quarter’s data reflects a continued commitment from consumers to invest in their vision health, with spending trends aligning with seasonal patterns and the ongoing importance of managed vision care,” said **Alysse Henkel, Vice President of Research and inSights at The Vision Council**. “While consumer spending ticked up slightly this quarter, that shift reflects expected seasonal patterns tied to the start-of-year reset in benefits. We’re closely monitoring consumer sentiment in our survey each month as tariffs and broader economic uncertainties evolve.”

Additional Key Highlights for Q1 2025:

- **Increases in online purchasing:** Online purchasing of contact lenses increased from 35% of consumers buying contacts online in Q4 of 2024 to 39% in Q1 of 2025.
- **Shifts in managed vision coverage:** The number of respondents with employer-sponsored managed vision care plans remained at 47% for Q1, holding steady from Q4 of 2024, and down from 50% in Q3. This ongoing decline is countered with a steady increase in government-sponsored vision coverage, particularly among aging Baby Boomers transitioning into eligibility.
- **Out-of-pocket spending:** While 40% of consumers paid less than \$100 for their glasses in Q1, the share spending \$200 or more grew modestly, continuing a trend from late 2024. For exams, 67% of consumers paid under \$50 for their eye exam, and only 15% reported spending over \$100, showing cost consistency in routine care.

Amount paid out-of-pocket for recent Rx eyewear purchase (%)

If multiple pairs were purchased, amount reflects most expensive item



The Vision Council's **Consumer inSights Q1 2025** findings are the result of a survey of 12,002 adults in the United States aged 18 or older in the first quarter of 2025. Respondents are representative of the U.S. adult population. The survey included questions about vision correction, managed vision care, eye exams, prescription eyewear, reading glasses, and plano sunglasses.

More than three full years of trended data can be accessed along with the full report in The Vision Council's [Research Download Center](#). Members of The Vision Council can access immediately at no cost, while non-members can purchase the report directly for \$3,000.

The full report offers a comprehensive view of consumer behavior. Selected highlights include:

1. Eyewear retail trends and purchase preferences
2. Managed vision care benefit usage
3. Insights into the average eye exam frequency cycle

For more information about the Consumer inSights report or The Vision Council's research program, visit thevisioncouncil.org.

More 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; 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.