



**FOR IMMEDIATE RELEASE**

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## **New Research from The Vision Council Delivers In-Depth Analysis of Q2 Vision Care Spending and Trends**

**Alexandria, VA – August 5, 2025** – Today, The Vision Council released new research revealing consumer trends across optical products and services for the second quarter of 2025. The report, [Consumer inSights Q2 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 out-of-pocket spending patterns saw modest changes in Q2, suggesting price sensitivity across several vision care products and services, potentially in response to the uncertainty around the future prices of imported goods and the reciprocal tariffs announced by the Trump administration beginning in April.

Six out of seven glasses purchases are made in person, and the report shows that fewer consumers spent over \$200 on eyewear this quarter (down 2 percentage points from Q1). In contrast, 41 percent of consumers spent less than \$100 on their glasses, lenses, or frames (up 3 percentage points from Q1). When it comes to plano sunglasses purchased in-store, 54 percent spent under \$50 on their latest pair.

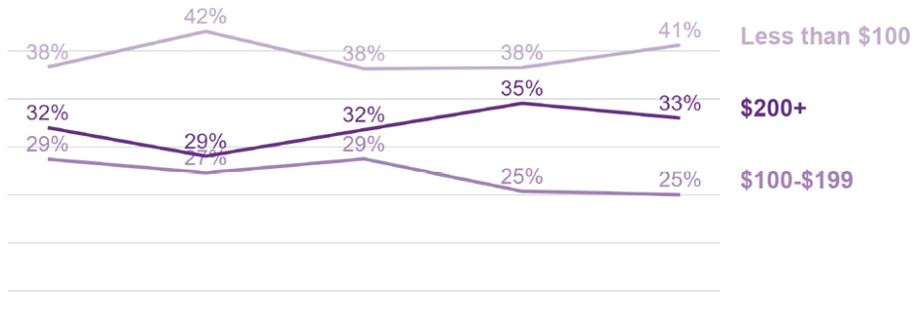
“This quarter marks a potential turning point in consumer behavior,” **said Alysse Henkel, Vice President of Research and inSights at The Vision Council.** “For the first time, we’re seeing indications that broader economic uncertainty, particularly ongoing trade negotiations and tariff concerns, may be influencing how consumers allocate their spending on vision care. The increased price sensitivity, especially for in-person eyewear purchases, suggests that consumers are hedging against potential future price increases. As we continue to monitor these trends, understanding the intersection between global policy shifts and everyday health-related decisions becomes even more critical.”

### **Additional Key Highlights for Q2 2025:**

- Eye exam rates remained consistent, with 64 percent of adults reporting an exam within the past 12 months.
- 73 percent of those with managed vision care had an exam in the past year, compared to only 46 percent without coverage.
- Two out of three (67 percent) consumers with an eye exam in the last three months paid less than \$50 out-of-pocket for their exam.
- 32 percent of those with a prescription glasses purchase this quarter used an FSA or HSA to help pay for their eyewear.

**Of those with a purchase in the last three months in person, amount paid out-of-pocket for recent eyewear purchase**

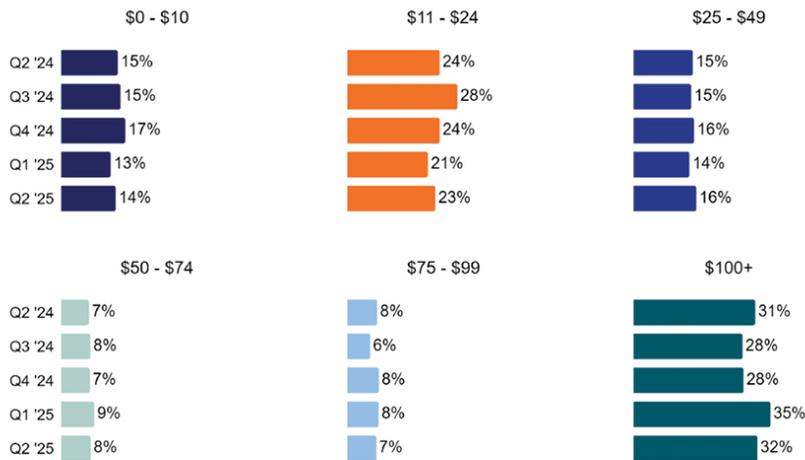
*If multiple pairs were purchased, amount reflects the most expensive item*



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**Amount paid out-of-pocket for recent plano sunglasses purchase (%)**

*Total cost of recent purchase*



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The Vision Council's [Consumer inSights Q2 2025](#) findings are the result of a survey of 12,075 adults in the United States aged 18 or older in the second 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 the report immediately at no cost. Non-members can purchase the report directly for \$3,000.

### **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.*