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Contact: Chelsea Pillsbury
media@thevisioncouncil.org

New Research from The Vision Council Reveals Q3 Vision Care Spending and Behavior Trends

Alexandria, VA – November 17, 2025 – The Vision Council today released [Consumer inSights Q3 2025](#), its latest research examining consumer attitudes and behaviors related to vision correction, managed vision care, eye exams, prescription eyewear, reading glasses, and non-prescription sunglasses.

Based on a nationally representative survey of U.S. adults, the report finds that vision care utilization and purchasing habits remained stable through the third quarter of 2025, with strong engagement in eye exams and in-person eyewear purchases across all demographics.

The Q3 findings highlight a marketplace characterized by consistent care patterns and selective spending. Most adults continue to utilize managed vision care, using their benefits for exams and eyewear purchases at similar rates to prior quarters. Independent optical practices remain important, with more than half of recent eye exams and eyewear purchases taking place in those settings. At the same time, corporate and online retailers maintain a strong presence, especially among younger consumers and those purchasing contact lenses.

The report also points to signs of increased price sensitivity, with many consumers keeping out-of-pocket spending for glasses and sunglasses under \$100, and most reporting satisfaction with their recent purchases. This balance of value-conscious decision-making and steady demand signals resilience in the vision care market, even as consumers navigate broader economic pressures.

Additional Findings from Q3 2025

- More than 80 percent of adults report using some form of vision correction.
- Consumers with coverage continue to show strong utilization of benefits for exams, prescription eyewear, and contact lenses.
- In-person retail remains dominant, with 86 percent of eyewear purchases made in-store.
- Over 75 percent of contact lens users made a purchase within the past year, with nearly one-third of respondents using daily lenses.

Broader Trends and Consumer Sentiment

“Our Q3 data show a clear message: even as consumers report more caution about the economy, they continue to prioritize their vision,” **said Alysse Henkel, Vice President of Research and inSights at The Vision Council.** “Eye exam activity remains steady, and many eyewear users are staying on their typical replacement cycle. Where we see hesitation, it’s driven by practical considerations like cost, time, and the perception that existing eyewear is ‘good enough’. For providers and retailers, this creates two parallel opportunities: supporting loyal patients who are coming in on schedule and proactively engaging those overdue for exams or eyewear with clear messaging about the benefits of regular care and the range of price points available.”

The Vision Council’s **Consumer inSights Q3 2025** findings are the result of a survey of 12,097 adults in the United States aged 18 or older in the third 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.