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New Research from The Vision Council Finds More Than Half of U.S. Consumers Value “Made in the USA” Products

Alexandria, Va., Sept. 12, 2024—Today, The Vision Council released a new research report featuring a comprehensive analysis of consumer perception and sentiment regarding “Made in USA” labeling of general-purpose products, as well as eyeglasses and sunglasses frames. Findings from the report, titled **Focused inSights 2024: Consumer Perception and Sentiments on “Made in the USA” Products**, indicate that more than half of American consumers consider a “Made in the USA” designation to be an important factor in their purchasing decision, with many willing to pay more for products labeled as American made.

This survey, conducted by The Vision Council between August 7-29, 2024, with a sample of 1,500 adults, aims to gauge and understand consumer perceptions of U.S. origin claims in light of the evolving global economy.

“Our latest research highlights the growing importance of ‘Made in the USA’ labeling as an important factor in consumer decision-making,” said **Alysse Henkel, Vice President of Research and Insights at The Vision Council**. “As the marketplace evolves, understanding how consumers perceive product origin—and how it impacts their willingness to pay a premium—presents a valuable opportunity for manufacturers to align with these preferences and differentiate their products.”

Key Findings:

- About half of consumers (52 percent) consider “Made in the USA” an important factor in their purchasing decisions. 44 percent report that they buy American-made products fairly often or always.
- On average, 45 percent of consumers are willing to pay a premium of 5 percent or more for American-made eyewear.
- Eyeglasses assembly, craftsmanship, quality testing, and design are viewed as essential criteria for eyeglasses to be considered “Made in the USA.”
- Respondents do not perceive the inclusion of American-made minor components, such as screws or bolts, that are used in manufacturing as necessary for a product to be labeled “Made in the USA.”
- When respondents were presented with a fictional scenario that described an American factory making eyeglasses frames with imported raw materials, three-quarters of respondents perceive eyeglasses manufactured in the fictional scenario as “Made in the USA.”

“Made in the USA” and the Vision Industry

As the global economy transforms manufacturing and trade, consumer perceptions of product origin play a growing role in purchasing decisions. The Vision Council’s Government and

Regulatory Affairs team works closely with policymakers to address “Made in the USA” labeling standards that affect eyewear manufacturers.

“This research underscores that consumers are more flexible than existing federal guidelines when it comes to labeling eyewear products as ‘Made in the USA,’” said **Michael Vitale, Vice President of Membership, Government Relations & Technical Standards at The Vision Council**. “While current regulations emphasize that products must be made entirely or almost entirely from U.S. materials to carry this label, half of consumers believe that eyeglasses manufactured domestically with imported materials can still be considered ‘Made in the USA.’ When presented with scenarios where American factories used imported materials, most respondents still viewed the products as highlight the need for ongoing advocacy to better align federal definitions with consumer sentiment, ensuring that labeling standards reflect American perceptions and allow for greater American-made. These findings clarify in the marketplace.”

Current policies, like the Federal Trade Commission’s definition of “Made in the USA,” intend to prevent unqualified U.S. origin claims, but often negatively impact manufacturers who rely on imported raw materials or minor components. Through continued conversation with state and federal elected officials, The Vision Council aims to contribute to future policies that empower manufacturers to produce American-made eyewear and vision care products that appeal to U.S. consumers.

Learn more about The Vision Council’s ongoing Government and Regulatory Affairs work [here](#).

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

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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.