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SMART EYEWEAR AWARENESS GROWS ACCORDING TO NEW RESEARCH FROM THE VISION COUNCIL

Few Adults Have Tried Smart Eyewear, but 1/3 are Considering a Purchase

Alexandria, VA – September 20, 2023 – On the heels of New York Fashion Week, where [wearable tech](#) was featured among the year’s hottest trends, The Vision Council has released a new report delving into consumer awareness, interest, and sentiment towards smart eyewear products. The report, **Focused inSights Smart Eyewear 2023**, found that more than a third of Americans intend to purchase tech eyewear within the year, with men aged 18–44, those in urban communities, and early adopters of technology especially likely to purchase.

Most American adults are aware of smart eyewear, which the report defines as “connected eyewear that offers wireless connectivity and many ‘smart’ features right in the frames such as the ability to answer calls, listen to music, reply to messages, and use a voice assistant,” but the depth of awareness is low. Although most (56 percent) adults say they have heard of smart eyewear, just one-in-ten (9 percent) know exactly what it is.

A lack of general “buzz” may be contributing to a shallow understanding of smart eyewear products. Though wearable technology is becoming more accessible and affordable to consumers, only approximately one-in-four (23 percent) adults say they have seen, read, or heard about smart eyewear products in the past year, and half (52 percent) say they have heard nothing at all about these products.

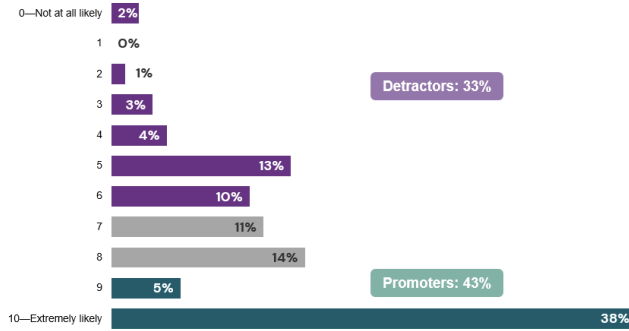
Those most likely to have recently heard about smart eyewear products are early adopters of technology (50 percent) and those aged 18-34 (41 percent). Despite a low depth of awareness, half of adults have a favorable impression of these products.

“As consumers continue to incorporate new forms of technology into their health and wellness routines, it’s likely that many individuals will be interested in smart eyewear and want to integrate it into their everyday life,” said **Alysse Henkel, Senior Director of Market Research and Analytics at The Vision Council**. “This signifies an exciting new era for the optical industry, with smart eyewear emerging as accessible, fashionable innovations and wearable technology.”

Report Highlights:

- Adults who have used smart eyewear products are split on whether they would recommend them, with two-in-five people (43 percent) saying they would recommend smart eyewear products to a family member, friend, or colleague, while one-in-three (33 percent) say they would not recommend these products.

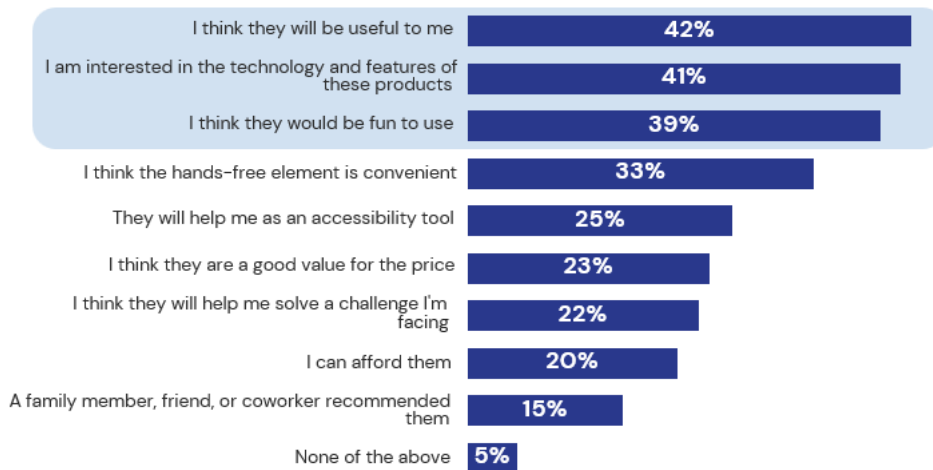
Those who have used smart eyewear products are split on whether they would recommend them, with a Net Promoter Score (NPS) of 10. 43% say they would recommend, while 33% say they would not.



How likely is it that you would recommend smart eyewear products to a family member, friend, or colleague?
n=252 adults who have ever used smart eyewear products; MOE: +/-6%

- Adults opt to purchase smart eyewear for various reasons including that they think these products *will be useful* (42 percent), *fun to use* (39 percent), and they are *interested in their technology and features* (41percent).

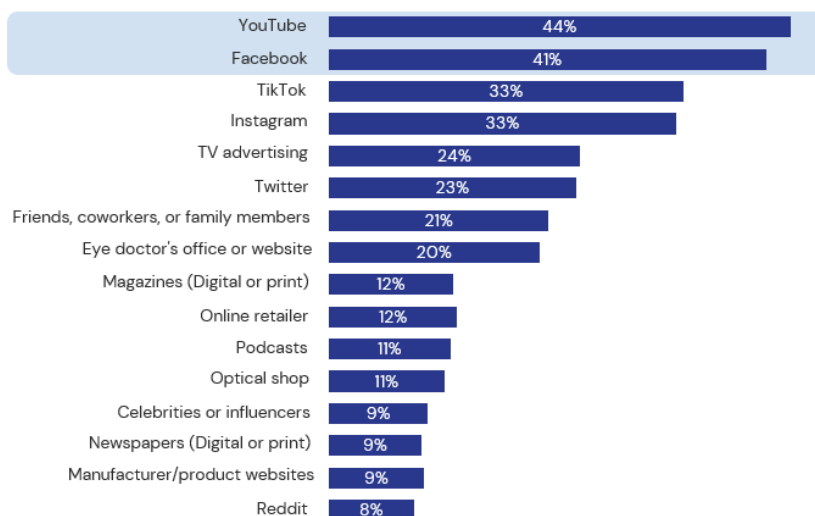
Reasons why consumers are likely to purchase smart eyewear



Why are you **likely** to purchase smart eyewear products in the next 12 months? Select all that apply.
n=723 adults who are likely to consider purchasing smart eyewear products; MOE: +/-4%

- Adults who have recently seen, read, or heard about smart eyewear products are most likely to say it was on YouTube (44 percent) and Facebook (41 percent).

Media where respondents saw, read, or heard about smart eyewear



Where have you recently seen, read, or heard about smart eyewear products? Select all that apply.
n=497 adults who have seen, read, or heard about smart eyewear products a lot/some; MOE: +/-4%

This study was conducted from July 29-July 30, 2023 in collaboration with Morning Consult. 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.

About the inSights Research Program

The Vision Council's [inSights Research Program](#) launched in May 2022 and 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.