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## THE VISION COUNCIL RELEASES FOCUSED INSIGHTS 2023: FRAMES

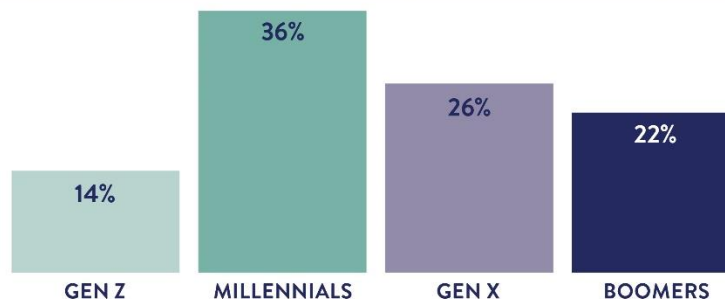
**Alexandria, VA – June 30, 2023** – Today, The Vision Council, the leading trade association for the optical industry, released a new report featuring key insights into U.S. consumers’ optical frames preferences and purchasing habits. The report, **Focused inSights 2023 Frames**, examines consumer behavior and trends, including U.S. adults’ brand preferences, frame purchasing frequency, generational differences in the selection of eyewear, the role of managed vision care in paying for eye exams and frames, and the average list prices that patients pay.

“With hundreds of brands and frames at every price point, discerning consumers’ preferences can be a challenge,” said **Alysse Henkel, Senior Director of Market Research and Analytics at The Vision Council**. “This report provides valuable demographic insights into what brands consumers prefer, how much they are paying, and the role of managed care in their purchasing decisions.”

### Report Highlights:

- 1 in 10 consumers indicated they made a recent frames purchase.
- 51 percent of consumers reported spending \$0 out-of-pocket for value priced frames.
- Frames purchasers were near evenly split between the younger and older generations, with 50 percent Millennials and Gen Z, and 48 percent Gen X and Baby Boomers.
- Those who purchased frames listed at less than \$150 were more likely to be Gen Z than any other generation of frames purchasers.

OF THOSE WHO MADE RECENT FRAMES OR GLASSES PURCHASES,  
THERE ARE SIGNIFICANT GENERATIONAL DIFFERENCES IN FRAMES PURCHASES



When you made that purchase, what did you buy? n = 6,197  
\*2 percent were from the Silent generation but were excluded from analysis for small sample sizes.

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This report sources data from The Vision Council's 2022 Consumer inSights survey which asked more than 60,000 consumers about their optical retail habits, and reflects millions of records from 2022 of deidentified patient level purchase data from ABB Analyze.

A one-page summary, along with the full research 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.

### **More 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; quarterly market estimates; and an annual 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.*