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The Vision Council Releases New Research Spotlighting Q3 Optical Market Trends

Third quarter of 2024 shows growth across prescription products

Alexandria, Va. – November 15, 2024 – Today, The Vision Council released a report featuring new market data and analysis estimating the performance of the \$18.9 billion optical industry. The **Market inSights Q3 2024** report reveals industry performance across a variety of categories, including eye exams, eyeglasses, frames, lenses, contact lenses, readers and plano sunglasses for the third quarter of 2024.

“Compared to previous quarters of 2024, The Vision Council’s latest research shows a notable uptick in both the volume of prescription goods purchased and the value of these products and services, suggesting a strong back-to-school season for the industry” said **Alysse Henkel, Vice President of Research and inSights at The Vision Council**. “As more families prioritized prescription exams, glasses and contacts this quarter, the non-prescription sunglasses market experienced a decline, as is expected with the changing seasons and cooler weather.”

Along with prescription products, reading glasses continued to see an increase in volume from Q2 2024 to Q3 2024. Even so, there was a slight dip in their overall market value, indicating that while more units were sold, consumers are opting for more budget-friendly options compared to the previous quarter.

Key Highlights from Q3:

- The contact lenses market sold over 40 million boxes of contacts
- Lenses led the prescription market with a value of \$5.01 billion
- Over 18 million pairs of frames were sold
- 34 million patients received a comprehensive eye exam
- Plano sunglasses had a market value of \$4.37 billion
- Consumers purchased more than 53 million pairs of readers

The **Market inSights Q3 2024** report estimates are based on a variety of data sources, including consumer retail expenditure data, patient billing and payment data, and optical retail location data, along with an updated consumer survey program. Advanced analytics, using a modern data infrastructure, were applied with methodological rigor to develop the market model from these comprehensive sources. This quarterly version of the report reflects a high-level overview of the trends in the last quarter and may adjust previous quarterly estimates based on new data.

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 to download.

More 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; 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.