

ORGANIZATIONAL OVERVIEW

The Vision Council is a non-profit trade association that serves member companies in diverse segments of the optical industry, from family owned businesses to global companies. Membership is available to any firm or corporation whose primary business is the manufacturing or distribution of optical products and/or services.

Offering a wide variety of resources and tools, from market research to training to industry networking events, The Vision Council helps our members succeed in their businesses. Furthermore, through a partnership with Think About Your Eyes a national consumer awareness campaign designed to educate the public about the importance of getting an annual comprehensive eye exam, The Vision Council supports consumer education around eyewear and eyecare.

The Vision Council is a co-owner of Vision Expo East and West, the worldwide conferences for eyecare and eyewear which draw more than 30,000 eyecare providers each year. Vision Expo offers 320+ hours of education and more than five football fields of exhibit space showcasing fashion eyewear, accessories and medical equipment. Revenue from Vision Expo supports The Vision Council's mission to promote growth in the vision industry through education, advocacy, research, consumer outreach, strategic relationship building and industry forums.

DIVISIONS

The Vision Council maintains several operating divisions that provide guidance, education programs, marketing materials, research and advocacy outreach to address common interests among members.

EYEWEAR AND ACCESSORIES DIVISION

The Eyewear & Accessories Division represents those companies involved in eyewear/sunwear frames, frame materials and accessories businesses. This division focuses on promoting eyewear as a fashion accessory, manufacturing standards and regulations, and industry benchmarking.

LENS DIVISION

The Lens Division is made up of eyeglass and contact lens manufacturers and distributors. This group creates standards and regulations, reviews lens-specific manufacturing issues and educates eyecare providers and consumers about lens trends and technologies.

LENS PROCESSING & TECHNOLOGY DIVISION

The Lens Processing & Technology Division represents companies that distribute manufacturing equipment used to fit eyeglass lenses into frames, apply lens treatments and coating, and more. This division is uniquely suited to bring together multiple segments of the industry including optical labs and lens companies. As a division, they monitor and establish industry standards and create industry-accepted compliance procedures.

OPTICAL RETAIL DIVISION

The Optical Retail Division focuses on the unique business needs of optical retailers, provides government and regulatory guidance, and delivers consumer insights and specialized market data to help members improve their businesses.

QUICK FACTS*

- Members of The Vision Council produce 90 percent of the prescription lenses worn in the U.S.
- There are roughly 43,000 brick and mortar locations selling eyeglasses within the U.S.
- There are 196.3 million adult vision correction users in the U.S.
- There are 166.1 million US adults wearing Rx eyeglasses.
- The majority of consumers (45.6%) reported paying between \$100 and \$150 for frames.
- 221.4 million Americans wear nonprescription sunglasses.
- 32.8 million Americans wear over-the-counter reading glasses.
- 38.0 percent of Americans regularly use two or more pairs of eyeglasses.
- 52.3 percent of Americans regularly use two or more pairs of sunglasses.

LOW VISION DIVISION

The Low Vision Division comprises low vision device companies that, as a group, work together to raise awareness of low vision rehabilitation among eyecare providers, visually impaired consumers and their caregivers. The division aims to educate these audiences about low vision and its impacts. As the term used to refer to a visual impairment that is not correctable through surgery, pharmaceuticals, glasses or contact lenses, low vision is often characterized by partial sight such as blurred vision, blind spots or tunnel vision, but also includes legal blindness. Low vision can impact people of all ages, but is primarily associated with older adults.

SUNGLASS AND READER DIVISION

The Sunglass & Reader Division is made up of member companies involved in the manufacturing and distribution of plano (non-Rx) sunwear and over-the-counter reading glasses. As a division, they work together to promote the fashion and function of sunwear and readers, and provide guidance on standards and regulations.

LAB DIVISION

The Lab Division, composed of optical laboratories worldwide, provides information, publications, education, and programs to help members operate and improve their business and their lab operations. As a division, they work to raise the tide for the industry at large by driving the sales of multiple pairs.

*Data courtesy of The Vision Council's large scale 2020 consumer survey, VisionWatch, and the Jobson Census program