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New Research from The Vision Council Reveals Impact of Tariffs and Inflation on Eyecare Practices

Alexandria, VA – August 26, 2025 – The Vision Council has released new research examining eyecare provider sentiments on practice operations, industry trends, and the U.S. economy during the first half of 2025. The report, [**Provider inSights Q1 and Q2 2025**](#), explores providers' expectations and the effects of key economic factors, including tariffs, inflation, staffing, and the adoption of new technologies such as telehealth and smart eyewear.

Findings show that economic pressures remain top-of-mind for eyecare providers. More than half of respondents (56 percent) said the U.S. economy performed worse in the first half of 2025 compared to the second half of 2024. Tariffs and inflation are major concerns: 62 percent of providers report tariffs have already affected their practices, and two-thirds (66 percent) expect continued or worsening impacts through the end of the year. Meanwhile, 69 percent said inflation has influenced their business in 2025.

"This survey provides valuable insight into how eyecare practices are navigating tariffs, inflation, and other economic challenges," said **Alysse Henkel, Vice President of Research and inSights at The Vision Council**. "Many providers are responding by maintaining the status quo—delaying investments, not expanding services, and holding off on introducing new products such as smart eyewear."

Key Findings:

- **Tariffs and Pricing:** Nine in ten providers report tariffs have most strongly impacted wholesale eyewear prices. Eight out of 10 also noted tariffs are affecting wholesale practice supplies.
- **Inflation:** 69 percent of providers said inflation influenced their practice in the first half of 2025, and 30 percent expect continued impacts for the rest of the year.
- **Staffing and Hiring:** Hiring challenges persist for 72 percent of practices, with little improvement expected in 2025. Staff retention has improved by eight percentage points compared to 2024 but is projected to remain steady for the remainder of the year.
- **Telehealth:** 76 percent of providers do not currently offer telehealth services.
- **Smart Eyewear:** Four out of ten providers offer smart eyewear to their patients.

The study was conducted online from June 30 to July 7, 2025, using The Vision Council's eyecare provider research panel.

[**The full report is available now:**](#) members of The Vision Council receive free access, while non-members may purchase it for \$250.

For more information about the Provider inSights report or The Vision Council's research program, visit thevisioncouncil.org.

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; 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.