

New Research from The Vision Council Reveals Cautious Optimism Among Eyecare Providers Despite Economic Pressures

Alexandria, VA – April 8, 2025 – Today, The Vision Council released new research exploring eyecare provider sentiments related to daily operations of their practices, the eyecare industry, and the American economy during the second half of 2024. The report, [Provider inSights Q3-Q4 2024](#), highlights providers' expectations and the perceived impact of key economic factors including tariffs, inflation, staffing and hiring, and the integration of technologies such as telehealth and artificial intelligence.

Findings from the report indicate that while more than half of eyecare providers are somewhat optimistic about the future, challenges remain. Specifically, 54% of respondents expect the U.S. economy to either remain stable or improve in 2025. However, 70% reported that inflation had at least some influence on their practices during the second half of 2024, and 50% noted that tariffs would likely result in increased costs for eyewear products, supplies, and materials.

“Our most recent survey shows that eyecare providers reported similar or slightly improved practice performance for the second half of 2024 compared to the previous two quarters, and are cautiously optimistic for 2025,” said **Alysse Henkel, Vice President of Research and inSights at The Vision Council**. “Even with this optimism, providers are well aware of the uncertain economic outlook and its potential impact on their businesses—many are delaying major investments, feeling the strain of inflation, and facing persistent challenges in attracting and retaining skilled talent.”

Report Highlights:

- **Tariffs and Pricing:** 50% of providers say that tariffs would lead to increased prices of eyewear products, practice supplies, and materials. Meanwhile, 21% believe that tariffs would not have any negative impact on their business or that short-term negatives could be offset by long-term benefits.
- **Inflation Concerns:** 70% of providers report that inflation had at least some influence on their practices during the second half of 2024. 35% expect inflation to have a severe or extreme impact on their practices in 2025.
- **Staffing Challenges:** Hiring remains the biggest challenge reported in the second half of the year, with little expected improvement in 2025.
- **Workforce Shortages:** On average, six in 10 providers report that there is at least a moderate shortage of qualified professionals, and 36% of providers report a severe or extreme shortage of opticians.
- **Industry Training Needs:** Among providers experiencing labor shortages, 34% suggest that expanding training and educational opportunities could help address workforce gaps.

This study was conducted online from February 18 – March 4, 2025, and sent to an eyecare provider research panel managed by The Vision Council.

[Access the full report here](#). Members of The Vision Council can access immediately at no cost, while non-members can purchase the report directly for \$250.

The full report includes:

1. Eyecare providers' perspective on recent business performance and future economic expectations
2. Industry workforce challenges and trends
3. Insights on the usage of emerging technologies like AI and telehealth

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

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; 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.