

The Vision Council Supports the Optical Industry as New Reciprocal Tariff Rates Are Announced

Updated reciprocal tariff rates to take effect in August

Alexandria, VA — August 4, 2025 – The White House has [issued formal notice](#) that updated reciprocal tariffs for key trade partners will go into effect beginning August 7, 2025, at 12:01 a.m. EDT, ending a temporary pause in enforcement first signaled in April 2025. These new measures pose a substantial challenge to the global sourcing, pricing and logistics strategies of businesses across the optical industry.

As the leading advocate and resource for the vision community, [The Vision Council](#) is closely monitoring these developments and is committed to providing timely, actionable insights to support members navigating this evolving trade environment.

New Reciprocal Tariff Rates

The new reciprocal tariff rates outlined in the [Executive Order](#), vary by country, ranging from 15 percent to 41 percent on imports. Countries not listed will incur a 10 percent reciprocal tariff.

China, currently the largest exporter of frames, lenses and eyewear accessories to the United States, remains subject to a reciprocal tariff rate of 10 percent, and faces a separate tariff adjustment scheduled for August 12, pending the outcome of ongoing negotiations.

Below are some of the updated rates by country:

- **European Union:** 15 percent, varied depending on the existing regular tariff rate associated with a product
- **Japan:** 15 percent
- **Vietnam:** 20 percent
- **Taiwan:** 20 percent
- **India:** 25 percent
- **Brazil:** 10 percent reciprocal, plus a 40 percent retaliatory tariff

Other Tariff Updates

- **International Emergency Economic Powers Act (IEEPA) Tariffs*:**
 - **Mexico:** 25 percent, negotiated a 90-day extension of status quo
 - **Canada:** 35 percent, in effect August 1

*In most cases, goods covered by the United States-Mexico-Canada Free Trade Agreement (USMCA) remain tariff-free

- **De minimis:** The *de minimis* shipment process which allowed duty-free imports for shipments of \$800 or less is scheduled to end on August 29, 2025.

Members of The Vision Council can access a list of country-specific tariff rates and tariff simulation tools [here](#).

Broad Impacts on the Optical Supply Chain

Below is a breakdown of how leading import sources are impacted in three core product categories:

- **Sunglasses:** As one of the most concentrated product categories, with China dominating U.S. imports, the latest tariffs could significantly disrupt pricing and sourcing strategies for this high-volume segment.

Country	Share of U.S. Imports	Reciprocal Tariff Rate beginning August 7
China	89%	Pending separate China-specific tariff
Italy	5%	15%
Taiwan	3%	20%
Japan	1%	15%

- **Plastic Frames and Mountings:** Foundational to optical retailers and labs, and the diversity of sourcing means inventory and procurement teams can expect more complex decisions ahead.

Country	Share of U.S. Imports	Reciprocal Tariff Rate beginning August 7
China	72%	Pending separate China-specific tariff
Italy	9%	15%
Vietnam	6%	20%
Taiwan	4%	20%
Japan	3%	15%

- **Non-glass Lenses:** Critical for prescription eyewear, new tariffs on lenses are likely to result in continued pricing pressure for eyewear retailers and consumers.

Country	Share of U.S. Imports	Reciprocal Tariff Rate beginning August 7
Mexico	26%	No reciprocal tariff, 90-day extension of 25% IEEPA tariff; goods under USMCA tariff-free
China	19%	Pending separate China-specific tariff
Thailand	15%	19%
Indonesia	12%	19%
Laos	8%	40%

The Vision Council's Commitment to Industry Support

"As the leading voice and resource for our industry, The Vision Council is stepping forward to help members understand the implications of the latest reciprocal tariffs impacting international trade partners, and provide tools to help adapt their strategies, and advocate for sustainable solutions," **Ashley Mills, CEO of The Vision Council**. "We recognize the significant pressures these measures place on businesses—especially smaller enterprises and independent retailers with limited flexibility. In response, we are mobilizing our research, policy, and member support capabilities to provide timely guidance and actionable insights. The Vision Council is equipped to lead the way and ensure the optical community remains resilient and competitive."

As the industry's trade association, The Vision Council is actively working to:

- Analyze and interpret emerging trade policies
- Offer tools to evaluate tariff impact
- Advocate for the optical community's interests in Washington

To empower businesses with the information and support needed to make informed decisions, The Vision Council offers exclusive access to:

- **Latest Tariff Developments**: Real-time updates and expert analysis on evolving policy actions and timelines.
- **Tariff Dashboard**: A members-only, customizable simulation tool to assess how specific tariff scenarios can impact cost structures and business operations.
- **Industry Resources & Guidance**: Includes archived webinars and country-specific tariff information.

Contact for Member Support

Members with questions or concerns are encouraged to reach out to our team of experts:

- **Omar Elkhatib**, Senior Manager of Government Relations, at oeikhatib@thevisioncouncil.org.
- **Rick Van Arnham**, Regulatory Affairs Counsel, at rvanarnam@barnesrichardson.com.

As the reciprocal tariffs go into effect, The Vision Council remains a steadfast ally and resource for all segments of the optical industry, ensuring members have the insight, tools, and advocacy needed to navigate today's complex trade environment.

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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.