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## New Research from The Vision Council Explores Behaviors of Eyewear Frame Buyers

**Focused inSights 2024: Frame Buyers**, developed in partnership with *Eyecare Business*, is the latest report from The Vision Council's inSights Research Program

**Alexandria, VA – January 7, 2025** – Today, The Vision Council released a new research report that provides a detailed look at how eyecare providers source and select eyeglasses frames for their practices.

**Focused inSights 2024: Frame Buyers** dives deep into the motivations and choices of eyecare providers who are responsible for frame inventory purchases. Findings from this report detail who makes frame purchases, how often purchases are made, and where products are sourced. The report also sheds light on choices that providers make about the styles and materials of frames that they purchase most often.

“The findings from this report, developed in collaboration with *Eyecare Business* magazine, reveal that eyecare providers are strategic in balancing patient preferences with inventory constraints in the curation of frames sold at their practices,” said **Alysse Henkel, Vice President of Research and inSights at The Vision Council**. “Customer preferences and historic sales, such as the popularity of square and rectangular frames, influence frame buyers’ decisions, even if they would like to sell more unique styles from boutique brands. Overall, the report underscores the key trends shaping the eyewear market and offers a roadmap for suppliers to better align with provider and customer needs.”

### Key Findings:

#### *Inventory Updates and Frame Board Capacity:*

- 78% of providers display between 200 and 1,200 frames on their boards.
- 70% of providers update their inventory quarterly.
- 73% introduce new styles every three to six months.
- Frame boards typically comprise 80% ophthalmic frames and 20% sunglasses.

#### *Inventory Purchasing Channels:*

- Most frames are sourced through in-person sales representatives.
- Providers prioritize cost-effective options across all price segments.

#### *Preferred Frame Styles:*

- Square and rectangular frames dominate inventories, comprising an average of 53% of available styles.
- Providers report these styles are the most popular among their patients.

*Brand Preferences:*

- 40% of providers prefer boutique brands.
- Despite this preference, large corporate and licensed designer brands make up over half of inventories.

This survey was conducted by *Eyecare Business* magazine ([see EB's 10 Frame-Focused Findings feature for key takeaways from the report](#)) and The Vision Council in July and August 2024 among a sample of 282 eyecare providers who are responsible for frame inventory purchases. The interviews were conducted online through Qualtrics. Results from the full survey have a margin of error of plus or minus 5.8% percentage points.

The full report is available for download in The Vision Council's [Research Download Center](#). It is complimentary for members of The Vision Council, with a paid option for non-members.

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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.*