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THE VISION COUNCIL RELEASES NEW RESEARCH HIGHLIGHTING U.S. CONSUMERS' EYEGLOSS FRAMES PREFERENCES

New Report Reveals Diverse Eyewear Preferences and Purchase Behaviors, Unveiling Opportunities for Optical Industry Growth

Alexandria, VA – March 8, 2024 – Today, The Vision Council, the leading trade association for the optical industry, released new research featuring key insights into U.S. consumers' experiences and preferences when purchasing new glasses frames. Findings from the report, **Focused inSights 2024 Frame Trends**, underscore the diversity in eyewear preferences and purchase behaviors, highlighting opportunities for the optical industry to tailor product offerings and marketing strategies to meet consumer preferences.

"Our latest Focused inSights report reveals a diverse landscape of consumer frame preferences, influenced by various factors such as shopping habits, eyecare product usage, and individual values pertaining to sustainability and technology," said **Alysse Henkel, Vice President, Research and inSights at The Vision Council**. "This report offers a unique analysis of evolving eyewear trends and provides the optical industry with crucial data to enhance their understanding of the U.S. consumer, as well as the key factors influencing their frames buying decisions today."

Highlights from **Focused inSights 2024 Frame Trends** are summarized across unique report sections, including Glasses Purchase History and Frame Preferences. The report also segments frames buyers by a variety of characteristics, delivering findings based on several factors that impact consumers' glasses preferences and purchasing behaviors.

Buyer Segmentation Highlights:

- Online purchasers of prescription glasses tend to prefer square, brow line, and cat eye shapes over those who shop in-person.
- Sustainability, fashion trends, and brand recognition matter more for non-prescription wearers than prescription glasses wearers.
- Individuals who regularly use multiple pairs of glasses show a greater inclination towards curvier shapes like oval, cat eye, round, and wraparound than those who just use one pair.
- Brand and fashion trends carry greater importance for consumers who find shopping for frames fun.
- Consumers who often struggle to find frames that fit well deprioritize fashion and brands compared to those with no fit issues.
- Fashion-conscious buyers are more likely to prefer rimless, brow line, cat eye, aviator, geometric, round, and wraparound frame shapes than those who are not fashion conscious.
- Sustainability-minded consumers prioritize optician recommendations, technology, current fashion trends, and brand/designer labels higher than those who do not consider sustainability important when buying frames.

- Technology enthusiasts show a stronger preference for rimless/semi-rimless and aviator frame shapes than those who don't consider technology an important factor in their frames purchase.

This poll was conducted by Morning Consult, on behalf of The Vision Council, between January 17-19, 2024, among a sample of 2,200 adults. The interviews were conducted online, and the data were weighted to approximate a target sample of U.S. adults.

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

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; quarterly in-depth special reports on eyewear and eyecare products and topics; quarterly market estimates; and an annual 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.