



FOR IMMEDIATE RELEASE

Contact: Chelsea Pillsbury
703.740.9496

cpillsbury@thevisioncouncil.org

EYECARE PROVIDERS' OPTIMISM IN THE ECONOMY INCREASES ACCORDING TO THE VISION COUNCIL'S Q2 PROVIDER INSIGHTS

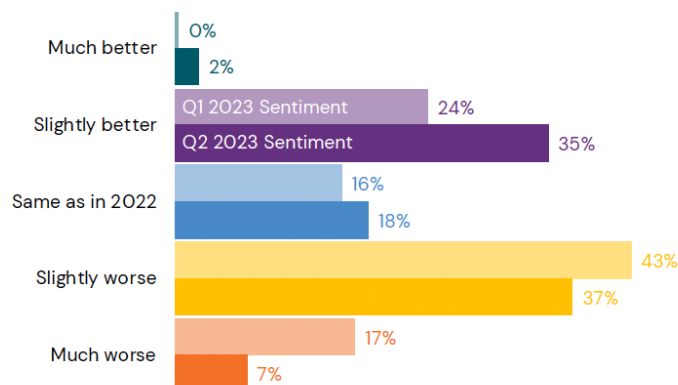
Alexandria, VA – Aug. 22, 2023– The Vision Council released a new research study with key insights into operations and sentiments from eyecare providers in the U.S. including opticians, optometrists, ophthalmologists, eyecare practice managers, eyecare practice owners and other professionals involved in daily operations of eyecare practices. The report, **Provider inSights Q2 2023**, explores eyecare provider sentiments related to the state of their practices, the eyecare industry and the American economy.

"This study demonstrates that while some eyecare providers might not have met all of their business performance goals in the second quarter, they have a more optimistic outlook for the rest of 2023 than they did in the first quarter," said **Alysse Henkel, Senior Director of Market Research and Analytics at The Vision Council**. "They cite labor market concerns as a continuing obstacle."

Report highlights:

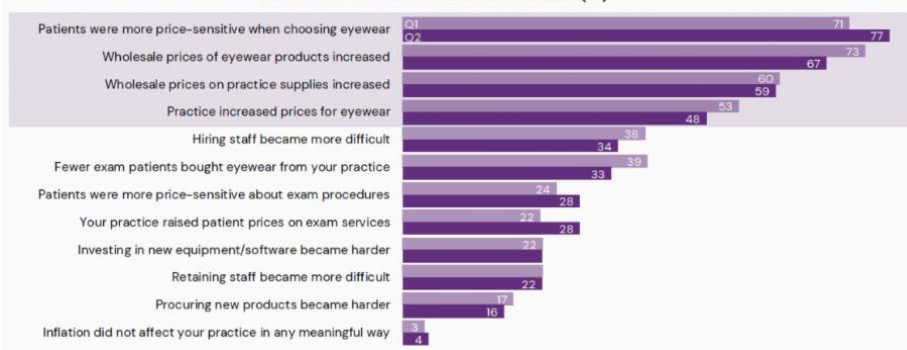
- The outlook for the U.S. economy among eyecare providers in Q2 2023 has slightly improved compared to Q1.
- Inflation challenges seen in Q1 did not change in Q2. Most eyecare providers said they increased prices for eyewear due to corresponding wholesale price increases.
- Hiring remains the biggest challenge reported in Q2. Most providers expect staffing levels at their practices to remain the same in 2023. Practices with more than one location are twice as likely to have a difficult time retaining staff than practices with just one location.

US economy performance expectations for 2023 Q1 vs Q2 expectations



Most respondents reported inflation had the most effect on eyewear prices and practice supplies prices, these concerns did not significantly change quarter over quarter

Inflation-related concerns in 2023 (%)



This study was conducted in July 2023. The full 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.

Upcoming inSights Research to be released in Q3 of this year includes Focused inSights reports with detailed findings and analysis on Telehealth, Smart Eyewear and Vision Equipment.

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; quarterly in-depth special reports on eyewear and eyecare products and topics; and an end-of-year market estimate and industry forecast.

#

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.