



# Vision Care Market Quarterly Overview

## January 2014

	<b>December 2013</b>	Change from September 2013	Change from December 2012
<b>Total Vision Care Market</b>	<b>\$36.1B</b> ↑	<b>+0.6%</b>	<b>+3.8%</b>
<b>Eye Exams</b> <small>Comprehensive and Refractive</small>	107.5M ↑	+0.9%	+2.0%
<b>Contact Lens Sales</b>	\$4.21B ↑	+1.4%	+5.9%
<b>Refractive Surgeries</b> <small>Adults under 65 years old</small>	0.92M ↓	-2.6%	-6.4%
<b>Plano Sunglass Sales</b>	\$3.72B ↑	+0.8%	+5.5%
<b>Plano Sunglass Pairs</b>	99.0M ↑	+0.5%	+3.2%
<b>Average Plano Sunglass Price</b>	\$37.54 ↑	+0.3%	+2.2%
<b>Premium Plano Sunglass Sales</b> <small>Pairs costing \$50 or more</small>	\$2.52B ↑	+0.6%	+6.2%
<b>Readers Sales</b> <small>Over-the-Counter</small>	\$0.81B ↓	-1.1%	+5.8%
<b>Readers Pairs</b> <small>Over-the-Counter</small>	48.1M ↔	-0.2%	+4.0%
<b>Average Readers Price</b>	\$16.86 ↓	-0.9%	+1.8%

All data is sourced from VisionWatch, for the 12 month period ending December 2013, unless otherwise noted

	<b>December 2013</b>	Change from September 2013	Change from December 2012
<b>Frame Sales</b>	<b>\$8.87B</b> ↑	+0.2%	+2.7%
<i>Ophthalmic Frames</i>			
Independent Practices (with three or fewer locations)	51.0%	+0.6%	+4.7%
Optical Chains (eg. LensCrafters, Pearle, EyeMasters, regional chains)	27.7%	0.0%	+1.4%
Mass Merchants / Wholesale Club (eg. WallMart, Target, Costco)	11.2%	0.0%	+1.8%
Department Stores (eg. Sears, JC Penney, Macy's)	4.4%	-1.1%	-2.9%
<b>Frame Pairs</b>	<b>70.0M</b> ↑	+0.2%	+1.3%
<i>Ophthalmic Frames</i>			
<b>Average Frame Price</b>	<b>\$126.70</b> ↑	+0.1%	+1.4%
<b>Online Frame Pairs</b>	<b>2.25M</b> ↑	+3.0%	+10.6%
<i>Purchased Directly Online</i>			
<b>Currently wears eyeglasses</b>	<b>154.3M</b>	-0.2%	+0.6%
<i>Adults over 18</i>			
<b>Likely to buy eyeglasses within 6 months</b>	<b>23.9%</b> ↔	+0.2%	+0.5%
<i>VisionWatch – 6 month period ending December 2013; (Extremely and Very Likely Respondents)</i>			
<b>New Edger Shipments All Customers</b>	<b>1,099</b> ↓	-5.4%	-17.0%
<i>The Vision Council Shipments – 12 months ending December 2013</i>			

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	<b>December 2013</b>	Change from September 2013	Change from December 2012
<b>Lens Sales</b>	<b>\$11.1B</b> ↑	+1.1%	+5.2%
<i>Ophthalmic Lenses</i>			
Independent Practices (with three or fewer locations)	51.7%	+1.1%	+5.2%
Optical Chains (eg. LensCrafters, Pearle, EyeMasters, or regional chains)	28.1%	+1.2%	+5.3%
Mass Merchants / Wholesale Club (eg. WallMart, Target, or Costco)	10.4%	+1.5%	+8.1%
Department Stores (eg. Sears, JC Penney, or Macy's)	4.2%	+0.5%	+6.0%
<b>Lens Pairs</b>	<b>78.1M</b> ↑	+0.4%	+1.6%
<i>Ophthalmic Lenses</i>			
Single Vision	51.1%	+0.4%	+2.1%
Multifocal	19.6%	-0.1%	-0.3%
Progressive	29.3%	+0.6%	+2.3%
Photochromic	15.7%	+0.2%	+0.4%
Anti-Reflective	29.2%	+0.6%	+2.5%
<b>Average Lens Price</b>	<b>\$142.56</b> ↑	+0.8%	+3.5%
<b>Lens Imports</b>	<b>\$490.0M</b> ↑	—	+11.3%
<i>US Census Bureau – YTD September 2013 – All Lens Imports, Finished and Semi-Finished vs. 2012</i>			
<b>Domestic Lens Shipments</b>	<b>87.0M</b> ↑	+11.1%	+11.1%
<i>The Vision Council Shipments – Twelve Month Totals ending June 2013</i>			

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	<b>December 2013</b>		Change from September 2013	Change from December 2012
<b>Small Business Optimism Index</b> National Federation of Independent Business	93.9	↔	+0.0	+5.9
<b>Purchasing Managers Index</b> Institute for Supply Management	57	↑	+0.8	+6.8
<b>Unemployment Rate</b> US Bureau of Labor Statistics – Seasonally Adjusted	6.7%	↓	-0.5%	-1.2%
<b>Advanced Retail Sales</b> US Census Bureau – Quarterly Retail Trade, US Total, Seasonally Adjusted	\$1.29T	↑	+4.1%*	+4.1%
<b>Consumer Price Index – All Items</b> US Bureau of Labor Statistics – Urban Consumers Seasonally Adjusted	234.6	↑	+0.3%	+1.5%
<b>Consumer Price Index – Eyeglasses and Eye Care</b> US Bureau of Labor Statistics – Urban Consumers Adjusted	180.8	↔	-0.7%	+1.2%
<b>Consumer Confidence Index</b> The Conference Board	77.5	↓	-2.7	+10.8
<b>Consumer Sentiment</b> Univ of Michigan / Thomson Reuters	82.5	↑	+5.0	+9.6
<b>Gross Domestic Product – Q2 2013</b> Bureau of Economic Analysis – Advance Estimate Real GDP, Chained 2009 Dollars	\$15.97T	↑	+3.2%*	+2.7%

\*Annualized Change

## Recently released studies and whitepapers:

- [ECP Equipment and Lens Report – 2013](#)  
Survey of ECPs on the usage and opinions of lens types and lens processing equipment
- [December 2013 Consumer Barometer](#)  
Survey of trends in consumer behavior regarding eye exams and eyewear
- [VisionWatch Member Benefit Report \(December 2013\)](#)  
Detailed trends in the U.S. Eye Care market by product type and sector, across consumer demographics
- IOTA Q3: [Frames and Sunglasses](#), [Lenses](#), [Contact Lens](#)  
International Optical Trade Analysis – US import and export data of eyewear products
- [Internet Influence Report – 2013](#)  
Survey of consumer attitudes and behaviors towards shopping for optical products on the internet

## Other Programs and Notices:

- Vision Expo East starts March 28 in New York City's Javits Center. Consult the Expo website for exhibitor and attendee details: [www.visionexpo.com](http://www.visionexpo.com)
- Prior to Vision Expo, the Statistics Committee will meet at the Times Square Westin on March 27<sup>th</sup> at 11:00 am. A full presentation of current optical market data will be given. For more information, contact Steve Kodey, [skodey@thevisioncouncil.org](mailto:skodey@thevisioncouncil.org)