

RAB Instant Background - Eye Health

Consumer Insights

Who Buys

Profiling adults 18+ who wear any prescription eyeglasses or contact lenses, along with those consumers who visited an eye doctor during the past year:

	Wears presrcption glasses	Wears contact lenses	Saw an optometrist in last 12 months
Male	44.0%	38.8%	44.8%
Female	56.0%	61.2%	55.2%
18-24	10.5%	14.7%	10.4%
25-34	15.3%	25.0%	16.2%
35-44	14.0%	21.9%	15.5%
45-54	16.8%	18.2%	17.3%
55-64	18.9%	13.5%	17.7%
65+	24.4%	6.7%	22.9%
Household Income: \$100K+	37.2%	47.9%	35.9%
Household Income: \$75,000-\$99,999	14.1%	16.2%	14.2%
Household Income: \$60,000-\$74,999	10.0%	10.0%	9.8%
Household Income: \$50,000-\$59,999	7.5%	7.1%	7.3%
Household Income: \$40,000-\$49,999	7.6%	4.9%	7.5%
Household Income: \$30,000-\$39,999	7.6%	5.3%	7.8%
Household Income: \$20,000-\$29,999	6.9%	3.9%	7.4%
Household Income: Under \$20,000	9.2%	4.7%	10.1%
Race: White	78.8%	78.7%	75.6%
Race: Black/African American	9.6%	7.9%	11.1%
Race: Other Race/Multiple Classifications	11.6%	13.4%	13.3%
Hispanic, Latino or Spanish Origin	10.7%	12.1%	14.1%
Census Region: North East	19.8%	18.2%	19.1%
Census Region: South	35.5%	36.2%	36.8%
Census Region: Midwest	22.3%	23.3%	21.5%
Census Region: West	22.5%	22.4%	22.6%
Single	25.3%	31.8%	25.7%
Married	55.8%	56.7%	55.1%
Divorced/Separated/Widowed	18.9%	11.6%	19.2%
Total Radio Weekly Dayparts Cume: Monday - Sunday 24- Hour	85.7%	90.7%	85.6%

(Source: GfK MRI Doublebase, 2019)

The Centers for Disease Control and Prevention (CDC) reports that the most common eye diseases and eye disorders include refractive errors, age-related macular degeneration, cataracts, diabetic retinopathy and glaucoma.

(Source: Centers for Disease Control and Prevention, 2020)

Astigmatism occurs in about one out of every three people in the United States. Farsightedness occurs in about 8.4% of the population over the age of 40 (over 14.2 million people). Nearsightedness occurs in about 23.9% of the population over 40 years old (about 34 million people). The CDC suggests that corrective lenses can improve vision for people with these disorders in almost every case. In some cases, surgery may be required, but corrective lenses are the standard treatment approach for these disorders.

(Source: Centers for Disease Control and Prevention, 2020)

Major market segmentation for eyeglasses and contact lens stores in 2019: Direct patient payments, 30.0%; government programs, 20.0%; VSPs (Vision Service Plans), 18.0%; private medical insurers, 15.0%; self-directed vision plans, 15% 0; other, 2.0%.

(Source: IBISWorld, 2019)

Major market segmentation for eye surgery clinics: Adults aged 18-34, 62.2%; adults aged 35-44, 21.1%; adults aged 45-54, 10.1% and adults aged 55-64, 6.6.

(Source: IBISWorld, 2019)

Many health insurance providers have been able to negotiate discounts with LASIK providers (surgery that corrects vision for patients who are nearsighted, farsighted or have astigmatism), which has enabled some eye surgery clinics to appeal to budget-conscious consumers.

(Source: IBISWorld, 2019)

As the proportion of the population over 50 years old increases, demand for corrective eye wear is also expected to increase. According to Prevent Blindness America, the four leading eye diseases that affect Americans are related to age, which has stimulated demand for eye glasses and contact lenses from this demographic.

(Source: IBISWorld, 2019)

What They Buy

Products and services segmentation for eye glasses and contact lens stores: Prescription eyeglasses, 65.3%; non-prescription eyewear, 14.4%; contact lenses, 10.9%; other optical goods, 4.9%; eye examinations, 3.2%; other, 1.0% and personal hygiene supplies, 0.2%.

(Source: IBISWorld, 2019)

Products and services segmentation for eye surgery clinics in the U.S.: LASIK surgery for patients with astigmatism, 50.6%; LASIK surgery for patients with myopia, 33.2%; LASIK surgery for patients with hyperopia, 13.9%; other surgery types, 2.3%.

(Source: IBISWorld, 2019)

Most popular brands of eye drops/eye wash used in the US in 2019: Visine, 38.74%; Clear Eyes, 29.15%; Refresh, 24.72%; Bausch + Lomb, 13.28; Murine, 6.38%; Tears Naturale, 6.2%; Alcon, 6.13%; Genteal, 2.45%, Similasan, 2.4% and other, 30.18%.

(Source: Statista, 2019)

In a December 2019 poll of its readers, Vision Monday announced the favorite companies in different eyewear categories: Optical frames, Tura, Inc.; sunglasses, Maui Jim (men's sports sunglasses, Oakley; men's fashion sunglasses, Ray Ban; women's sport sunglasses, Maui Jim; women's fashion sunglasses, Kate Spade) Rx sun lenses, Maui Jim and contact lenses, Alcon.

(Source: Vision Monday, 2019)

According to a survey of eyecare professionals, key upward trending optical product categories for 2018: Digital/blue light products; polarized sunwear; high-end frames; premium Progressive Addition Lenses; AR coatings; equipment that is eco-friendly.

(Source: Eyecare Business, 2018)

In 2018, OTC (over-the-counter) revenue of eye care products (eyedrops, reading glasses, etc.) in the United States reached \$1.17 billion.

(Source: Nielsen , 2019)

When They Buy

According to MRI-Simmons data, compiled and published by Statista, here is the how often people in the US used eye drops/eye wash in the past three months (numbers in millions, as of July 2019): once a day or more, 32.3; 2-3 times a week, 22.25; once a week, 9.3; 2 or three times a month, 17.35; once a month, 6.71, less than once a month, 11.49 and never in the last 3 months, 9.7.

(Source: Statista, 2019)

Due to expiring Flexible Spending Accounts and Health Savings Accounts, the end of the year is typically a busy time for optical clinics as consumers schedule eye exams and subsequently purchase glasses and contact lenses.

(Source: Associated Press, 2018)

According to the American Academy of Ophthalmology, the average age for a patient that receives refractive surgery to amend myopia is 40 years old, compared with 55 years old for hyperopia.

(Source: IBISWorld, 2019)

May is Healthy Vision Month.

(Source: Centers for Disease Control and Prevention, 2020)

Where They Buy

An ophthalmologist is a doctor -- an M.D. -- with expertise in medical and surgical eye problems who performs operations on the eyes. An optometrist is a health care specialist who assists patients with the health of the eyes and related vision. Optometrists are trained to prescribe and fit lenses to improve vision. They also diagnose and treat various eye diseases. An optician is a specialized practitioner who designs, fits and dispenses lenses for the correction of a person's vision. Opticians determine the specifications of various ophthalmic solutions -- from prescription, to eyeglass frames, to lens technology -- that will give the necessary and best correction to a person's eyesight.

(Source: The Vision Council, 2020)

The top 5 eyewear retailers in the U.S., based on 2018 domestic sales (totals in billions) and number of domestic units in parentheses: 1. Vision Source, \$2.84, (3,279); 2. Luxottica Retail, \$2.47, (2,187); 3. Walmart Inc., \$1.76, (3,403); 4. National Vision Holdings, \$1.53, (1,082); 5. Costco Wholesale, \$1.13, (509). Luxottica Retail's roster of brands includes LensCrafters, Pearle Vision, Sears Optical and Target Optical. National Vision's brands include America's Best Contacts & Eyeglasses, The Vision Center, Eyeglass World and Vista Optical.

(Source: Vision Monday, 2019)

The 6-10 largest eyewear retailers in the U.S., according to 2018 domestic sales (totals in millions) and number of domestic units in parentheses: 6. Visionworks of America, \$947.4, (727); 7. MyEyeDr./Capital Vision Services, \$4602.0, (437); 8. Eyecare Partners, \$420.0, (292); 9. Warby Parker, \$315.0, (84) and 10. Refac Optical Group, \$275.5, (714). Refac Optical Group's brands include JCPenney Optical, BJ's Optical and Nationwide Vision Centers.

(Source: Vision Monday, 2019)

Among the largest chains of vision correction surgery centers are TLC Laser Eye Centers (5.0% industry market share), LCA-Vision, Inc. (4.8% market share), and The LASIK Vision Institute (4.1% market share).

(Source: IBISWorld, 2019)

States with the largest number of eyeglasses and contact lens stores (as a percentage of the overall U.S. total): New York, 10.8%; California, 9.1%; Florida, 9.0%; Texas, 7.4%; Pennsylvania, 5.1%; Illinois, 4.3%; New Jersey, 3.7%; Michigan, 3.7%; Ohio, 3.3%; Virginia, 2.7%; Georgia, 2.6%; and Massachusetts, 2.6%.

(Source: IBISWorld, 2019)

States with the greatest number of eye surgery centers (as a percentage of the overall U.S. total): Texas, 9.7%; California, 8.2%; Florida, 7.6%; North Carolina, 5.7%; Illinois, 4.6%; New York, 4.2%; Ohio, 3.9%; Michigan, 3.3%; Pennsylvania, 3.3%; Missouri, 3.2%; Georgia, 3.1%; Washington, 3.1%.

(Source: IBISWorld, 2019)

How They Buy

The average cost of LASIK surgery performed in the United States in 2019 was \$2,246 per eye, according to a report prepared for All About Vision by eye care industry analytics firm Market Scope. This number is slightly higher than the average price for LASIK performed in the U.S. in 2018, which was \$2,199 per eye.

(Source: All About Vision, 2019)

Most U.S. refractive eye surgeons charge approximately the same price for SMILE laser vision correction as they do for all-laser custom LASIK surgery -- somewhere in the range of \$2,000 to \$3,000 per eye. SMILE is an acronym for SMaill Incision Lenticule Extraction. Research is showing SMILE produces virtually the same visual acuity as LASIK for the correction of nearsightedness, without the need to create a LASIK-style corneal flap.

(Source: All About Vision, 2019)

In 2019, 9.3% of prescription glasses in the United States were sold online, as well as 8.3% of sunglasses.

(Source: Eyecare Business, 2019)

Many eye care practices offer special pricing for LASIK and other vision surgeries. According to a 2019 survey of refractive surgeons in the U.S., 29.3% offer special pricing. Of those: 88.2% offered no-interest financing, 64.7% had limited-time offers and 41.2% offer special group pricing.

(Source: All About Vision, 2020)

Vision insurance typically comes in the form of either a vision benefits package or a discount vision plan. Typically, a vision benefits package provides free eye care services and eyewear within fixed dollar amounts in exchange for an annual premium or membership fee and a relatively small co-pay (fixed dollar amount) each time you access a service. A discount vision plan, on the other hand, provides eye care and eyewear at discounted rates after you pay an annual premium or membership fee.

(Source: All About Vision, 2020)

Why They Buy

According to The Vision Council research, Americans report experiencing the following symptoms of digital eye strain: 32.4% report experiencing eye strain, 27.2% report experiencing dry eyes, 27.7% report experiencing headaches, 27.9% report experiencing blurred vision and 35.0% report experiencing neck and shoulder pain. Additionally, close to 80% report using digital devices, including TV, in the hour before going to sleep, with almost 55% the first hour they are awake.

(Source: The Vision Council, 2019)

In addition to favorable age demographics, changing occupational trends have increased demand for eye glasses and contact lenses. According to the National Association of Vision Care Plans, half of all jobs require long hours of visually intense work at a computer screen. These jobs produce eye fatigue, eyestrain, blurred vision and discomfort, symptoms that are collectively known as "computer vision syndrome." An estimated 90.0% of all workers using computers experience this condition to some extent, according to NAVCP, and corrective eyewear designed specifically for computer work can relieve many of the symptoms. These products are increasingly being sold through eye glasses and contact lens stores.

(Source: IBISWorld, 2019)

The Vision Council's most recent VisionWatch survey reveals American adults experience symptoms -- like irritation in the eye (15.5%), trouble seeing (13.5%), wrinkles around the eye (8.3%), red or swollen eyes (5.9%), sunburn on the eyelids (3.7%), sunburn of the eye (2.5%) and cancer on or around the eye (.6%) -- from prolonged UV exposure.

(Source: The Vision Council, 2019)

The Vision Council's most recent VisionWatch survey reveals American adults are most likely to wear sunglasses while: Driving a vehicle, 68.6%; casually relaxing or spending time outdoors, 55.2%; near a body of water, 49.1%; watching a sporting event, 33.7% and playing a sport or exercising outdoors, 29.5%.

(Source: The Vision Council, 2019)

Demand for eye surgery is driven by numerous factors, including consumers' discretionary income, the prevalence of eye-related ailments, the price of substitute products, such as contact lenses and glasses, as well as the efficacy of eye surgery outcomes.

(Source: IBISWorld, 2019)

Business Information

The estimated value of the vision care market is \$43.39 billion in the 12-month period ended in September 2019, according to a recent "Consumer Barometer" report issued by The Vision Council. The report also showed positive trends for the "Independent" eyecare sector, with share gains in eye exams, prescription lenses and frame sales.

(Source: Vision Monday, 2020)

Vision correction surgery, also known as refractive and laser eye surgery, is any surgical procedure used to correct vision problems. According to data from the American Academy of Ophthalmology, an estimated 96.0% of refractive procedures are LASIK.

(Source: IBISWorld, 2019)

According to an early 2020 report issued by The Vision Council, prescription lenses (the largest individual category) posted growth pegged at 1.9%. The dollar volume of the category totaled \$14.27 billion in the 12-month period ended in September 2019.

(Source: Vision Monday, 2020)

According to a 2020 "Consumer Barometer" report issued by The Vision Council, contact lenses posted 4.5% growth in the period, reaching \$5.46 billion in the 12-month period ended in September 2019.

(Source: Vision Monday, 2020)

Eyeglass frames, the second-largest category in an early 2020 report issued by The Vision Council, grew at a 1.3% rate to \$9.97 billion for the 12-month period ending September 2019.

(Source: Vision Monday, 2020)

Eye exams, the third-largest category in a report issued by The Vision Council, grew faster than both prescription lenses and frames in the 12-month period ending September 2019, posting 3.3% growth to \$6.39 billion.

(Source: Vision Monday, 2020)

Luxottica Group, which represents the LensCrafters, Pearle Vision, Sunglass Hut, Oakley and Ray Ban brands, is a company that designs, manufactures and distributes eyewear. Luxotica held a 53.2% market share in the US in 2019. An Italian company, North America accounts for 58.0% of the company's retail revenue and consists of 4,348 stores.

(Source: IBISWorld, 2019)

Why Radio

Radio has established itself as an excellent vehicle for advertisers to deliver their messages to an increasing number of potential buyers. Each week, radio reaches 90% of persons ages 18+, and 63% of these consumers on a daily basis. In all, more than 227 million Americans ages 18-and-older listen to radio every week.

(Source: Nielsen Audio, 2019)

Each week, radio reaches 85.7% of adults 18+ who wear any type of prescription eyeglasses, along with 90.7% of those who wear contacts, and 85.6% who visited an eye doctor in the last year.

(Source: GfK MRI Doublebase, 2019)

Miscellaneous Industry Facts or Category Trivia

More women than ever are graduating from optometry school (70% of graduates), making the field of optometry more female-centric than ever.

(Source: Vision Monday, 2020)

Although Medicare does not cover routine eye examinations, it covers the costs of cataract surgery, as well as basic frames and lenses for patients after surgery. As more patients receive federal funding, they typically demand more eye care products. Federal funding for Medicare and Medicaid is expected to increase in 2018.

(Source: IBISWorld, 2019)

LASIK surgery may not be recommended for individuals with diabetes, rheumatoid arthritis, lupus, glaucoma, cataracts and other ailments.

(Source: IBISWorld, 2019)

Relevant Links

The Vision Council:
www.thevisioncouncil.org

Vision Monday:
www.visionmonday.com

20/20 Magazine:
www.2020mag.com

All About Vision:
www.allaboutvision.com

Eyecare Business:
www.eyecarebusiness.com

(Source: RAB, 2020)