

Vision Council: US Optical Industry REPORT CARD

December 2015

Vision Correction Usage	% Chg vs. YA	Y/E DEC 2015	Y/E DEC 2014	Y/E DEC 2013	Y/E DEC 2012
% of Adult Population Wearing	2.1%	76.2%	75.5%	75.3%	75.5%
Any Form of Vision Correction					
Rx Eyeglasses	1.8%	64.3%	63.9%	63.6%	63.8%
Rx Sunglasses	6.3%	11.7%	11.2%	11.4%	11.3%
Plano Sunglasses	1.3%	86.4%	86.2%	86.1%	86.1%
Contact Lenses	3.4%	16.4%	16.0%	15.9%	16.1%
OTC Readers	3.7%	12.5%	12.2%	12.0%	11.8%
% of the Adult Population w/MVC Coverage	2.5%	50.2%	49.5%	48.9%	47.8%

Eye Exam Trends					
# of Eye Exams (MM)	3.0%	113.9	110.6	107.5	105.4
% using MVC / Insurance	4.0%	75.0%	74.3%	73.0%	72.2%
Eye Exam Share Independent ECPs	4.0%	69.3%	68.7%	68.4%	68.1%

Industry Revenue Trends (In millions of Current Dollars--Not Adjusted for Inflation)					
Frames	5.2%	\$9,626.8	\$9,153.2	\$8,870.7	\$8,638.5
Lenses	7.9%	\$12,622.3	\$11,692.7	\$11,137.5	\$10,587.2
Contact Lenses	5.4%	\$4,664.2	\$4,424.9	\$4,207.1	\$3,971.5
Plano Sunglasses	5.1%	\$4,070.9	\$3,871.9	\$3,717.4	\$3,522.7
OTC Readers	3.3%	\$865.5	\$837.5	\$810.4	\$766.0
Eye Exams	3.3%	\$5,927.8	\$5,736.3	\$5,469.0	\$5,262.1
Refractive Surgery	5.9%	\$1,989.5	\$1,879.1	\$1,924.0	\$2,066.5
Total Market	5.8%	\$39,767.0	\$37,595.7	\$36,136.2	\$34,814.6

Ophthalmic Frames Trends					
Total Market - Units (Millions of Pairs)	3.5%	74.0	71.5	70.0	69.1
Market Share by Channel - % of Units					
Independent ECP	5.0%	45.6%	45.0%	44.5%	43.6%
Conventional Chain	2.7%	26.8%	27.0%	27.3%	27.9%
Mass Merchandiser	1.7%	16.4%	16.7%	16.7%	16.8%
Department Store	-0.1%	4.6%	4.7%	4.9%	5.1%
Other/Don't Know	3.2%	6.5%	6.6%	6.6%	6.7%
Online Channel	17.1%	3.9%	3.4%	3.2%	2.9%

Rx Lens Trends					
Total Market - Units (Millions of Pairs)	3.7%	82.9	79.9	78.1	76.9
Market Share (% of Units) by Lens Attribute					
Single Vision	6.0%	52.4%	51.3%	51.1%	50.9%
Multifocal	-5.8%	17.3%	19.0%	19.6%	20.0%
PAL	5.7%	30.3%	29.7%	29.3%	29.1%
Free Form / Digital PAL	9.7%	6.7%	6.3%	5.9%	5.6%
AR	4.7%	30.1%	29.8%	29.2%	28.9%
Polarized / Rx Sun	5.9%	7.3%	7.2%	7.2%	6.9%
Photochromic	3.5%	15.7%	15.8%	15.7%	15.9%
MVC	5.4%	64.1%	63.1%	60.8%	60.5%
Lens Only Purchases (No Frame)	5.6%	10.7%	10.5%	10.4%	10.0%

Plano Sunglasses					
Dollars & Units (MM)					
\$ - Total Market		\$4,071	\$3,872	\$3,717	\$3,523
\$ - Over \$50	5.8%	\$2,792	\$2,639	\$2,522	\$2,375
\$ - Up to \$30	4.4%	\$1,021.4	\$978.1	\$963.1	\$957.0
Units - Total Market	3.2%	103.7	100.5	99.0	95.9
Units - Over \$50	5.9%	20.2	19.1	18.3	17.3
Units - Up to \$30	2.6%	77.0	75.1	74.5	73.7
Market Share by Channel - % of Units					
Independent ECP	2.3%	1.2%	1.2%	1.2%	1.2%
Conventional Optical Chain	2.9%	1.3%	1.3%	1.3%	1.3%
Sunglass Specialty	4.7%	12.3%	12.1%	11.9%	11.7%
Sporting Goods Store	4.3%	2.7%	2.7%	2.7%	2.7%
Better Department & Specialty Stores	3.7%	4.5%	4.5%	4.4%	4.4%
Mass/Drug/Club/Grocery/Flea Market	4.3%	39.5%	39.1%	39.2%	39.8%
Other	1.5%	38.5%	39.1%	39.3%	38.9%

OTC Readers					
Total Market - Units (Millions of Pairs)	3.7%	51.2	49.4	48.1	46.2
Market Share by Channel - % of Units					
Optical (Independent ECP and Chains)	4.1%	6.5%	6.4%	6.4%	6.6%
Grocery/Drug/Mass/Convenience	3.2%	81.1%	81.5%	81.7%	82.1%
Computer/Electro/Book/Website	10.3%	4.4%	4.1%	3.8%	3.3%
Other	4.9%	8.1%	8.0%	8.1%	7.9%

Contact Lenses					
Market Share by Channel - % of Dollars					
Independent ECP	5.3%	39.8%	39.9%	39.6%	39.5%
Conventional Chain	5.0%	18.5%	18.6%	18.6%	18.7%
Mass Merchant / Wholesale Club	5.4%	24.7%	24.7%	24.7%	24.7%
Other	6.2%	17.0%	16.8%	17.1%	17.1%
% of Contact Lens Purchases Made Online	6.0%	18.0%	17.9%	17.5%	16.8%
% of Contact Lens Purchases w/ MVC	6.5%	50.8%	50.3%	49.6%	49.0%