



THE **VISION**COUNCIL

US Optical Market Optical Overview

2nd Quarter 2019

Vision Expo West--Las Vegas, NV

September 18, 2019

**Vision Council Research
Department**

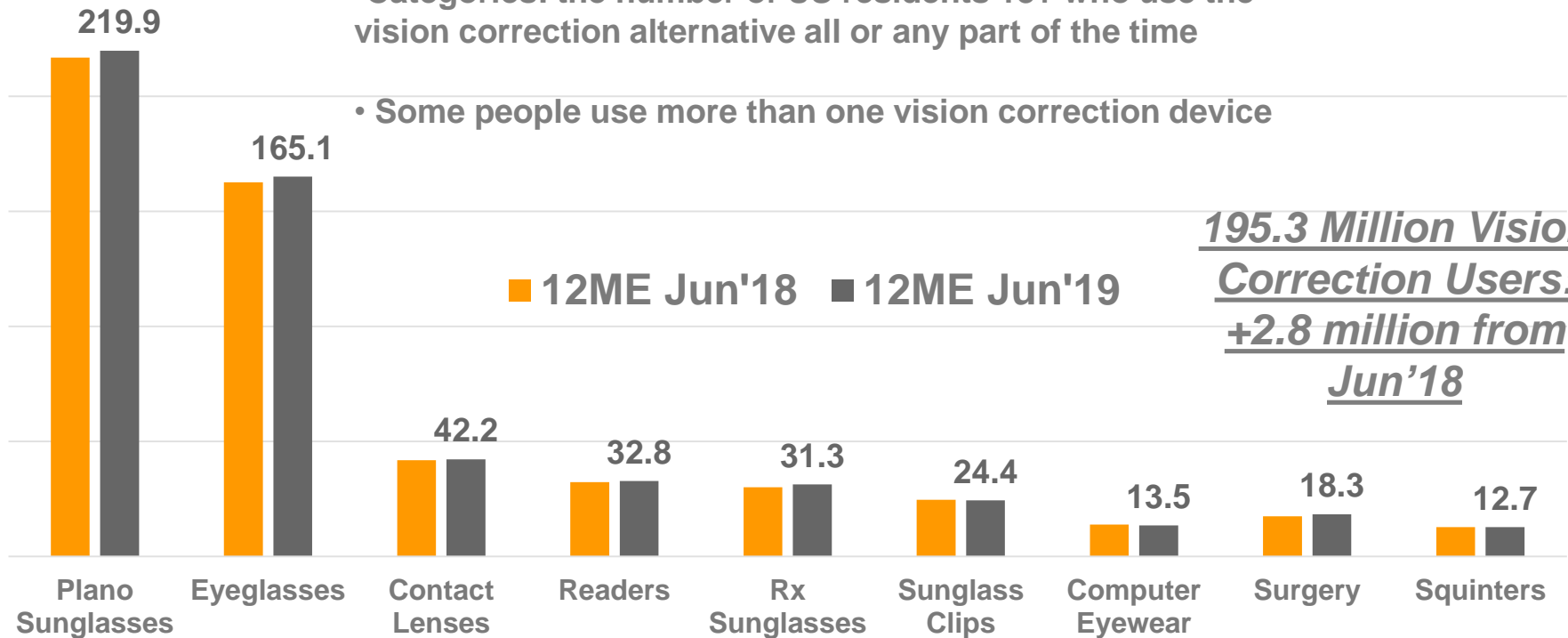
***Please note that the VisionWatch information in this presentation is for the sole use of Vision Council companies only and cannot be distributed in any form to non-members without consent from The Vision Council.**

Vision Correction Usage: Jun'18 & Jun'19

In Millions of People

• Categories: the number of US residents 18+ who use the vision correction alternative all or any part of the time

• Some people use more than one vision correction device



'Squinters': US residents who say that they need vision correction, but do not use any

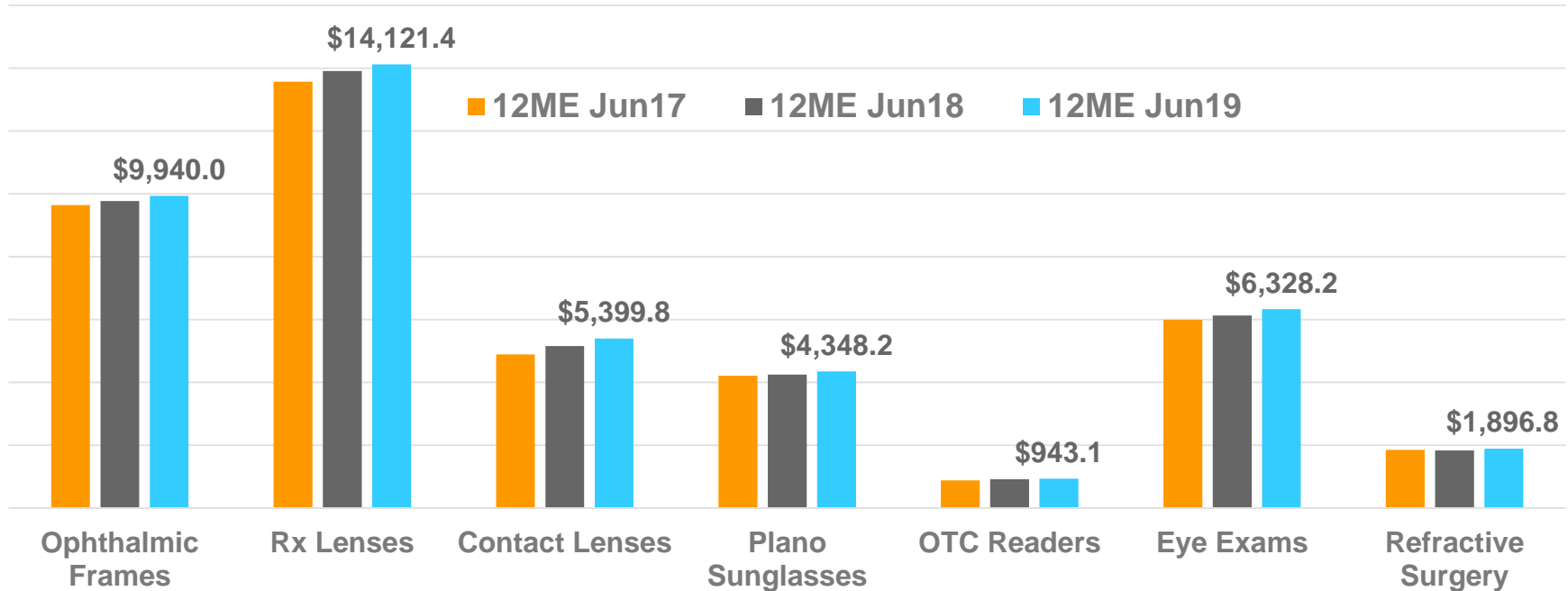
* Surgery is the sum of US residents having ever had refractive surgery; not counted as vision correction users

Vision Care Products & Services – Total U.S. Market

In \$Millions\$
All Retail*

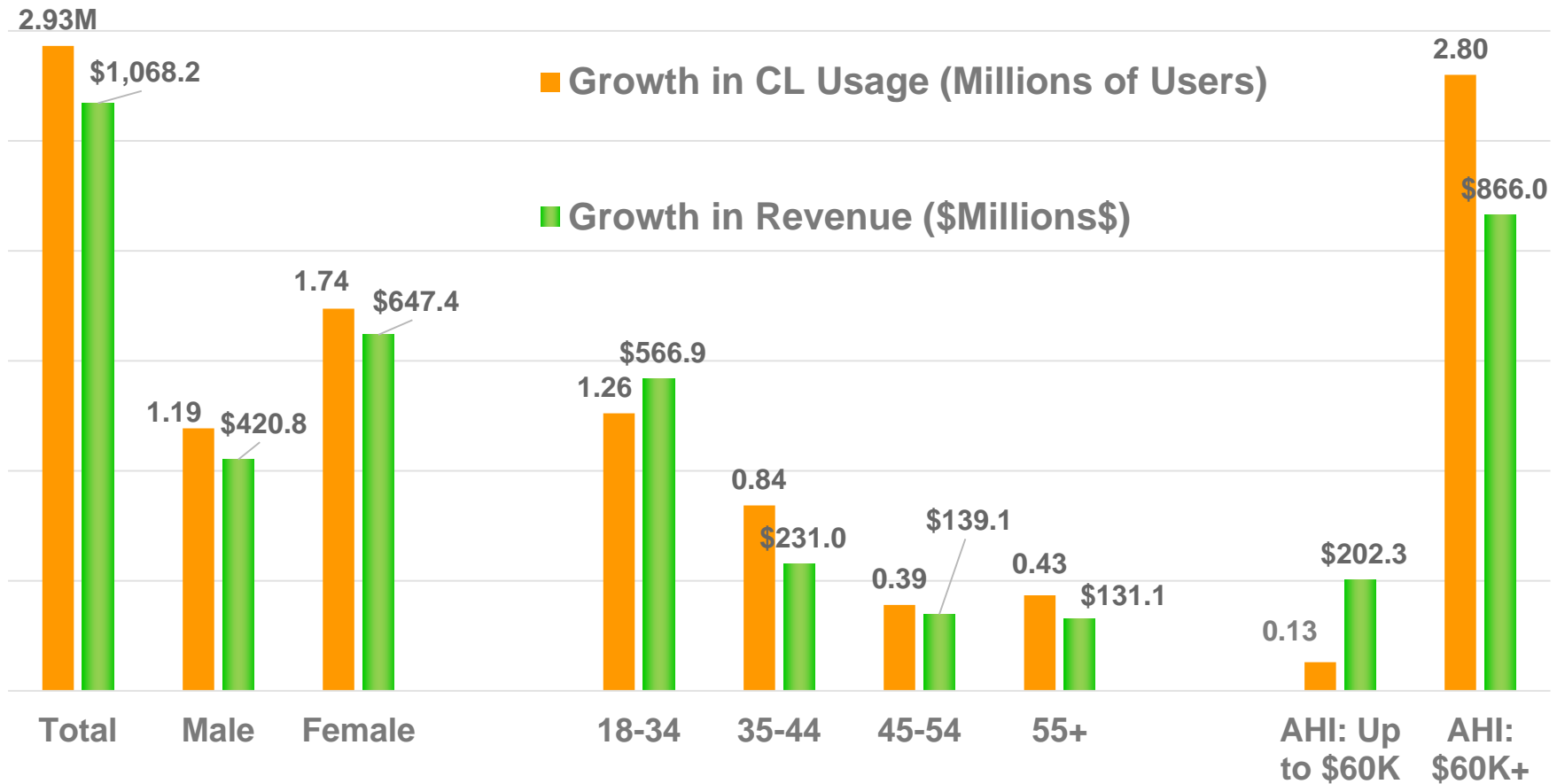
Inflation not taken into consideration

\$42.98 Billion:
+2.4% from 12ME
Period Jun'18



*All retail includes dollars spent at all retail types at any retail location on the sale of either spectacle lenses (including Rx sun), frames, contact lenses, sunglasses (plano), OTC readers, or revenue earned from refractive surgery (LASIK only) or eye examinations. This number does not include sunglass clips and reflects the dollars spent only by those U.S. residents 18 and older. Does not include retail dollars spent by/for contact lenses and exams for those 17 years of age and younger.

Growth in Contact Lens Adult Consumer Usage and Sales Revenue: 12ME Period Jun'14 – 12ME Period Jun'19

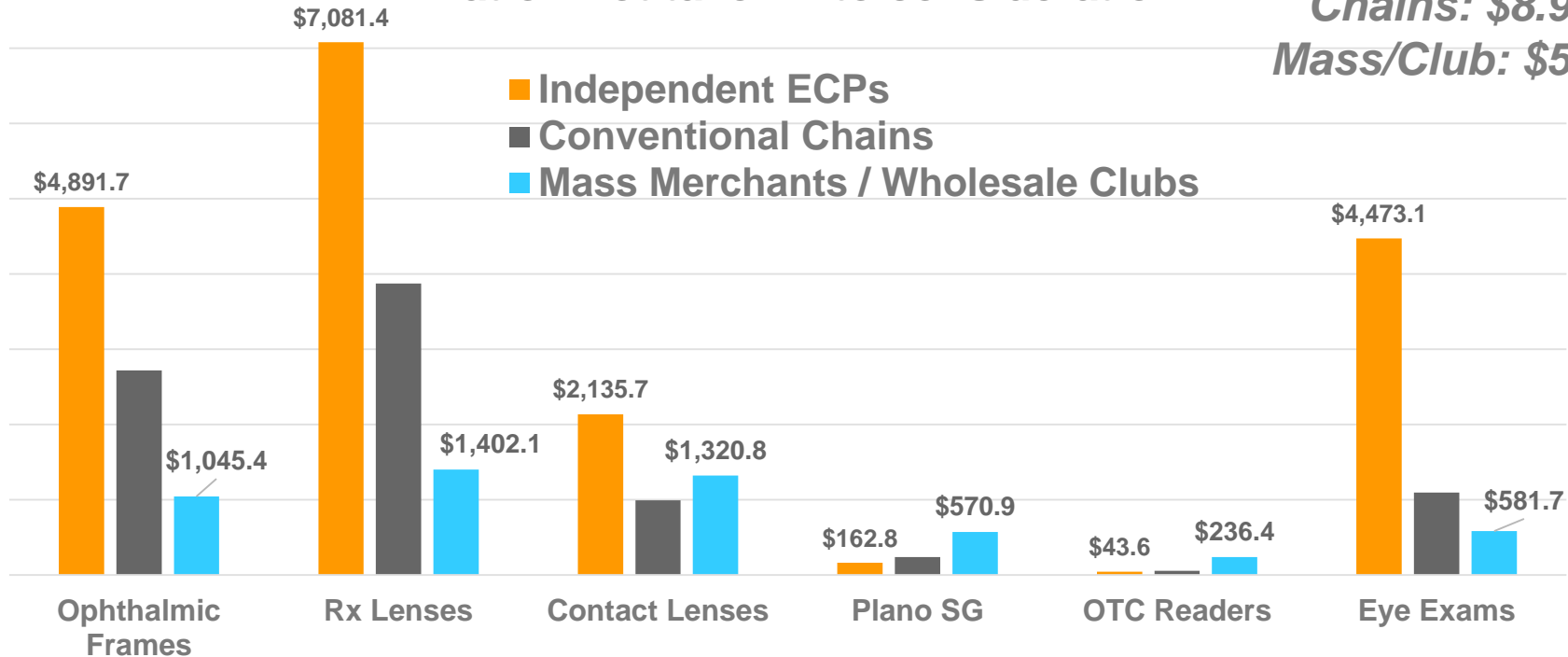


Vision Care Products & Services – Total U.S. Market by Major Distribution Channel

In \$Millions\$
All Retail*

Inflation not taken into consideration

Market Sizing:
Indep. ECP: \$18.79B
Chains: \$8.98B
Mass/Club: \$5.16B



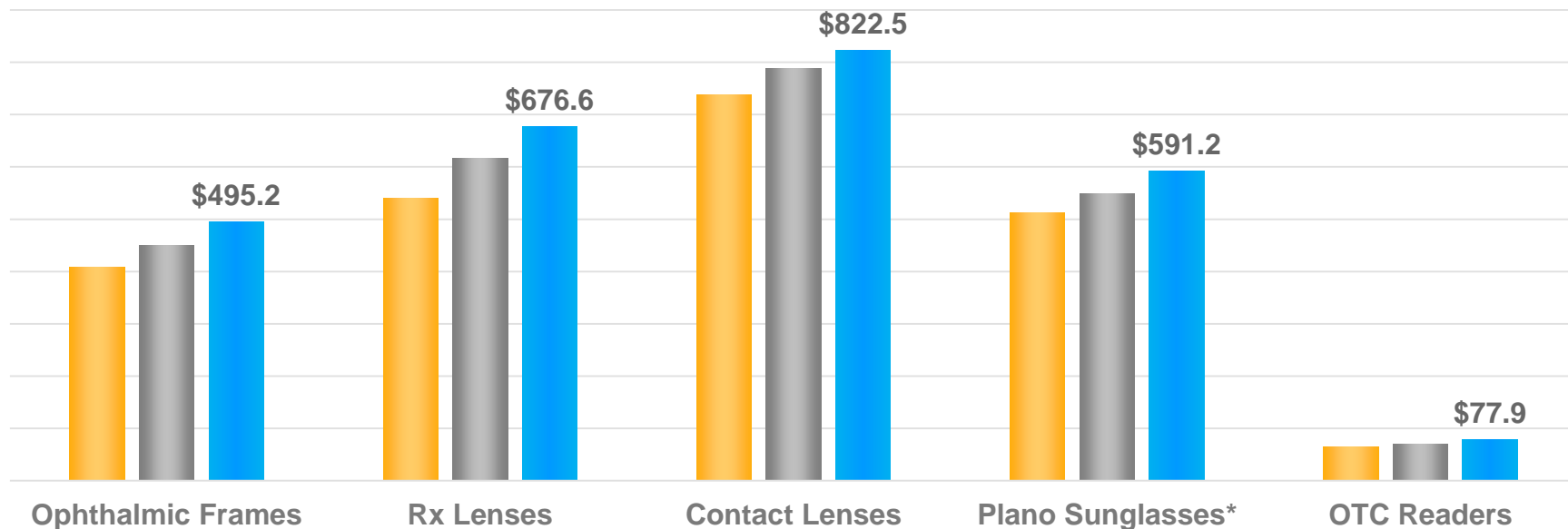
*All retail includes dollars spent at all retail types at any retail location on the sale of either spectacle lenses (including Rx sun), frames, contact lenses, sunglasses (plano), OTC readers, or revenue earned from refractive surgery (LASIK only) or eye examinations. This number does not include sunglass clips and reflects the dollars spent only by those U.S. residents 18 and older. Does not include retail dollars spent by/for contact lenses and exams for those 17 years of age and younger.

Vision Care Products & Services – Total U.S. Online / Internet Market

In \$Millions\$
Online Retail Dollars *
Inflation not taken into consideration

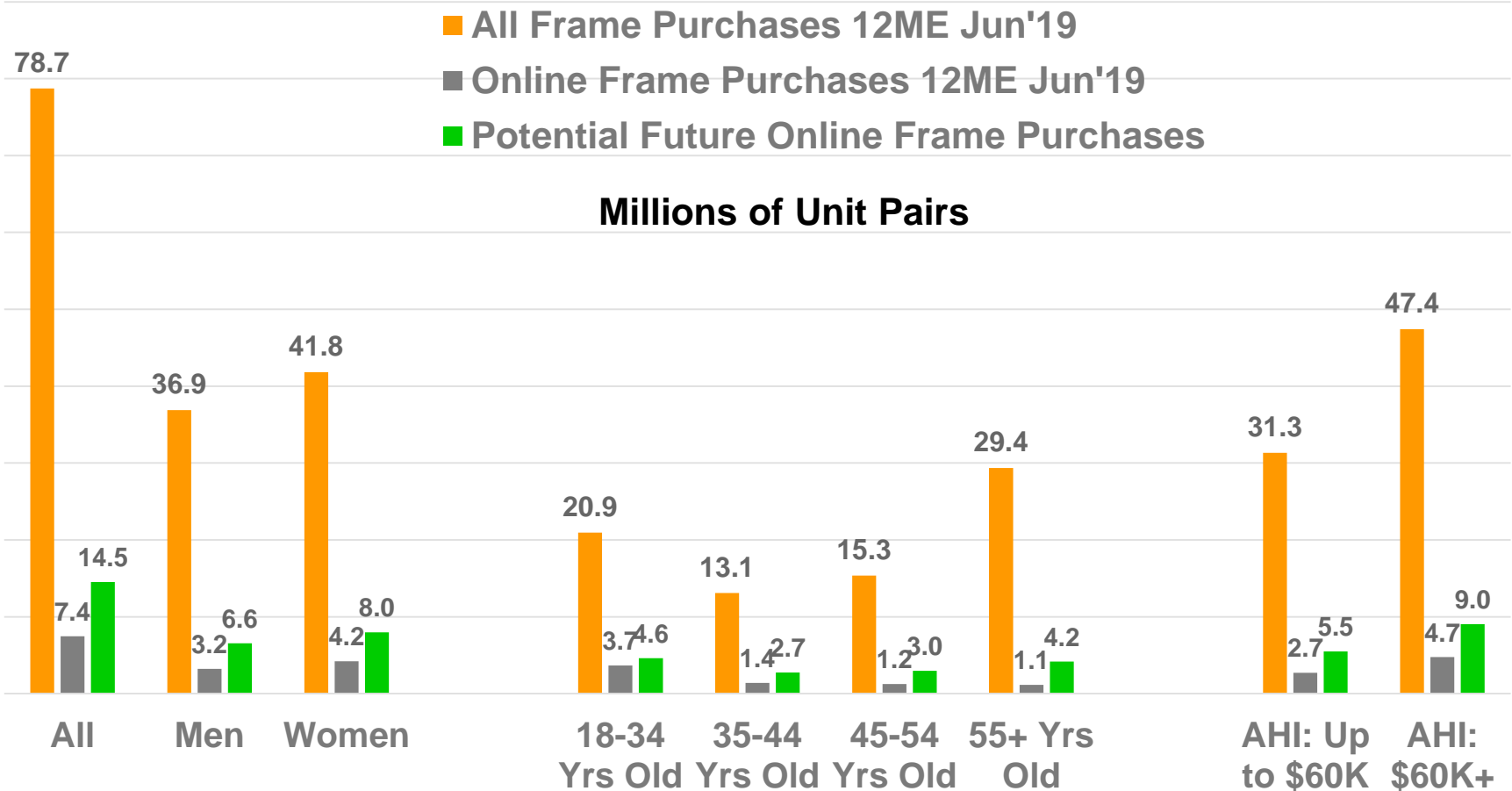
\$2.66 Billion:
+7.7% from 12ME
Period Jun'18

■ 12ME Jun17 ■ 12ME Jun18 ■ 12ME Jun19



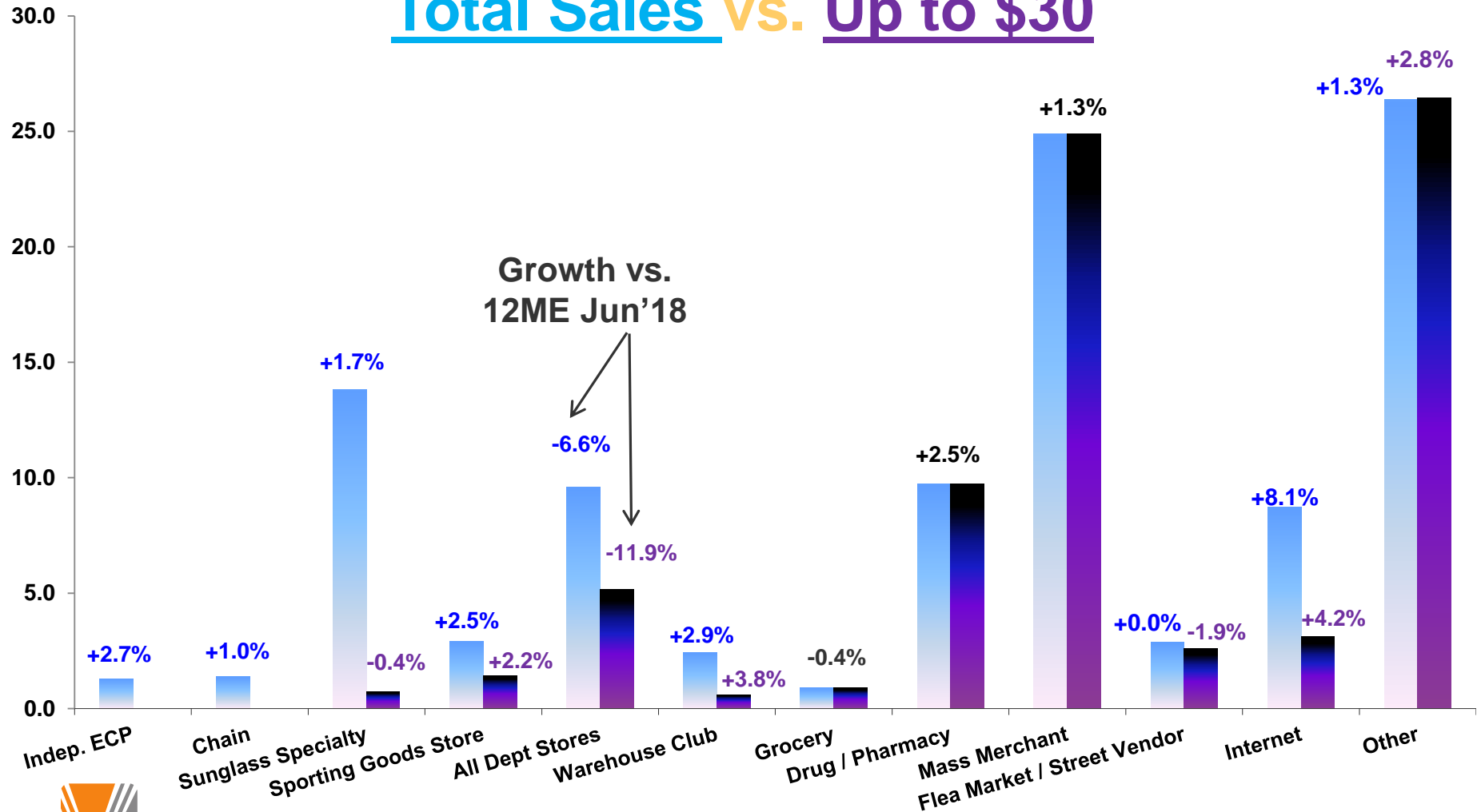
**Online retail* includes dollars spent on websites / online retailers for the sale of either spectacle lenses (including Rx sun), frames, contact lenses, sunglasses (plano), and OTC readers. This number does not include sunglass clips and reflects the dollars spent only by those U.S. residents 18 and older. Does not include retail dollars spent by/for contact lenses and exams for those 17 years of age and younger.

12ME June 2019: All Frame Purchase, Online Frame Purchases & Future Potential Online Purchases



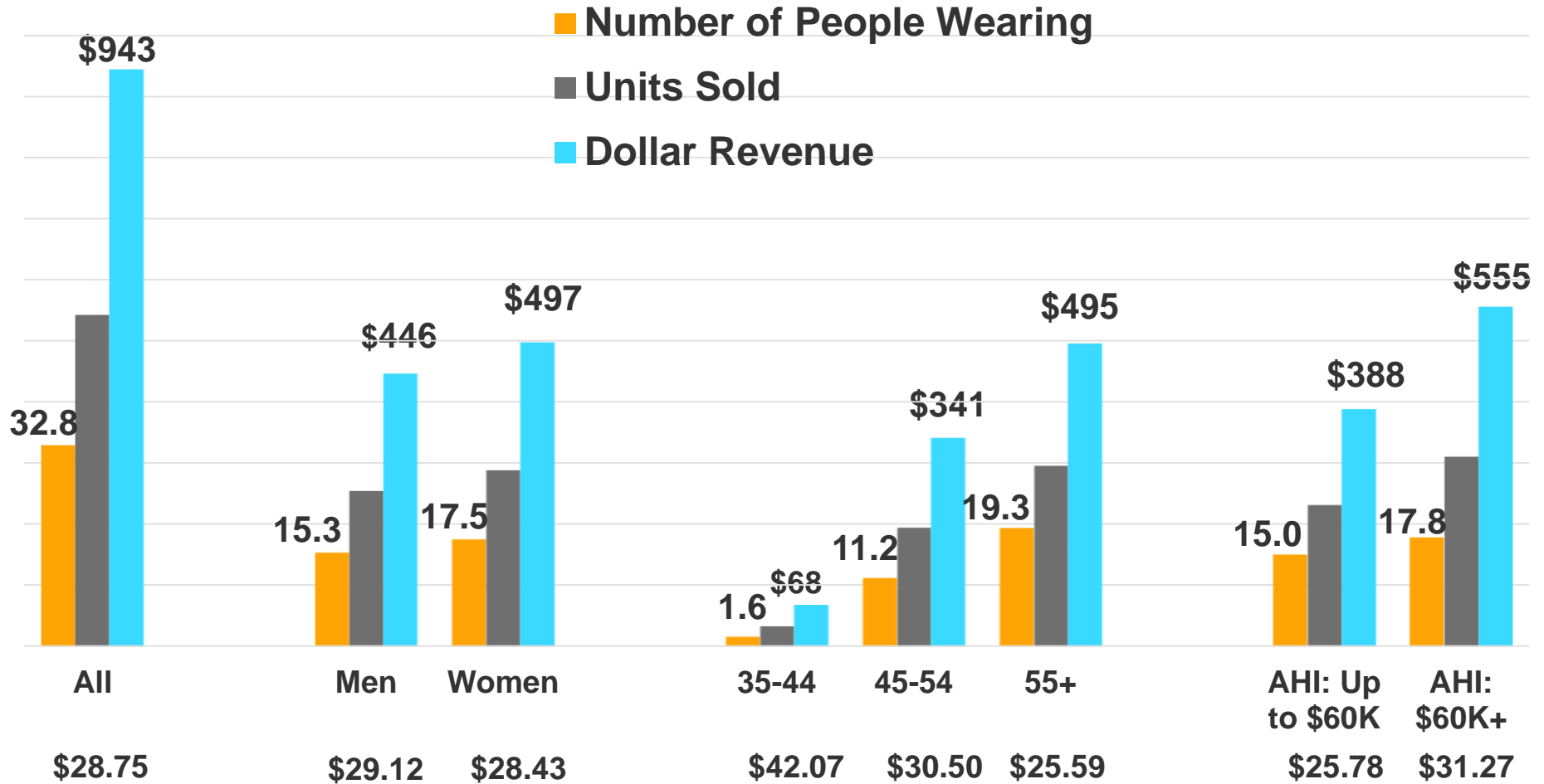
US Plano Sunglass Retail Sales (Millions of Pairs) by Channel: 12ME June 2019

Total Sales vs. Up to \$30



OTC Readers--Wearers & Dollars: 12ME Jun'19

In millions



Average Annual Spending

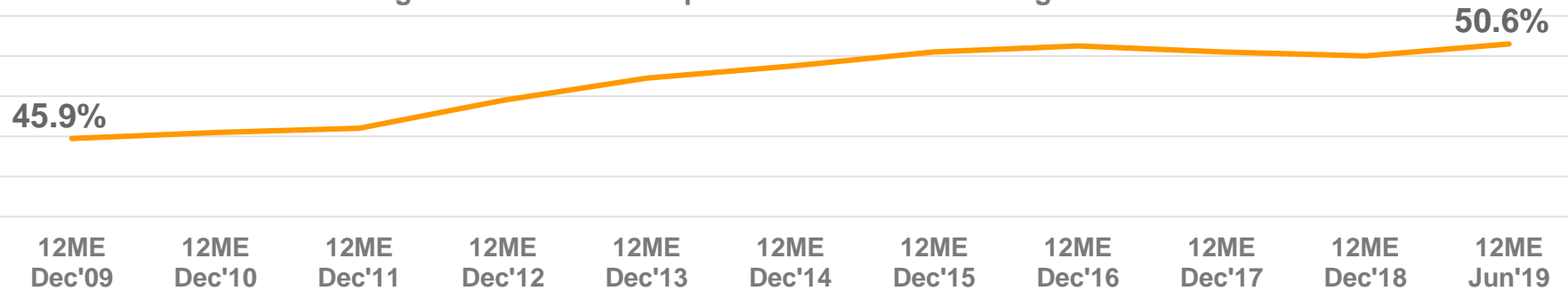


THE VISION COUNCIL

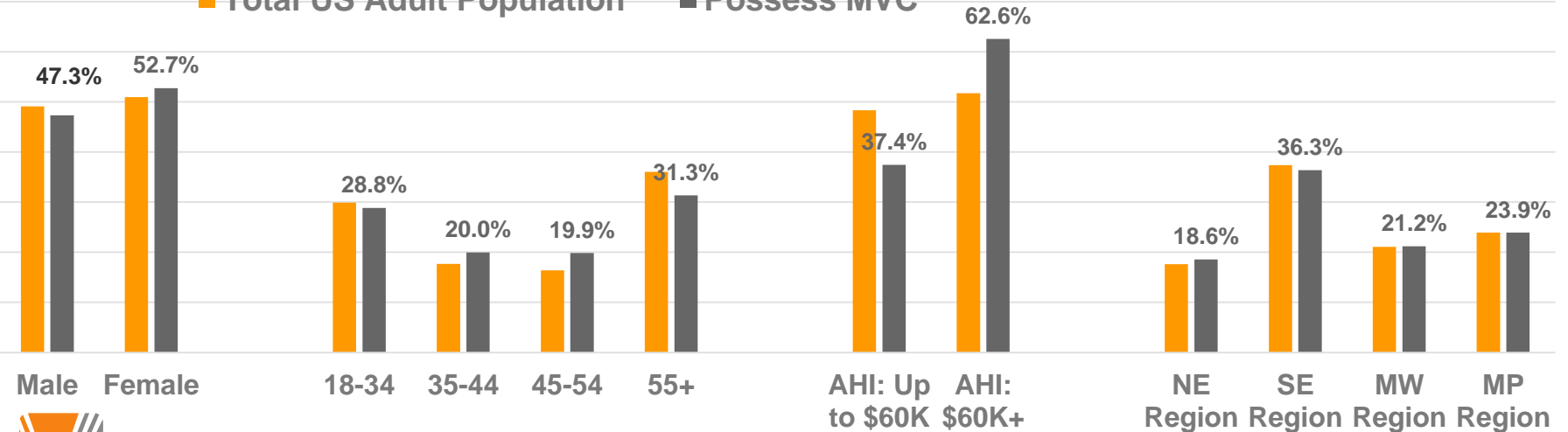
VisionWatch: The Vision Council Annual Sample Size: 110,000+ Adults

MVC: Trends and Demographics

Percentage of the US Adult Population with MVC Coverage



■ Total US Adult Population ■ Possess MVC



THE VISION COUNCIL

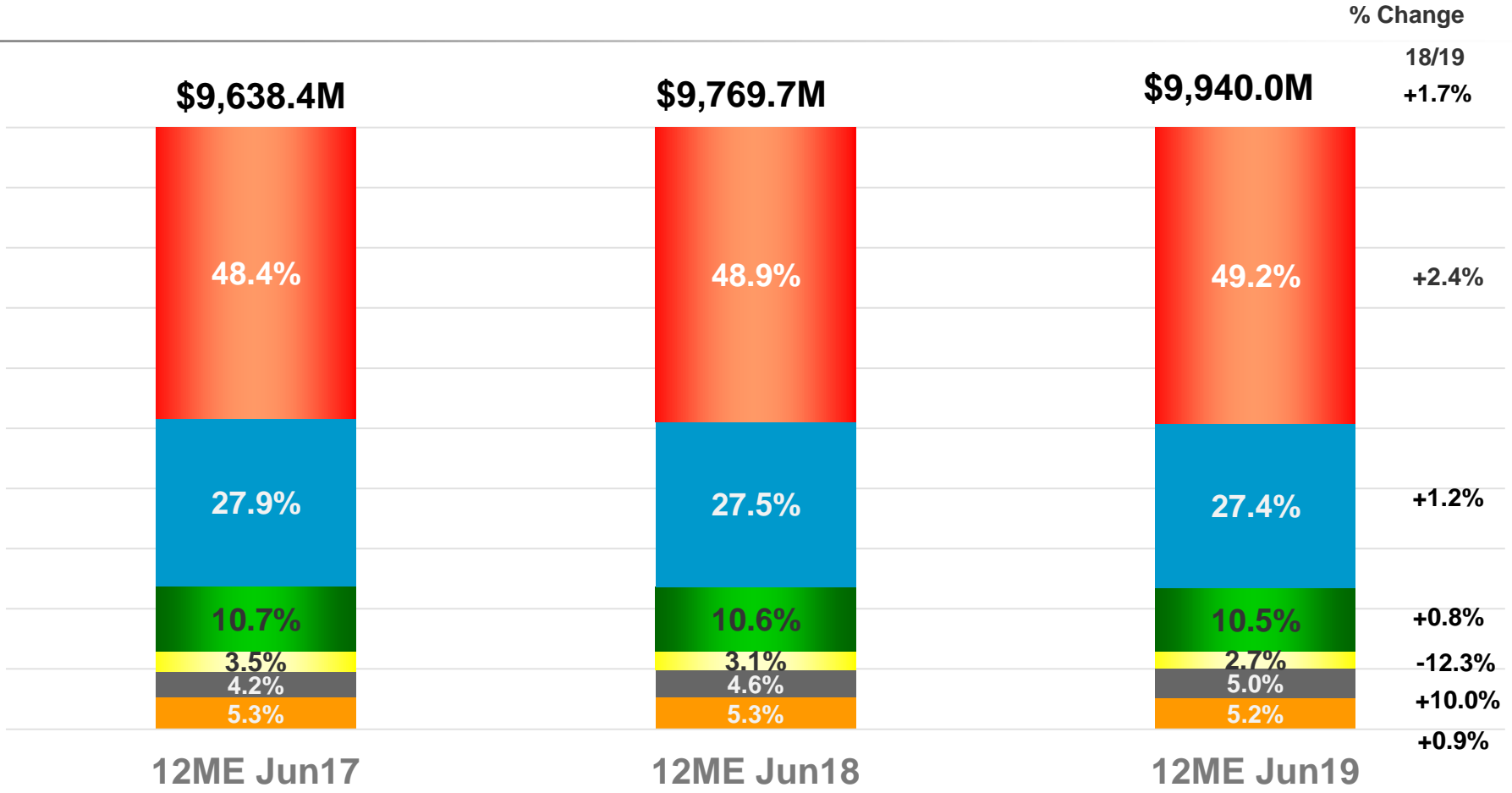


Ophthalmic Frames



THE **VISION**COUNCIL

Retail Structure of Frame Market (Dollars)

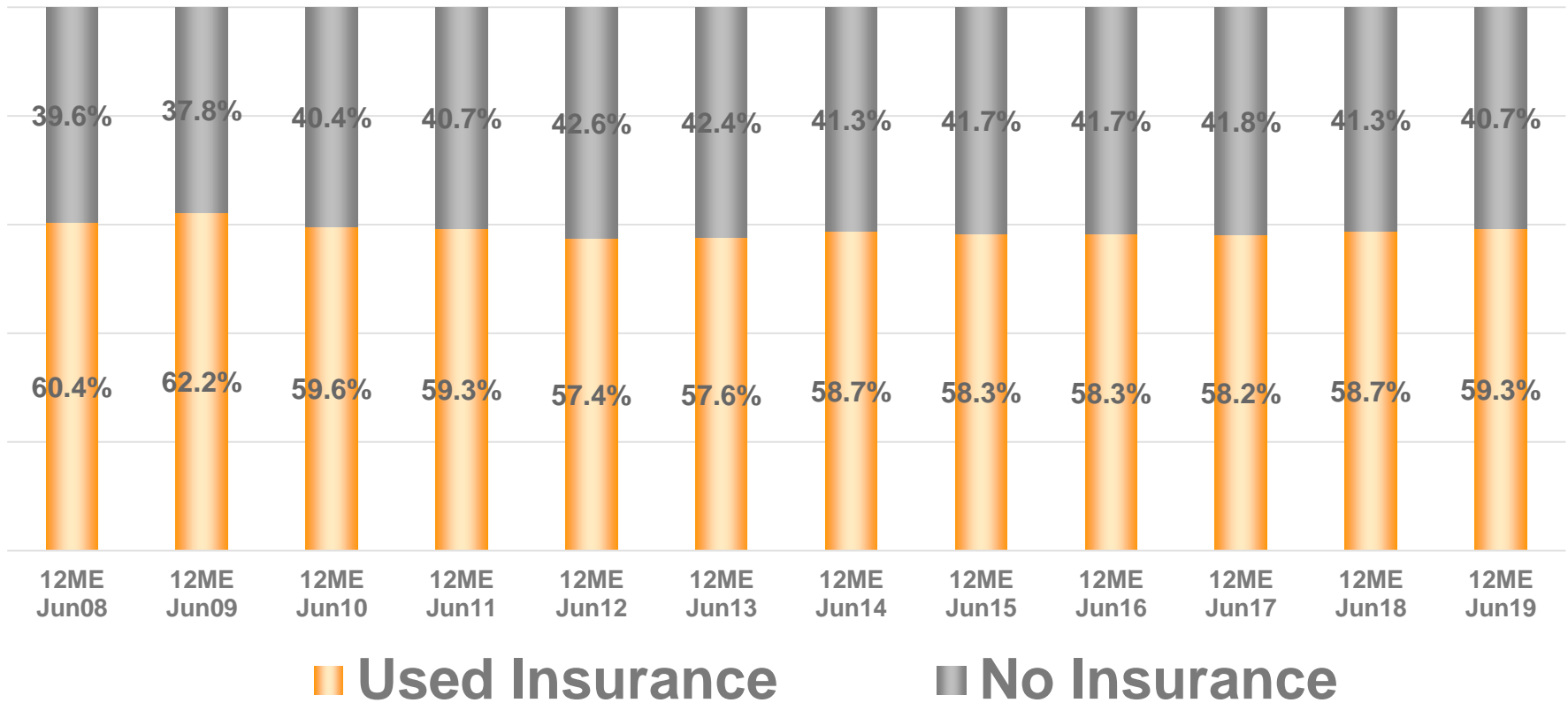


- Other
- Online / Internet
- Department Stores
- Mass Merchandisers / Clubs
- Chains
- Independents

Frame Unit Purchases: Usage of Insurance By Consumers

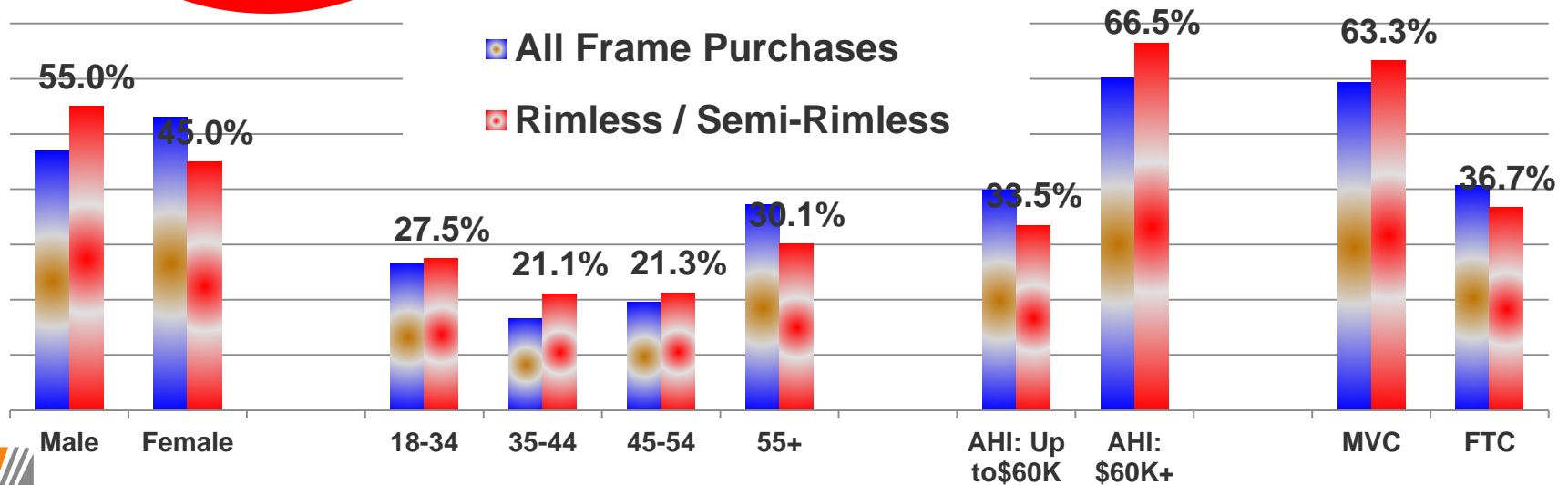
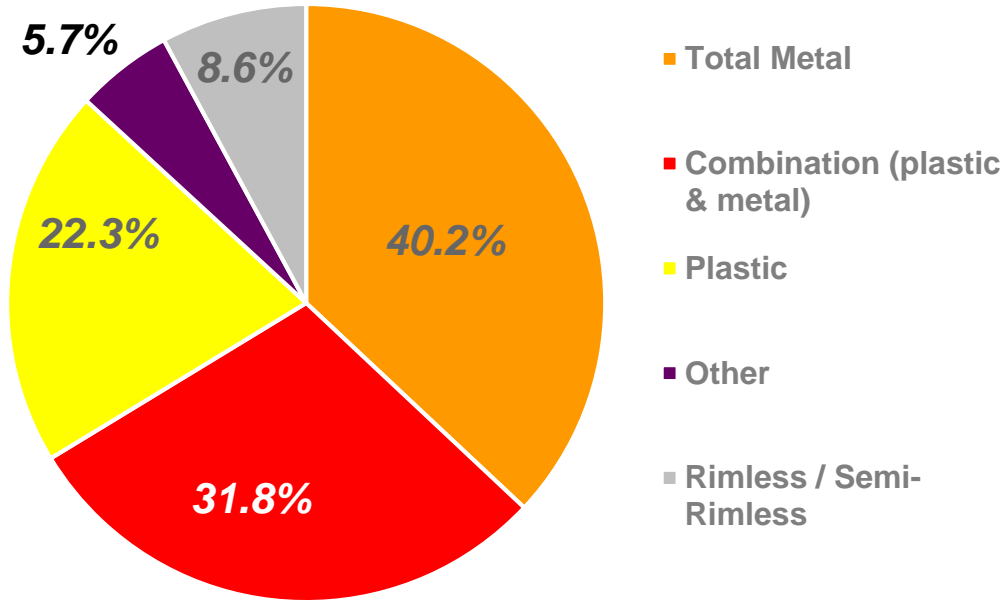
66.2
Million

78.7
Million

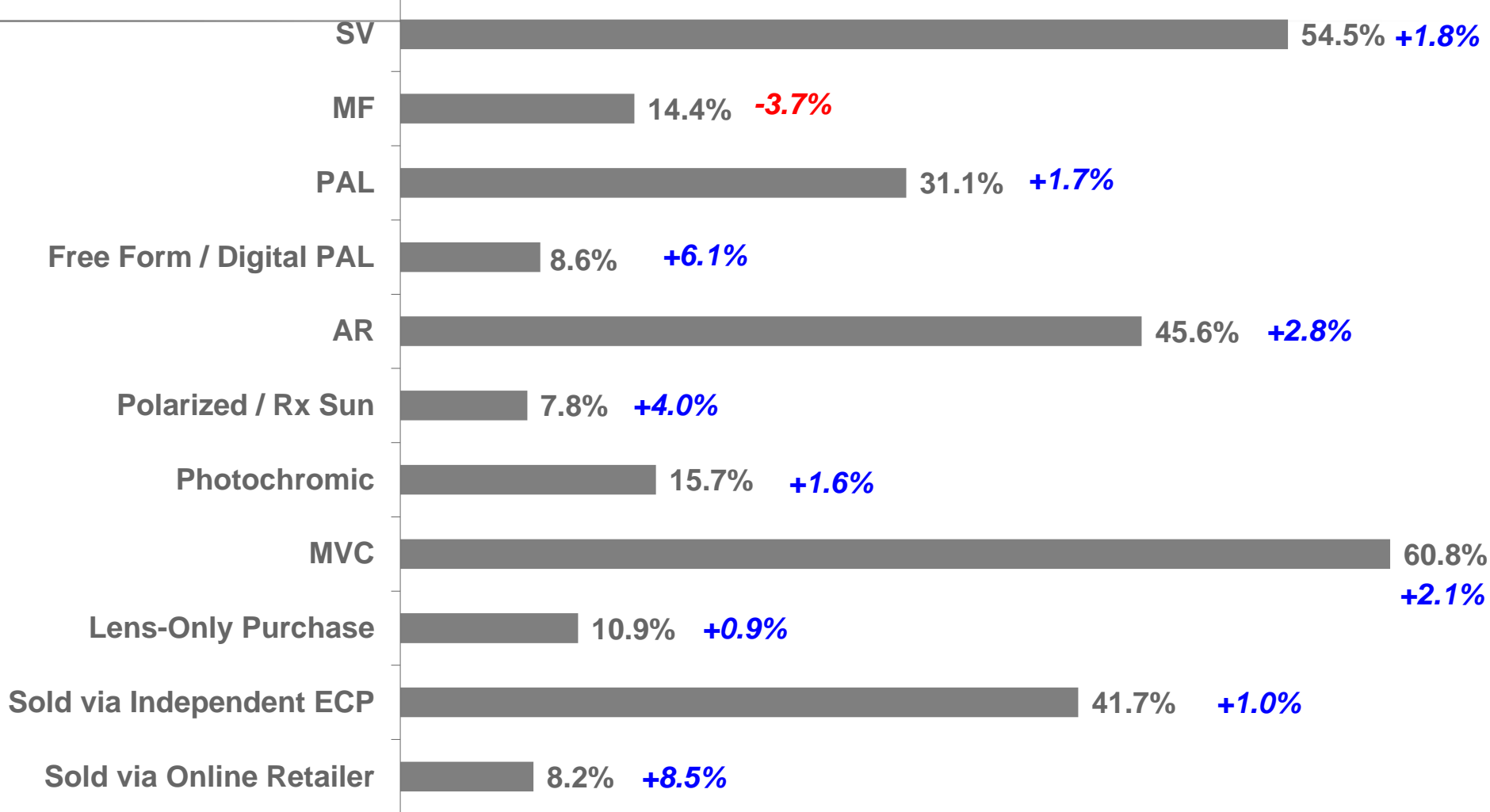


THE VISION COUNCIL

Frame Unit Purchases: By Material—12ME June 2019

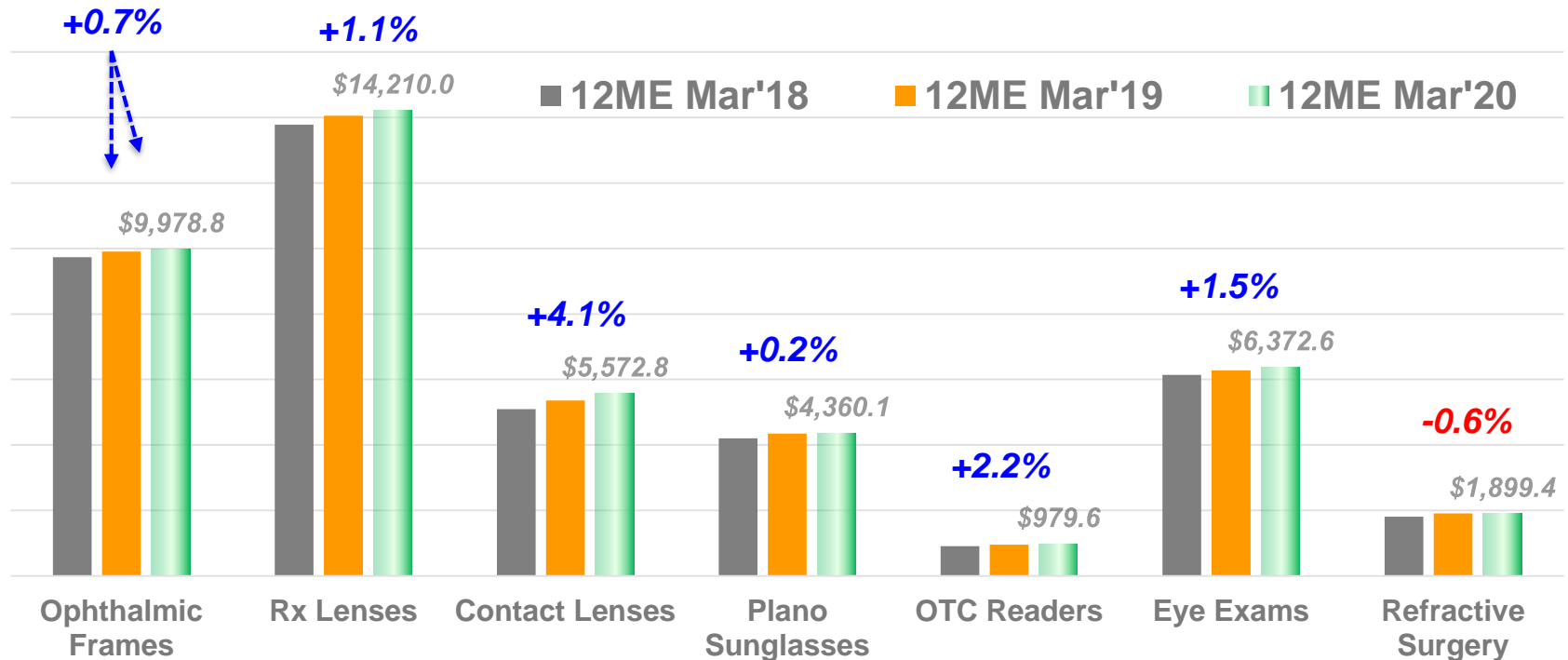


Percentage of Lenses (Units) with the Following Attributes: 12ME Jun'18 vs. 12ME Jun'19



Vision Care Products & Services – Total Projected 12ME Jun'20 U.S. Market Forecast

In \$Millions\$
Inflation not taken into consideration



*All retail includes dollars spent at all retail types at any retail location on the sale of either spectacle lenses (including Rx sun), frames, contact lenses, sunglasses (plano), OTC readers, or revenue earned from refractive surgery (LASIK only) or eye examinations. This number does not include sunglass clips and reflects the dollars spent only by those U.S. residents 18 and older. Does not include retail dollars spent by/for contact lenses and exams for those 17 years of age and younger.



DATA / MARKET QUESTIONS?