**Optical Products & Services 2022**

**Optical Market Revenues Rebound and More**

According to The Vision Council’s Q3 2021 VisionWatch report, total eyewear sales for the 12 months ending September 2021 were $46.45 billion, a 24.0% increase from the same 2020 period and a 6.3% increase from the same 2019 period.

Although Q3 2021 was before the surge of the Omicron COVID-19 variant, the report indicates a complete recovery for the industry. For the third quarter alone, total sales increased 15.8% from Q3 2020 and increased 4.7% from Q3 2019.

Unsurprisingly, the pandemic drove many more consumers to purchase eyewear online. The VisionWatch report shows a 26.3% increase during the 12 months ending September 2021 to a total of $4 billion and frames and lenses accounted for almost half at $1.93 billion.

**Comparison of Annual Eyewear Sales by Product Category, October 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Category | Total\* | YOY Change† | Category | Total\* | YOY Change† |
| Rx lenses | $15.69 B | +26.9% | Plano sunglasses | $4.34 B | +27.3% |
| Frames | $10.70 B | +28.2% | Refractive surgery | $2.19 B | +44.5% |
| Exams | $6.66 B | +24.3% | OTC readers | $1.03 B | +8.0% |
| Contact lenses | $5.84 B | +5.9% |  |  |  |

*Vision Monday*, January 2022 \*for 12 months ending September 2021 †from 12 months ending September 2020

**Consumer Purchase Insights**

For the same 12 months in its Q3 2021 report, The Vision Council stated 126.9 million US adults had some type of managed vision care (insurance). More of those benefits were used during the period: 75.7% for adult eye exams and 60.9% for all purchases of frames.

Most of the frames consumers purchased were via the “independents” channel and it accounted for the largest share at 51.2%, followed by chains 26.5%, mass merchandisers/ clubs 10.9%, online/Internet 7.8%, other 3.3% and department stores 0.3%.

Each consumer-purchase channel for lenses was almost identical since most frames are purchased with lens: independents 51.7%, chains 26.7%, mass merchandisers/clubs 9.8%, online/Internet 7.3%, other 4.1% and department stores 0.3%.

**Personal Consumption Expenditures (SAAR\*) for Corrective Eyeglasses and Contact Lenses, by 2021 Quarters Compared to 2020 and 2019**

|  |  |  |  |
| --- | --- | --- | --- |
| Quarter | 2021 | YOY Change from 2020 | YOY Change from 2019 |
| Q1 | $43.42 B | +12.9% | +13.3% |
| Q2  | $43.80 B | +54.1% | +14.8% |
| Q3 | $43.94 B | +16.9% | +15.2% |

 Bureau of Economic Analysis, January 2022

 \*Seasonally Adjusted Annual Rate, not quarterly sales total

**Optometrists Practice Metrics Improve**

The last Jobson Coronavirus survey of eyecare practices during December 2021 found a 12% YOY increase in profitability per patient, although the metric was still 1% less than the equivalent 2019 survey.

Overall practice revenue increased 15% YOY and 1% from 2019. The 14% YOY increase in patients per day and the 14% YOY increase in optical sales were likely primary factors.

Based on data from GPN, a software and data company for the optical industry, *Eyecare Business* reports total patient payments at practices increased 5.9% during December 2021 compared to December 2020 and 11.7% from December 2019.

**Practice Total for Exams and Eyewear Sold During**

**December 2021 Compared to December 2020 and December 2019**

|  |  |  |
| --- | --- | --- |
| Service/Product | Compared to 2020 | Compared to 2019 |
| Exams | -0.3% | -0.4% |
| Frames | -3.3% | +0.6% |
| Lenses | -2.9% | +1.7% |
| Boxes of contact lenses | -2.2% | -1.7% |

 *Eyecare Business* (GPN), January 2022

**Many Optometrists Are Still in Recovery Mode**

Although 98% of eyecare practices responding to the Jobson December 2021 survey said their practices were opened, 54% said they could serve more patients than they were currently. The biggest reason was a lack of staff at 54%.

Other barriers to serving more patients were lack of patient traffic 15%, government restrictions due to COVID-19 10% and others 36%. 66% of practices also said they were experiencing limited product inventory because of supply chain issues.

Almost half (46%) of survey respondents said product delivery delays were three to four weeks, which increased substantially from 37% during July 2021. Unfortunately, 58% thought patients would only be willing to wait two weeks for the frames they ordered.

**Eyecare Practices’ Concern They May Have to Close Their Business**

**Because of the Omicron Variant of COVID-19, September and December 2021**

|  |  |  |
| --- | --- | --- |
| Level of Concern | December 2021 | July 2021 |
| Very concerned | 12% | 12% |
| Somewhat concerned | 33% | 26% |
| Not sure | 13% | 16% |
| Not that concerned | 41% | 46% |

 *Vision Monday* (Jobson), January 2022

**Latest Eyecare Practices Insights**

The survey of eyecare practices for Eyes on Eyecare’s annual Optometrist Report (2021) found primary eye care was the “current clinical focus” of 62.8% of respondents, with ocular disease second at 10.8% and cornea and contact lenses third at 7.6%.

The survey/report also revealed a major challenge for these eyecare practices: Patients taking their prescriptions to another optical business, which increased from 33.43% for 2020 to 36.97% for 2021, although the pandemic was likely a factor.

Unlike many other medical practices, only a third (33.3%) of these practices said they offered telemedicine, but the technology hasn’t advanced enough for eyecare professionals to conduct eye exams remotely.

**Eyecare Practices’ Estimate of Monthly Marketing Spending, 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| Spending Range | Percent | Spending Range | Percent |
| Less than $50 | 29.48% | $2,001–$3,000 | 4.62% |
| $51–$100 | 10.40% | $3,001–$4,000 | 0.58% |
| $101–$500 | 25.43% | $4,001–$5,000 | 0.58% |
| $501–$1,000 | 13.29% | More than $5,000 | 2.89% |
| $1,001–$2,000 | 8.09% | Not known | 4.62% |

 Eyes on Eyecare, December 2021

**Consumers’ Optical Products Purchase Plans**

Analysis of five representative 2021 consumer/market surveys from The Media Audit shows an average of 24.1% of adults 18+ plan to buy glasses/contact lenses during the next 12 months, with women at an average of 59.0% and those 55-75 31.6% and 25-44 30.5%.

Glasses/contact lenses purchasers are primarily of middle to higher income: $35K–$75K at an average of 32.4%, $75K–$150K at an average of 31.3%, but 25.1% earn $35K or less.

**Adults 18+ Who Plan to Buy Glasses/Contact Lenses\* and Indices of**

**Heavy Exposure to Media, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Media | West Palm Beach, FL | Pittsburgh | Austin | Monterey-Salinas, CA | Portland, OR |
| Radio (180+ min. avg. day) | * 106
 | * 110
 | * 110
 | * 95
 | 118 |
| TV (300+ min. avg. day) | * 110
 | * 120
 | * 121
 | * 119
 | * 113
 |
| Newspaper (60+ min. avg. day) | * 93
 | * 126
 | * 76
 | * 108
 | * 99
 |
| Outdoor (200+ miles avg. week) | * 97
 | * 110
 | * 83
 | * 78
 | * 117
 |
| Direct mail (75+read weekly) | * 111
 | * 140
 | * 81
 | * 144
 | * 124
 |
| Internet (180+ min. typ. day) | * 108
 | * 110
 | * 101
 | * 123
 | * 111
 |
| Social media (180+ min. typ. day) | * 117
 | * 135
 | * 106
 | * 86
 | * 114
 |
| Audio streaming (180+ min. avg. day) | 116 | * 116
 | * 89
 | * 83
 | * 112
 |
| Podcast listening (180+ min. typ. day) | 107 | * 102
 | * 109
 | * 116
 | * 100
 |
| Video Streaming (180+ min. avg. day) | * 101
 | * 135
 | * 112
 | * 108
 | * 114
 |

Based on The Media Audit’s 2021 surveys \*during the next 12 months

**More Valuable Insights**

The Eyes on Eyecare annual Optometrist Report (2021) offers some additional insights about optometrists’ practices. The survey respondents said the percentage of their practice revenue from medical-based care and retail sales both increased from 2020: Medical-based care +6.1% or 33.05% of all practice revenue and +10.16% for retail sales or 39.18%.

Understanding optometrists’ practice goals for the next three years presents opportunities for media salespeople to show how they can help achieve those goals.

**Optometrists’ Practice Goals for the Next Three Years, 2021**

|  |  |
| --- | --- |
| Goal | Percent |
| Grow the business in my current location | 49.7% |
| Add an associate optometrist | 19.7% |
| Sell my practice | 12.1% |
| Remain on my feet | 11.0% |
| Open one additional location | 5.8% |
| Open several additional locations | 1.2% |
| I don’t know | 0.6% |

 Eyes on Eyecare, December 2021

The survey also revealed optometrists’ views on what they think will be the next clinical specialty that will present the largest opportunities for future eyecare.

**The Clinical Specialties Eyecare Practices Think**

**Will Present the Largest Opportunities, 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| Specialty | Percent | Specialty | Percent |
| Dry eye | 27.0% | Pediatrics | 2.5% |
| Myopia management | 23.1% | Retina | 2.3% |
| Cornea and contact lenses | 12.7% | Refractive and ocular surgery | 2.0% |
| Primary eyecare | 12.0% | Low vision | 1.6% |
| Presbyopia management | 7.2% | Cosmetics in eyecare | 0.1% |
| Glaucoma | 5.4% | Ocular disease | 0.1% |
| Vision therapy and rehabilitation | 3.9% |  |  |

Eyes on Eyecare, December 2021

*Sources:* *Vision Monday* Website, 1/22; U.S. Bureau of Economic Analysis Website, 1/22; *Eyecare Business* Website, 1/22; Eyes on Eyecare Website, 1/22; The Media Audit Website, 1/22.

*Updated*: January 2022

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**Local Market and Station Information**