

Vision Health: Incl Impact of COVID-19 - US - December 2020

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This report looks at the following areas:

- Impact of COVID-19 on vision health market
- Pandemic restrictions result in sales decline of corrective eyewear products
- Opportunity to shift vision health from reactive care to preventive strategies
- Brands must respond to expanded interest in digital vision health services



"The vision health market has strong reach, with 81% of adults using corrective eyewear and sales estimated at more than \$30 billion in 2020. Market sales have waned as Americans avoid visits to nonessential healthcare facilities due to COVID-19."

- **Andrea Wroble, Senior Research Analyst, Health and Wellness**

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