

VM's 2024 Top 50 U.S. Optical Retailers

Revenues Show Healthy Growth Despite Economic Uncertainty

VM Top
50 U.S. OPTICAL
RETAILERS
2024

2023 Rank	2022 Rank	Retailer	2023 Sales ¹ (\$ Millions)	2022 Sales ¹ (\$ Millions)	2023 Units ³	2022 Units ³	Comments
28	28	Wisconsin Vision, Inc.	\$47.0	\$41.0	38	38	Wisconsin Vision Inc. operated 38 locations throughout Wisconsin as of 12/31/2023. It also operates its own lab, which only services its locations. Total sales do not include lab revenue.
29	29	Lumina Vision Partners	\$45.0*	\$40.0*	26	24	Arizona-based Lumina Vision Partners expanded from 24 stores in 2022 to 26 locations in 2023.
30	33	Dr. Tavel Family Eye Care	\$41.0	\$35.0	24	24	Dr. Tavel Family Eyecare is a subsidiary of City Optical Company. The company expanded 2 of its busiest locations this year, taking capacity up to 3 and 4 lanes, and invested in lab equipment to perfect the manufacturing process.
31	30	Today's Vision Licensing Corporation	\$40.0	\$40.0	50	48	The company reported opening offices with its model/trademark while adding existing offices that align with its mission statement. Targets for 2024 have multiple offices under LOL. The company is operated by independent optometrists; managing director is Aaron Oliver, chairman is April Oliver, OD.
32	32	SEE, Inc.	\$39.6	\$37.5	42	43	SEE (Selective Eyewear Elements) Eyewear was conceived in 1998 by founder Richard Golden as a new type of optical boutique business. At the end of 2023, it operated 42 locations across the country in major markets emphasizing fashion, on-trend eyewear, sunwear and accessories.
33	N	InFocus Eyecare	\$26.4	N	23	N	Headquartered in Dayton, Ohio, InFocus Eyecare, backed by Regal Healthcare Capital Partners, had a total of 23 stores, including the acquisition of 15 units made within the calendar year 2023. They reported making investments in infrastructure of systems and processes, with lens and lab, frame distribution, and contact lens ordering among them, as well as team learning and sharing.
34	34	J.A.K. Enterprises, Inc. dba Bard Optical	\$21.0	\$22.0	21	21	J.A.K. Enterprises does business as Bard Optical, with 21 locations in Illinois. The company noted, "We closed an underperforming location in the Peoria, Ill. market and opened a dynamic office in Quincy, Ill." The company said it is planning to open two new locations in 2024.
35	N	Acuity Optical / Acuity Eye Group	\$20.3	N	40	N	Acuity Optical/Acuity Eye Group's team of optometrists, ophthalmologists and retina doctors provide patient care and comprehensive services to patients throughout California's Arcadia, Monrovia, Sierra Madre regions and surrounding communities. The group's eyecare specialists treat retina disease, cataracts and glaucoma. In 2023, the group's 40 locations drove sales over 14 percent, creating a stable business model that could be replicated, company executives told VM.
36	N	VisionFirst	\$18.2	N	18	N	VisionFirst has been providing professional eyecare services to families in Central Kentucky and Southern Indiana since 1973. In 2016, VisionFirst Eye Care transitioned to becoming an employee-owned practice. Today, VisionFirst has a team of 38 optometrists and nearly 200 staff members. In 2023, there were 18 VisionFirst offices located throughout the Kentuckiana area. Last year, the group celebrated the addition of the VisionFirst Pediatric Eye Care Center, company executives said.
37	38	Maine Optometry, PA	\$16.4	\$14.2	7	7	Providing a full range of eyecare and optical services at its seven locations, the company reported continued growth and the onboarding of two new associate doctors. A remodeling of the Freeport location included a brand new optical, front desk and new exam lanes to support three full-time doctors
38	37	Clarity Vision, LLC	\$15.8	\$14.3	6	6	The North Carolina company operated six locations via a franchised model in 2023. The company said it increased the number of doctors to 22, allowing for more expansion of eyecare services.
39	39	Thomas Eye Group	\$15.1	\$13.0	15	17	Thomas Eye Group (TEG) operated 15 offices in 2023. The company noted it made a pivotal investment in broadening the scope of their eyecare services across the metro-Atlanta region. As an integrated care provider, TEG's focus was on enhancing medical care delivery and extending the reach of their doctors to provide comprehensive eyecare solutions. In October of 2023, TEG acquired Eye Q Vision, a single-location practice located in Cumming, Ga.