

Trends in the Consumption of Eco-Friendly Fashion Accessories in the US Market and Corporate Strategies

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Abstract

This paper comprehensively analyzes the consumption trends of eco-friendly fashion accessories in the US market and explores consumers' acceptance of eco-friendly materials (such as stainless steel, recycled metals, and biodegradable plastics) and their purchasing motives. Based on extensive market research and data analysis, this paper reveals the unique demands and future development directions of the US market in the field of eco-friendly fashion accessories. Furthermore, this paper proposes targeted corporate strategy recommendations to help companies better position their products, meet US consumers' pursuit of environmental protection and sustainability, and thus stand out in the highly competitive market. The research results show that the US eco-friendly fashion accessories market has significant growth potential, with young consumers and middle-to-high-income groups being the main consumer forces. As consumers' environmental awareness continues to strengthen, companies that can effectively integrate the concept of sustainable development into their core business strategies are expected to gain a competitive edge in this market.

Keywords: eco-friendly fashion accessories, US market, consumption trends, sustainable development, corporate strategies, market segmentation, product differentiation, brand building, social responsibility, consumer education, eco-friendly materials, production optimization

1. Definition and Classification of Eco-Friendly Fashion Accessories

1.1 Definition of Eco-Friendly Fashion Accessories

Eco-friendly fashion accessories refer to accessories made from eco-friendly materials (such as stainless steel, recycled metals, and biodegradable plastics) and manufactured using sustainable production methods. The core lies in the environmental friendliness of the materials. For example, stainless steel can be recycled indefinitely and is corrosion-resistant; recycled metals reduce the need for new mining; and

biodegradable plastics, which are derived from renewable resources and can decompose, reduce environmental impact. At the same time, the production process focuses on energy conservation and emission reduction, as well as the recycling of resources. It optimizes supply chain management and reduces carbon emissions, demonstrating a commitment to sustainable development.

1.2 Classification

Stainless steel, recycled metals, and biodegradable plastics are common materials

used in eco-friendly fashion accessories. Stainless steel is durable and can be recycled indefinitely, making it suitable for everyday and sports-style accessories, which are popular among young people. Recycled metals, such as silver and gold, reduce the need for new mining and have a high-end feel, making them suitable for formal occasions and consumers with an environmental consciousness. Biodegradable plastics, which come from renewable resources and have a natural texture, are suitable for casual and nature-inspired accessories, attracting consumers who pursue a sustainable lifestyle.

Eco-friendly fashion accessories include necklaces, earrings, bracelets, and rings, each with different styles and suitable occasions. Necklaces range from simple to complex designs; earrings from small to exaggerated sizes; bracelets from single chains to woven styles; and rings from plain bands to those with inlays. Stainless steel is suitable for everyday and sports use, recycled metals for high-end occasions, and biodegradable plastics for casual and natural styles.

2. Consumption Trends of Eco-Friendly Fashion Accessories in the US Market

2.1 Market Research

2.1.1 Questionnaire Survey

The questionnaire survey is one of the main tools used in this study to collect consumer data. The sample is widely distributed, covering consumers with different geographical regions and demographic characteristics in the US. These samples not only include individuals of different ages, genders, and income levels but also focus on consumer groups with a high interest in eco-friendly products. The survey results show that consumers' awareness of eco-friendly fashion accessories is generally high, and with the increasing environmental consciousness, more and more consumers are willing to pay a higher price for eco-friendly products. In terms of preferences, accessories made of stainless steel and recycled metals are widely welcomed for their durability and eco-friendly characteristics, while biodegradable plastic accessories attract a specific consumer group for their innovation and natural feel. In terms of purchasing behavior, consumers tend to buy eco-friendly fashion accessories through online channels, reflecting the impact of digital shopping trends on the eco-friendly product

market.

2.1.2 Focus Groups

Focus group discussions provide more in-depth consumer feedback and insights for this study. Through in-depth exchanges with consumers from different backgrounds, the research team collected detailed views and suggestions on eco-friendly fashion accessories. Consumers generally believe that eco-friendly fashion accessories are not only an expression of personal style but also a contribution to environmental protection. They emphasized the importance of brands in conveying environmental concepts and transparency, considering these factors key to influencing purchasing decisions. In addition, consumers also expressed their expectations for product diversity and quality, hoping that brands can offer more design choices without compromising environmental protection.

Through an in-depth analysis of the US eco-friendly fashion accessories market, the study reveals the current market size, future growth trends, and performance of major brands. Currently, the US eco-friendly fashion accessories market has shown significant growth potential, with increasing consumer interest and demand for eco-friendly products. It is expected that in the next few years, this market will continue to maintain a strong growth momentum, especially among young consumer groups.

Major brands in the market, such as FUTURA Jewellery and ARTICLE22, have gained a high market share through innovative designs and the application of eco-friendly materials. FUTURA Jewellery is handmade from mercury-free 18kt eco-gold certified by fair mining, with gold sourced from one of the three fair mining certified mines in the world. These mines avoid the use of dangerous chemicals such as mercury and cyanide in gold mining. ARTICLE22 jewelry is handmade from recycled materials in Laos, such as bombs, aircraft parts, military equipment, and other aluminum waste from the Vietnam War. The brand not only creates exquisite and globally popular products but also gives back to society by clearing more unexploded ordnance in Laos, supporting traditional artists, and donating part of the profits to the development of workers' communities.

In addition, the KOKOLU brand, which uses

100% post-consumer recycled plastic, plant-based, and compostable materials to make clothing, footwear, and home goods, is committed to creating biodegradable and recyclable products. For every product sold, the KOKOLU brand plants a tree in a place on Earth that needs it, taking concrete actions to support environmental causes. These brands not only excel in product development but also invest a lot of resources in marketing and brand building to enhance consumer awareness of their environmental concepts.

2.2 Consumer Characteristics

2.2.1 Demographic Characteristics

From a demographic perspective, the consumer group of eco-friendly fashion accessories in the US has distinct characteristics. In terms of age, data shows that consumers aged 18 to 34 dominate the market, accounting for 45% (Fashioncoached, May 1, 2025). This age group is usually more sensitive to emerging trends and more willing to try new products and technologies. In terms of gender, female consumers hold an absolute advantage in the eco-friendly fashion accessories market, accounting for as high as 70%, which may be related to the dominant position of women in fashion accessories consumption and their high concern for environmental issues. In terms of income level, the middle-to-high-income group (with an annual income exceeding \$75,000) is the main consumer force, accounting for 60%. This group not only has a higher consumption capacity but also has higher requirements for product quality and environmental attributes. These demographic characteristics indicate that the consumer group of eco-friendly fashion accessories has a higher level of education, stronger environmental awareness, and stronger consumption capacity, which provides a solid foundation for the continuous growth of the market.

Products		
Awareness of Eco-friendly Fashion Accessories	Very Familiar	40
	Somewhat Familiar	35
	Not Very Familiar	20
	Hardly Familiar	5
Motivation for Purchasing Eco-friendly Fashion Accessories	Environmental Philosophy	70
Design and Fashion		60

2.2.2 Consumers' Awareness and Attitudes Towards Environmental Protection

Consumers' awareness and attitudes towards environmental protection are important factors that influence their purchase of eco-friendly fashion accessories. According to market research data, over 80% of consumers state that they are very concerned about environmental issues and are willing to pay a higher price for eco-friendly products. This proportion is even more significant among young consumers, with 90% of those aged 18 to 34 indicating a willingness to pay a premium for eco-friendly products. Consumers also have a high level of awareness of eco-friendly fashion accessories, with approximately 75% of respondents stating that they understand the concept of eco-friendly fashion accessories and can identify products made from eco-friendly materials and through sustainable production processes. Moreover, consumers' attitudes towards environmental protection are not only reflected in their purchasing decisions but also in their lifestyle and values. Many consumers state that choosing eco-friendly fashion accessories is a way for them to practice their environmental philosophy, and they hope that their consumption behavior can have a positive impact on the environment. This awareness and attitude towards environmental protection not only drive the development of the eco-friendly fashion accessories market but also provide important market opportunities for related companies.

Table 1.

Characteristic Category	Specific Characteristic	Proportion (%)
Concern for Environmental Issues	Very Concerned	80
Willingness to Pay a Premium for Eco-friendly	Willing to Pay	85

Table 2.

Specific Attitude	Proportion (%)
Believe that eco-friendly fashion accessories are an important way to practice environmental philosophy	85
Willing to make a positive impact on the environment through purchasing eco-friendly products	90
Believe that the design and quality of eco-friendly fashion accessories are comparable to traditional accessories	75
Believe that the price of eco-friendly fashion accessories is reasonable	60
Believe that the transparency and sustainability of eco-friendly fashion accessories brands are important	80

2.3 Purchase Motivation

2.3.1 Drivers of Environmental Awareness

Environmental awareness is one of the main factors driving consumers to purchase eco-friendly fashion accessories. With the increasing severity of global environmental issues, consumers' environmental awareness is continuously growing, and more and more people are paying attention to the sustainability of products. Research shows that over 80% of consumers state that environmental philosophy is an important reason for their choice of eco-friendly fashion accessories. Consumers not only care about whether the materials of the products are eco-friendly but also focus on the sustainability of the production process. For example, accessories made from recycled metals and biodegradable plastics are favored by consumers due to their lesser environmental impact. In addition, consumers have high requirements for the transparency and responsibility of brands in environmental protection. If a brand can clearly convey its environmental philosophy and sustainable development measures, it will more easily win the trust and support of consumers.

Social responsibility is also an important factor influencing consumer purchasing behavior. Many consumers believe that by purchasing

eco-friendly products, they can make a contribution to environmental protection and social sustainability. This sense of responsibility is not only reflected in environmental protection but also in the attention to social fairness and workers' rights. For example, consumers tend to choose brands that use fair trade materials and ensure workers' rights. This focus on social responsibility means that eco-friendly fashion accessories are not just a personal consumption choice but also a reflection of social values.

2.3.2 The Combination of Fashion and Environmental Protection

Design sense and brand influence are important considerations for consumers when purchasing eco-friendly fashion accessories. Although environmental protection is the core concept, consumers still hope that these accessories can meet their fashion needs. Research shows that 60% of consumers state that design sense and fashion are important factors in their choice of eco-friendly fashion accessories. Consumers hope that eco-friendly accessories are not only environmentally friendly but also have unique designs and high-quality craftsmanship to showcase their personality and style. The role of the brand in this aspect is crucial. Brand influence and brand stories can enhance consumers' identification and loyalty to the product. For example, some well-known brands have successfully combined environmental protection with fashion through innovative designs and the application of eco-friendly materials, attracting a large number of consumers' attention and purchases.

In addition, the role of brand marketing cannot be ignored. Through effective brand promotion and marketing strategies, brands can better convey their environmental philosophy and product features, improving consumers' awareness and willingness to purchase. For example, some brands enhance their brand influence and attractiveness by engaging in social media, environmental activities, and public welfare activities to establish an emotional connection with consumers.

2.3.3 Price Sensitivity and Value Perception

Price sensitivity and value perception are also important factors influencing consumer purchasing decisions. Although consumers are willing to pay a higher price for eco-friendly products, they still have a certain degree of price sensitivity. Research shows that 30% of

consumers state that price is an important consideration when choosing eco-friendly fashion accessories. Consumers hope that eco-friendly products are not only environmentally friendly but also reasonably priced and offer good value for money. Brands need to balance the cost of environmental protection and consumers' price sensitivity in their pricing strategies to ensure the market competitiveness of their products.

Value perception is a subjective evaluation of the product's value by consumers, which includes not only the price of the product but also multiple aspects such as the product's quality, design, brand, and environmental attributes. Consumers hope that the eco-friendly fashion accessories they purchase are not only reasonably priced but also of high quality and well-designed. Brands can improve consumers' value perception of the product by enhancing product quality, optimizing design, and strengthening brand building. For example, some brands have successfully increased the value perception of their products by providing high-quality eco-friendly materials and innovative designs, attracting consumers to make purchases.

3. Corporate Strategies for Eco-Friendly Fashion Accessories in the US Market

3.1 Product Positioning Strategy

In the US market for eco-friendly fashion accessories, companies need to develop precise product positioning strategies to meet the different consumer needs and enhance competitiveness through market segmentation and product differentiation. In terms of market segmentation, the US market can be divided according to age, gender, and income level. In terms of age, young consumers (18-34 years old) account for 45%, who are more sensitive to environmental protection and emerging trends and pay attention to the values of products. Middle-aged consumers (35-54 years old) account for 35%, who have strong consumption capacity and focus on design and brand. Consumers over 55 years old account for 20% (Statista, August 7, 2023), who have high loyalty to traditional values and brands. In terms of gender, female consumers account for 70%, who pay more attention to fashion and environmental protection, while male consumers focus more on practicality and durability. In terms of income, the middle-to-high-income group (with an annual income exceeding \$75,000) accounts for 60%, who pay attention to product quality and design, while the low-income group (with an annual income below \$50,000) focuses on cost-effectiveness.

Table 3.

Segmentation Dimension	Consumer Group	Proportion
Age	18-34 years old (young consumers)	45%
35-54 years old (middle-aged consumers)	35%	
Over 55 years old	20%	
Gender	Female consumers	70%
Male consumers	30%	
Income Level	Middle-to-high-income group (annual income > \$75,000)	60%
Low-income group (annual income < \$50,000)	40%	

In terms of product differentiation, companies can achieve this through design and material selection. Targeting different segmented markets, companies can design simple and modern or high-quality products and introduce limited-edition or customized services. In terms of materials, stainless steel and recycled metals

are suitable for high-quality daily accessories, while biodegradable plastics are suitable for light and natural-style accessories. Companies can also introduce other eco-friendly materials to enrich their product lines.

3.2 Marketing Strategy

3.2.1 Brand Building

Brand building is a key element in enhancing brand influence. By conveying the brand's story, image, and values, companies can establish an emotional connection with consumers, thereby strengthening brand identification and loyalty. The brand story is an essential part of brand building. It tells the brand's development history, environmental philosophy, and innovative practices, endowing the brand with a unique personality and values. For example, a brand can emphasize its original intention of using recycled materials or narrate its participation and contributions to environmental projects, thus attracting consumers who are highly concerned about environmental issues.

The brand image is equally important. It conveys the brand's core values to consumers through visual elements such as logos, packaging, and advertisements. A clear and consistent brand image helps consumers quickly recognize and remember the brand, enabling it to stand out among numerous competitors. Brand building also needs to be realized through multi-channel marketing activities, including social media, advertising, public relations events, and brand collaborations. Through these activities, companies can expand the brand's exposure and enhance its influence in the target market.

3.2.2 Channel Selection

Channel selection is another important aspect of the marketing strategy. Companies need to choose appropriate online and offline channels to sell their products based on the characteristics of the target market and consumer behavior. Online channels include the brand's official website, e-commerce platforms, and social media stores. These channels are characterized by convenience and wide coverage, enabling companies to quickly reach a large number of consumers. The brand's official website is an important platform for direct communication with consumers. By optimizing the website design and user experience, companies can enhance the brand image and promote sales. E-commerce platforms provide companies with broader market coverage and higher sales efficiency. By collaborating with well-known e-commerce platforms, companies can leverage their traffic and logistics advantages to expand their market share.

Offline channels include physical stores, pop-up

stores, and exhibitions. These channels can provide more direct consumer experiences and brand interactions. Physical stores can offer the convenience of trying on and purchasing products, enhancing consumers' perception and trust in the products. Pop-up stores are a flexible marketing method. By setting up temporary stores at specific locations and times, companies can attract consumers' attention and increase brand awareness. Exhibitions and industry events are important platforms for companies to showcase their latest products and technological innovations. By participating in these events, companies can directly communicate with other companies in the industry and consumers, obtain market feedback, and establish cooperative relationships.

3.3 Sustainable Development Strategy

3.3.1 Continuous Innovation of Eco-Friendly Materials

The continuous innovation of eco-friendly materials is the foundation for achieving sustainable development. With the continuous progress of science and technology and the increasing demand for eco-friendly products from consumers, companies need to continuously explore and apply new eco-friendly materials to meet the market's demand for sustainable products. On the one hand, companies can collaborate with research institutions and universities to carry out research and development projects on eco-friendly materials. Through industry-academia-research cooperation, companies can leverage external scientific research forces to accelerate the R&D process of eco-friendly materials and improve R&D efficiency. For example, companies can participate in the development of new types of biodegradable plastics, which can naturally decompose after use and reduce long-term environmental impact. On the other hand, companies can also pay attention to the latest material R&D dynamics in the industry and timely introduce mature eco-friendly material technologies. For example, some companies have begun to use materials made from recycled ocean plastics, which not only reduce ocean waste but also have good durability and aesthetics. In addition, companies can also continuously improve the performance of existing eco-friendly materials through the efforts of their internal R&D teams. For example, improving the corrosion resistance of stainless

steel materials can extend their service life and reduce resource waste.

3.3.2 Optimization of Production Processes

The optimization of production processes is a key link in enhancing the sustainability of companies. Through technological improvements and management optimization, companies can reduce resource consumption and environmental pollution in the production process and improve production efficiency. In terms of technological improvements, companies can introduce advanced production equipment and processes, such as automated production lines and clean energy technologies. Automated production lines can improve production efficiency, reduce errors and waste caused by manual operations. Clean energy technologies, such as solar and wind energy, can reduce carbon emissions in the production process and reduce dependence on traditional energy sources. In addition, companies can also adopt green chemical technologies to reduce the emission of harmful substances in the production process. In terms of management optimization, companies can establish a complete environmental management system, such as the ISO 14001 environmental management system. Through this management system, companies can systematically assess and control the environmental impact of the production process, formulate and implement environmental protection goals and measures. At the same time, companies can also optimize supply chain management by choosing suppliers with strong environmental awareness to ensure the sustainable supply of raw materials. For example, companies can cooperate with wood suppliers who adopt sustainable forestry management to ensure that the raw materials are legally and environmentally sourced. In addition, companies can also improve resource utilization efficiency through lean production management, reducing waste and inventory backlog in the production process. (Sigma Earth, February 18, 2025)

3.4 Social Responsibility Strategy

3.4.1 Fulfillment of Social Responsibility

The fulfillment of social responsibility is an important part of a company's sustainable development. By participating in public welfare activities and initiating environmental protection initiatives, companies can not only

make positive contributions to society and the environment but also enhance their social image and brand value. On the one hand, companies can actively participate in or initiate public welfare activities related to environmental protection. For example, companies can cooperate with environmental organizations to carry out activities such as beach cleaning and tree planting, directly participating in environmental protection. These activities not only help improve environmental conditions but also strengthen the emotional connection between the company and consumers. On the other hand, companies can also fulfill their social responsibility by supporting social public welfare projects. For example, companies can cooperate with educational institutions to set up scholarships or sponsor poor students, supporting the development of education. In addition, companies can also initiate environmental protection initiatives to promote sustainable development in the entire industry. For example, companies can advocate the use of renewable energy and reduction of packaging materials and other environmental protection measures, leading the green trend in the industry. Through these initiatives, companies can not only enhance their social image but also drive the development of the entire industry and make greater contributions to society and the environment.

3.4.2 Consumer Education

Consumer education is an important means to enhance consumers' awareness and acceptance of eco-friendly fashion accessories. By conducting educational activities, companies can help consumers better understand the value and significance of eco-friendly fashion accessories, thereby promoting consumer purchasing behavior. On the one hand, companies can enhance consumers' awareness of eco-friendly fashion accessories through online and offline educational activities. For example, companies can publish detailed information about eco-friendly materials and sustainable production on their official websites to help consumers understand the environmental attributes of the products. At the same time, companies can also conduct interactive activities on social media platforms, such as Q&A sessions and lectures, to enhance consumers' participation and learning interest. On the other hand, companies can also enhance consumers' acceptance through offline activities.

For example, companies can set up environmental display areas in physical stores to showcase the eco-friendly materials and production processes of the products, allowing consumers to intuitively understand the environmental characteristics of the products. In addition, companies can also cooperate with schools and communities to carry out environmental education activities, such as environmental lectures and workshops, to improve the public's awareness and acceptance of eco-friendly fashion accessories. Through these educational activities, companies can not only enhance consumers' awareness of eco-friendly fashion accessories but also strengthen consumers' identification and loyalty to the brand.

4. Conclusions and Future Outlook

4.1 Research Conclusions

This study has conducted an in-depth analysis of the consumption trends of eco-friendly fashion accessories in the US market and proposed corresponding corporate strategies. Through comprehensive market research, consumer characteristic analysis, and exploration of corporate strategies, we have reached the following conclusions. The demand for eco-friendly fashion accessories in the US market shows a significant upward trend. Consumers have a high acceptance of eco-friendly materials, and their purchasing motives are not only limited to environmental awareness but also include the pursuit of fashion design, brand influence, and product quality. Young consumers and middle-to-high-income groups are the main consumer forces, who have a higher level of awareness and willingness to purchase eco-friendly products. To meet this market demand, companies need to develop comprehensive market strategies, including precise market segmentation, product differentiation, brand building, and multi-channel marketing. At the same time, companies also need to pay attention to sustainable development by continuously innovating eco-friendly materials and optimizing production processes to reduce environmental impact and enhance their corporate social responsibility image. Although the market for eco-friendly fashion accessories has shown significant growth potential, there is still a large room for development. With the further enhancement of consumers'

environmental awareness and the continuous progress of environmental protection technology, it is expected that this market will continue to maintain strong growth momentum. Companies that can seize this opportunity are expected to achieve greater success in the future market.

4.2 Research Limitations and Future Outlook

Despite providing important insights into the US market for eco-friendly fashion accessories, this study still has some limitations. This study mainly relies on questionnaire surveys and focus group discussions, with limited sample size and coverage, which may not fully represent the consumer behavior of the entire US market. The study mainly focuses on consumers' awareness and purchasing motives for eco-friendly fashion accessories, with relatively less analysis of market dynamics and competitive environment. In addition, the study's exploration of the sustainability of eco-friendly materials and the optimization of production processes is relatively macroscopic, lacking specific technical details and case analysis.

Future research can be expanded and deepened in the following directions: increasing sample size and coverage, in-depth analysis of market dynamics, providing technical details and case analysis, long-term tracking of consumer behavior, and conducting cross-cultural comparative studies. By increasing the sample size and expanding the geographical coverage, the representativeness and reliability of the research results can be improved. A variety of data collection methods, such as online surveys, face-to-face interviews, and market observations, can be considered to obtain more comprehensive data. Further research on market dynamics and the competitive environment, including changes in market share, threats from new entrants, and competitive strategies of existing companies. By analyzing industry reports and market data, more in-depth market insights can be provided. A more in-depth technical analysis of the sustainability of eco-friendly materials and the optimization of production processes, providing specific technical details and successful cases. This will help companies better understand and apply these strategies to enhance their sustainable development capabilities. Long-term tracking of consumer behavior to study the trends in consumers' attitudes and purchasing behavior

towards eco-friendly fashion accessories. This will help companies adjust their market strategies in a timely manner to adapt to market changes. Conducting cross-cultural comparative studies to analyze the differences in demand and attitudes of consumers in different countries and regions towards eco-friendly fashion accessories. This will provide valuable references for companies' global market expansion.

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