# BECOME PARTNER OF THE MAISON&OBJET BAROMETER

WWW.MAISON-OBJET.COM

### MAISON&OBJET BAROMETER

The barometer of the international decor, design and lifestyle industry

## A thousand of stakeholders surveyed twice a year

3 different populations are monitored:

#### Retailers

Independent shops, department stores, chain stores, e-commerce firms, etc.

#### **Specifiers**

Interior
designers,
architects, real
estate
developers,
landscape
architects, etc.

#### **Brands**

Manufacturers, artisans, designers & makers of design or lifestyle products

#### Our methodology

For its barometer, Maison&Objet surveys the community of key industry stakeholders twice a year **in April and in October**, about major market indicators and topics of current interest.

#### **MARKET INDICATORS EVERY 6 MONTHS...**

## **Business**Sales Outlook

## **Communication**

Used channels

## Retailers

Inventory Levels, orders, sales channels

Questionnaire avalable in French, English, Spanish







## **Human resources**

Staff, Hiring

### **Brands**

Inventory Levels, Production Levels, sales channels

Specifiers
Project types

#### ... AND A TOPIC OF CURRENT INTEREST PER BAROMETER

#### **JUNE 2022**

TOWARD THE RESHORING OF PRODUCTION AND MORE LOCALIZED SOURCING

For 60% of all respondents, this client demand is being expressed even more fervently than before the shipping and inflation crises.

#### **OCTOBER 2022**

THE GLOBAL ENERGY CRISIS

No business is being spared. Retailers, specifiers, and brands all say that they're being "strongly impacted", for 45%, 38%, and 42% of them, respectively.

#### **APRIL 2023**

RECYCLED, UPCYCLED, PRE-OWNED: ARE WE READY FOR A NEW LEASE ON LIFE?

80% of professionals have noticed a growing interest from their clients in recycled products, with 72% expressing an interest in upcycled products and 63% in pre-owned items.







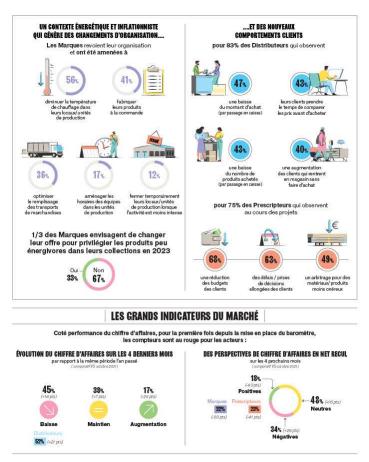
2023

# Key market indicators

## An infografic

The infographic sums up the main figures and learnings from each barometer.

A short format to understand the latest results at a glance.







## The article

We edit an article deciphering each theme of the barometer and giving answers to the identified issues.



MAISON&OBJET THE MAISON&OBJET BAROMETER 2023

## **Testimonials**

Hundreds of professionals from the sector share their words about their lived experiences.

An online talk available in video on the Maison&Objet Academy\* also gives the floor to a handful of emblematic players in the sector (brands, retailers or specifiers) to testify about their experience

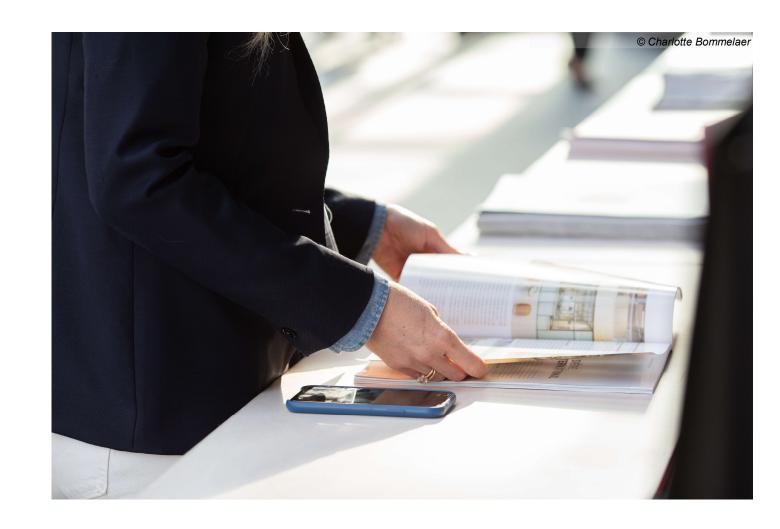
\* Streaming platform available free of charge to visitors of the Maison&Objet paris show or by subscription



## A study report

The study report looks back at the market indicators since the barometer was set up in 2021, in order to detect structural changes operating on the market.

It details all data and highlights the analysis per profile.



# The partnership

#### Principe de partenariat

Theme and questionnaire selection	US
Partnership deal and mutual commitment contract  You may send your contents to SAFI: logo, introducing text, your website link	YOU
Your visibility is online on the barometer webpage	US
We provide you a ready to sent email template (html format) or a questionnaire link that you may include in your usual dedicated messages to members  • Confidentiality of your members is preserved: the questionnaire is totally anonymous.	US
You send the questionnaire to your members/database     We ideally recommend 1 to 3 sendings and reminders	YOU
	US
•We ideally recommend 1 to 3 sendings and reminders  We collect the answers	US

#### As a Maison&Objet barometer partner, you benefit from

#### Visibility on the Maison&Objet medias

Your logo, the name of your company and/or a short presentation text may appear:

- In the section dedicated to the barometer on the Maison&Objet website
- In the release email sent to the Maison&Objet community (more than 500 000 international professionals):

Architecture / interior design / decorators / designers - Hotel and restaurants - Independent retailers - chain stores / department stores / e-commerce - Wholesalers / buying offices - Manufacturers / craftsmen - Real estate / community - Workspace planners, etc.

 In posts on Maison&Objet social media -LinkedIn, Facebook, Instagram gathering a community of 1.6 million followers

We will provide you a precise communication plan.

## Market insights and the skills of a dedicated study team

- We carry out the analysis of the study results

   the answers that your members will have
   shared gathered with the answers of the
   Maison&Objet community
- The results will be sent to you so that you can share them with your contacts
- We can plan dedicated presentations to your teams and/or members (remote or in-person meeting during the next Maison&Objet show for example)

#### Easy set up

- Your commitment is limited to the sending of the barometer questionnaire to your members/contacts
- We can provide you with a ready-to-send email template (html format).
- Confidentiality of your members is preserved: the questionnaire is totally anonymous. Some questions may request profile data (e.g. activity, respondent's country, ...) for statistical analysis purposes.

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**CONTACT US** 

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