

THE BAROMETER OF THE DECOR, DESIGN AND LIFESTYLE INDUSTRIES

For this barometer, Maison&Objet will survey, three times yearly, the community of key industry stakeholders about major market indicators or current issues. Data based on the results of an online questionnaire sent out from May 24-June 4, 2021 to 1152 brands, Retailers, or specifiers.

Retailers

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

Specifiers

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

Brands

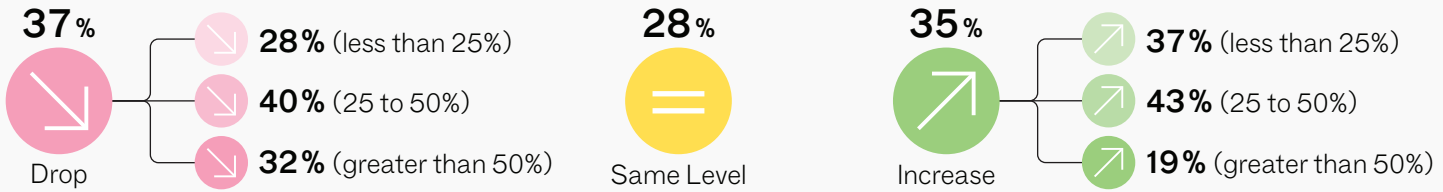
Manufacturers, designers, makers of decorative, design, or lifestyle products

MAJOR MARKET INDICATORS



Change in sales revenue over the past 4 months
compared to the same period last year

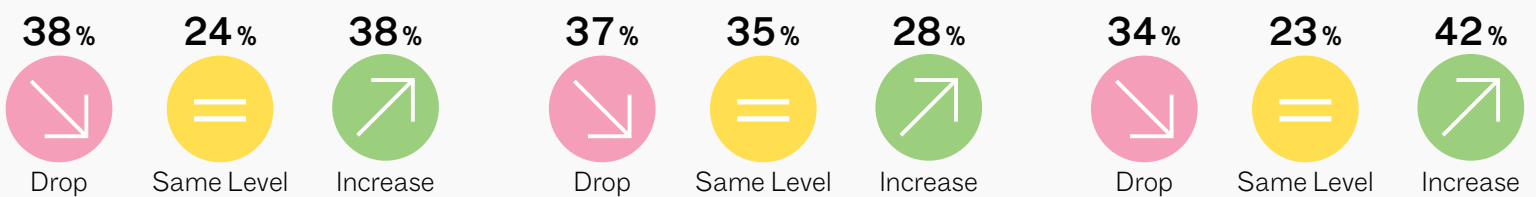
All respondents



Retailers

Specifiers

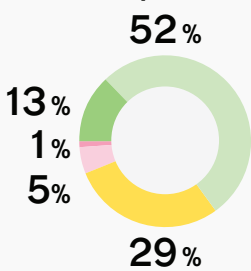
Brands



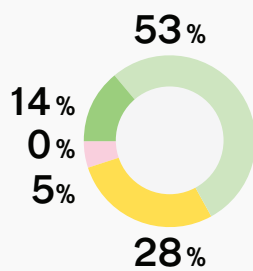
Sales outlook for the next 4 months
compared to the same period last year

Very positive Positive Neutral Negative Very negative

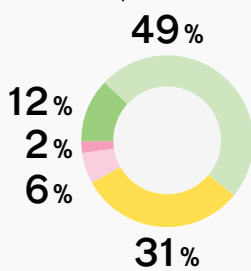
All respondents



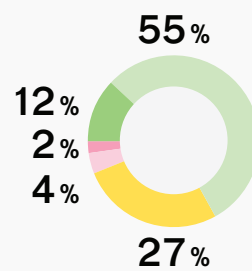
Retailers



Specifiers

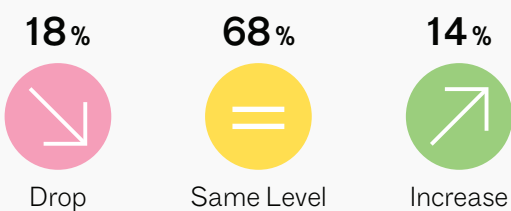


Brands



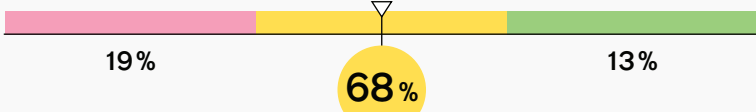
Changes in staffing over the past 4 months

All respondents

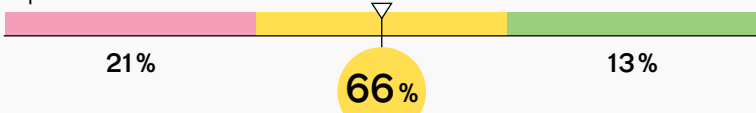


Drop Same Level Increase

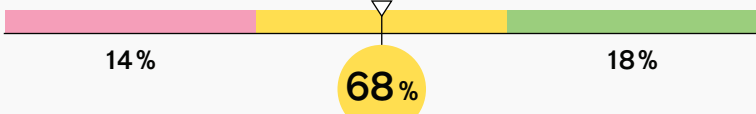
Retailers



Specifiers

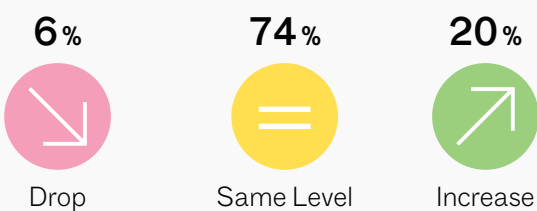


Brands



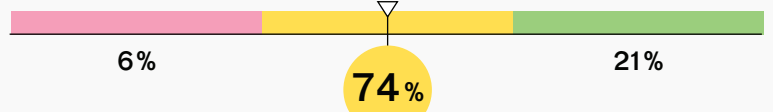
Outlook for changes in staffing over the next 4 months

All respondents

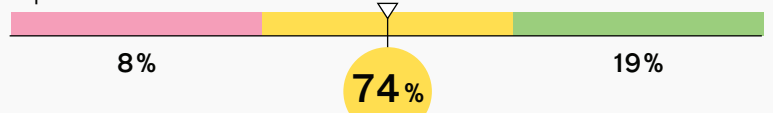


Drop Same Level Increase

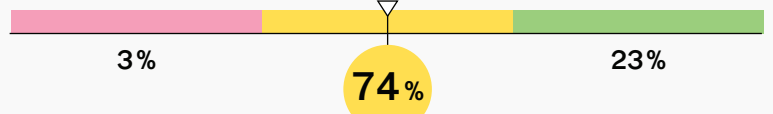
Retailers



Specifiers

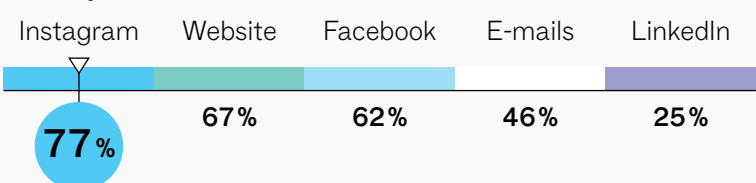


Brands

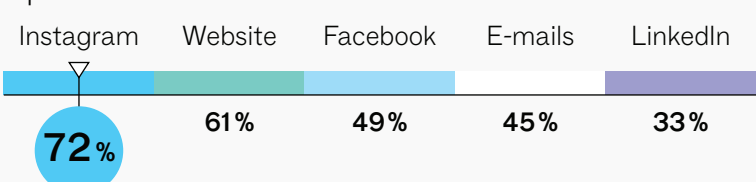


Digital channels of communication

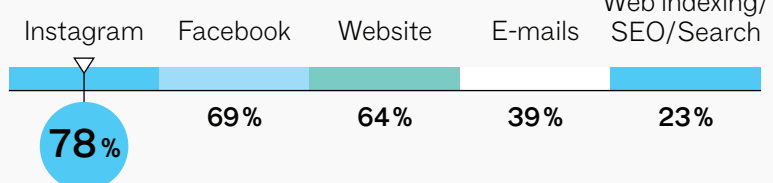
All respondents



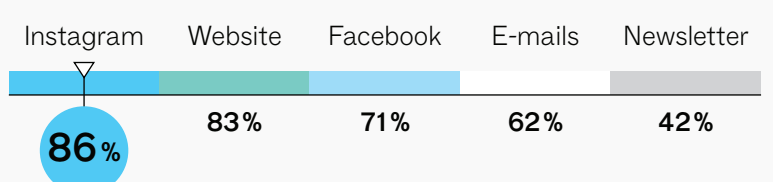
Specifiers



Retailers



Brands



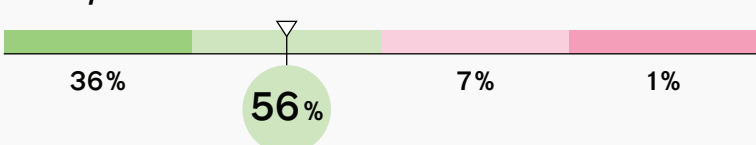
IN THE NEWS



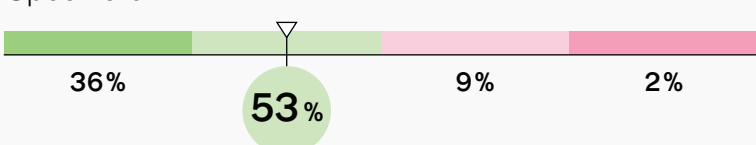
Impact of the Covid-19 crisis on your company

This crisis allowed my company to grow This crisis weakened my company, but we'll make it through This crisis weakened my company, and I'm not sur that my company will make it through I'm considering closing my business

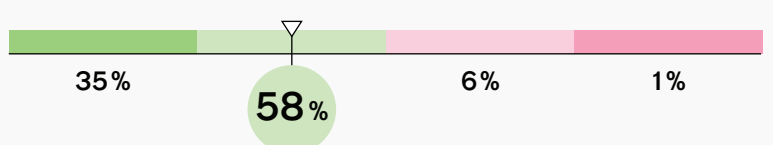
All respondents



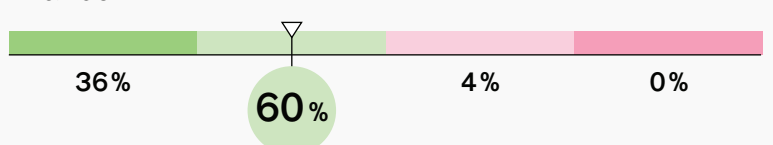
Specifiers



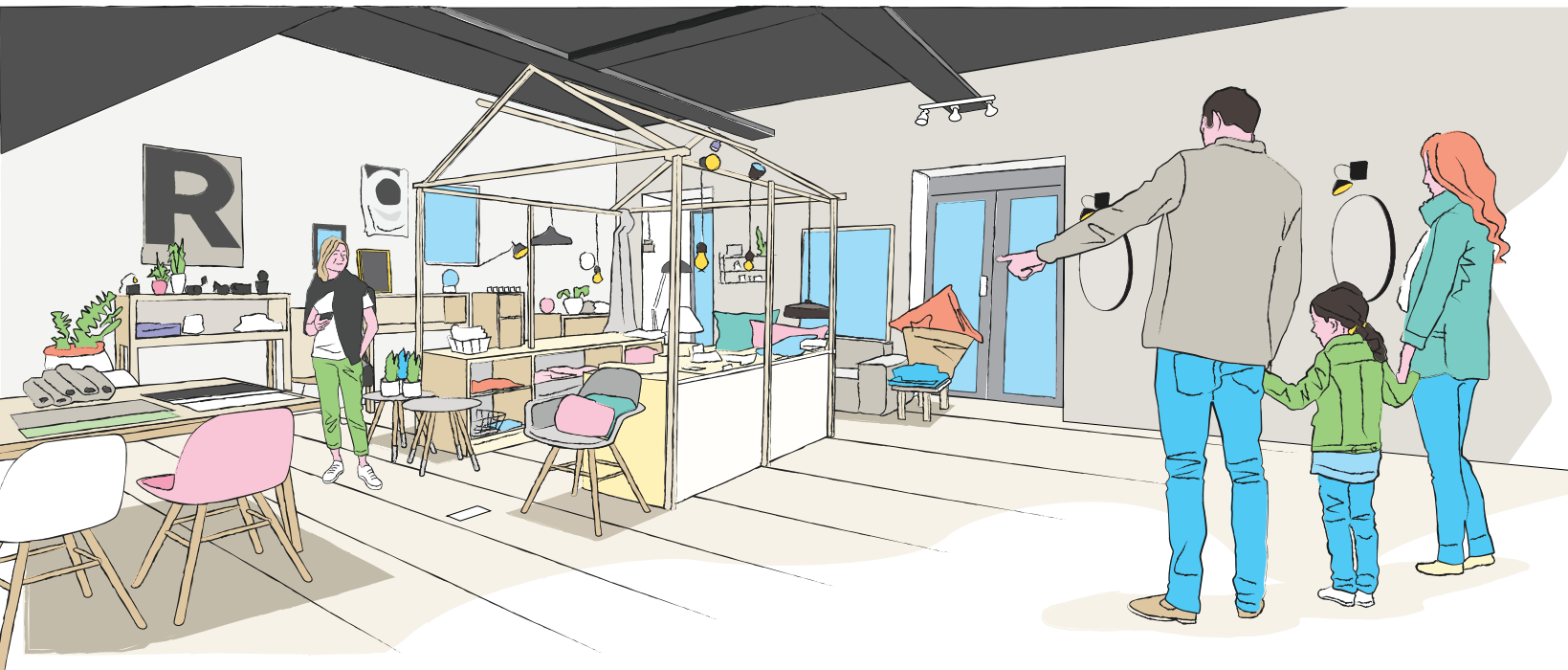
Retailers



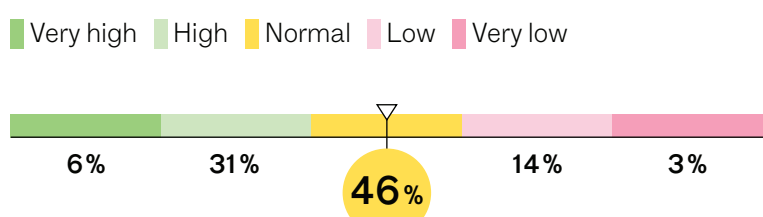
Brands



RETAILER INDICATORS

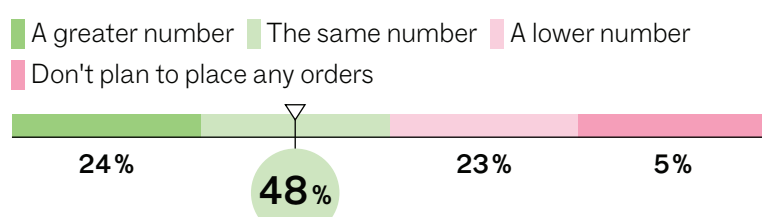


Level of inventory



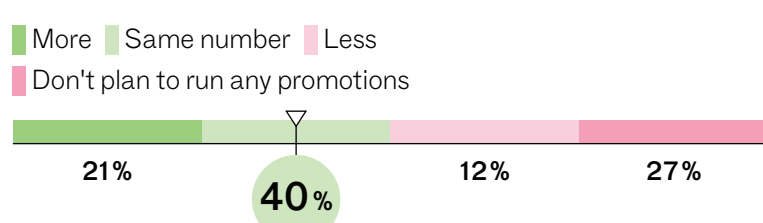
Outlook for orders over the next 4 months

compared to the same period last year



Planned promotional activities over the next 4 months

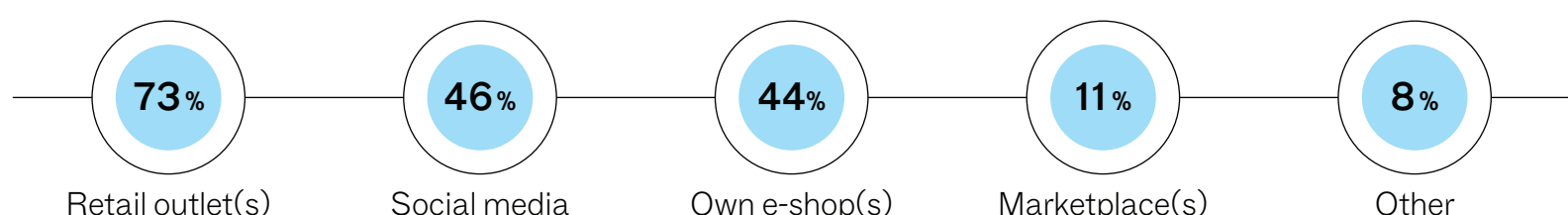
compared to the same period last year



Inclusion of new brands in inventory over the past 4 months



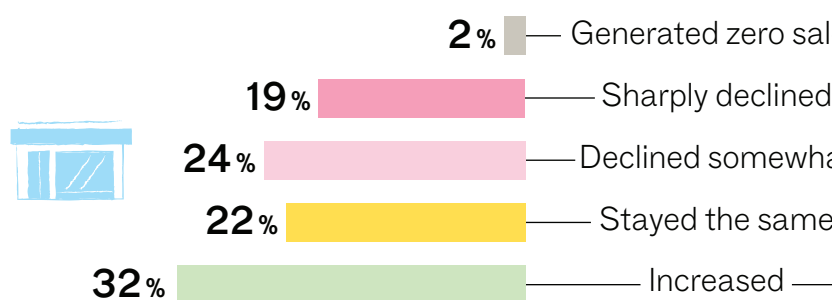
Sales channels



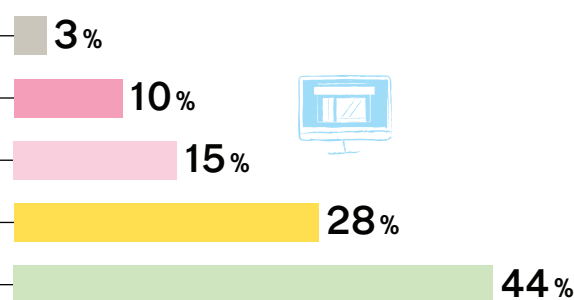
Sales figures over the past 4 months...

compared to the same period last year

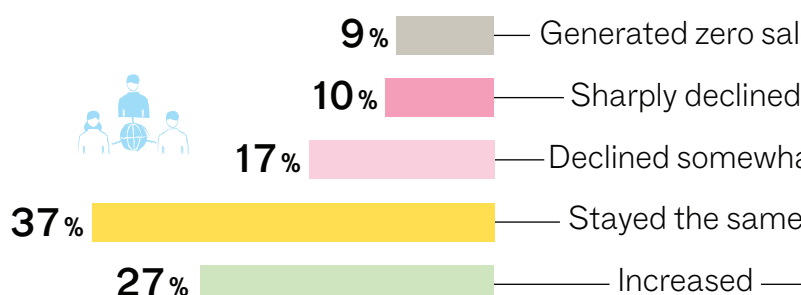
...in your retail outlet



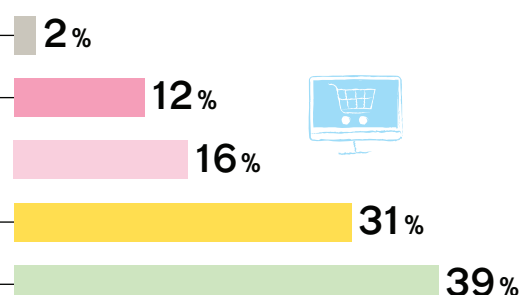
...from your e-shop(s)



...through Social Media

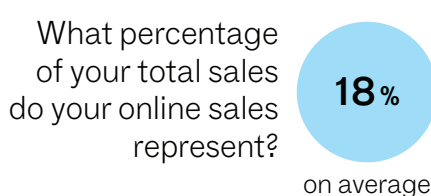
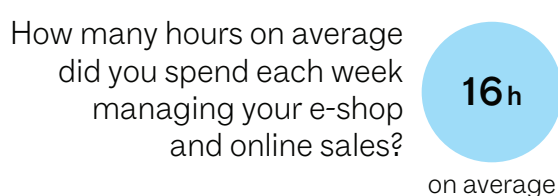


...through Marketplaces

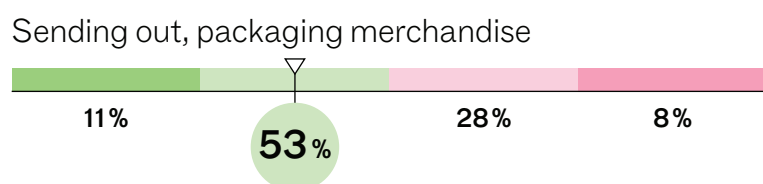
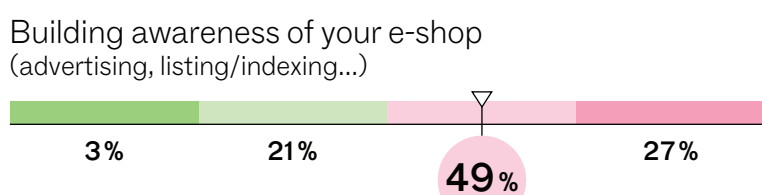
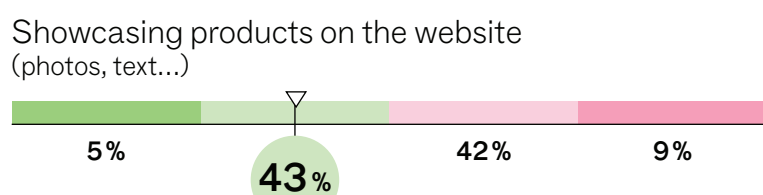
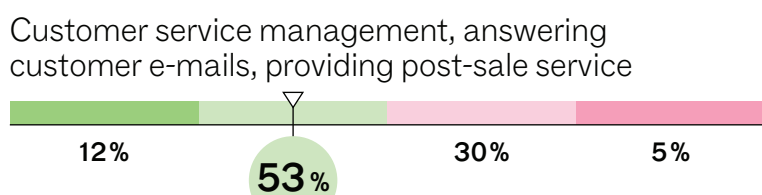
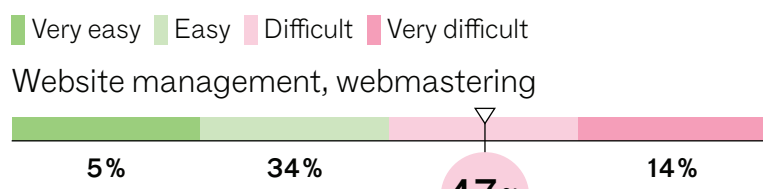


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E-shop management: a new job with new challenges



Level of difficulty of each of the following tasks



Ethical products: clients love them



have noticed growing interest from their customers in ethical products

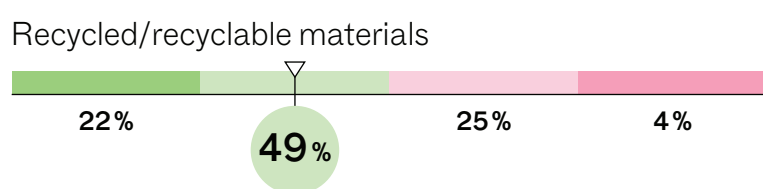
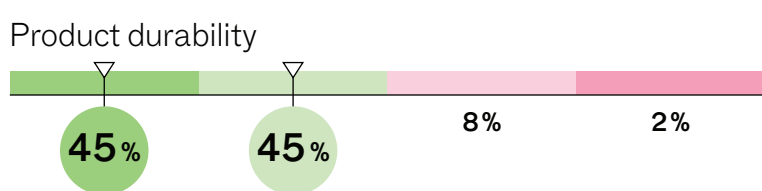
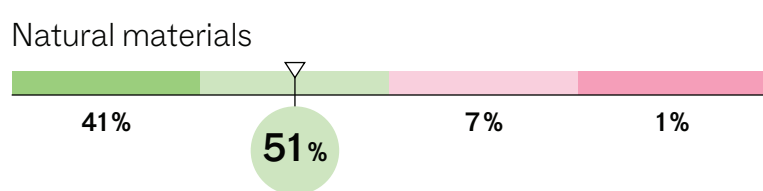
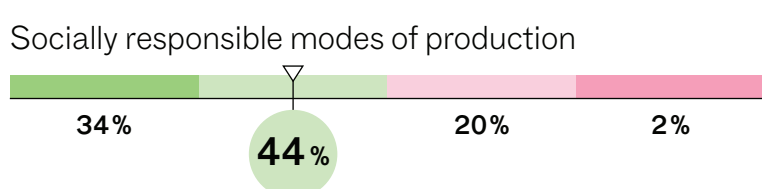
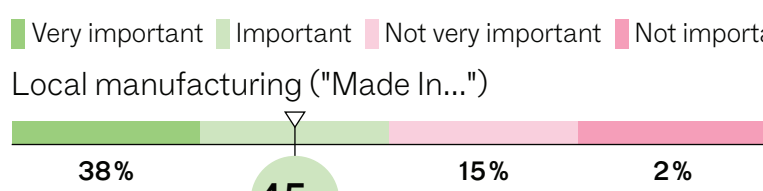


sell ethical products



Percentage of ethical products out of total sales

Importance given by their customers to choosing ethical products



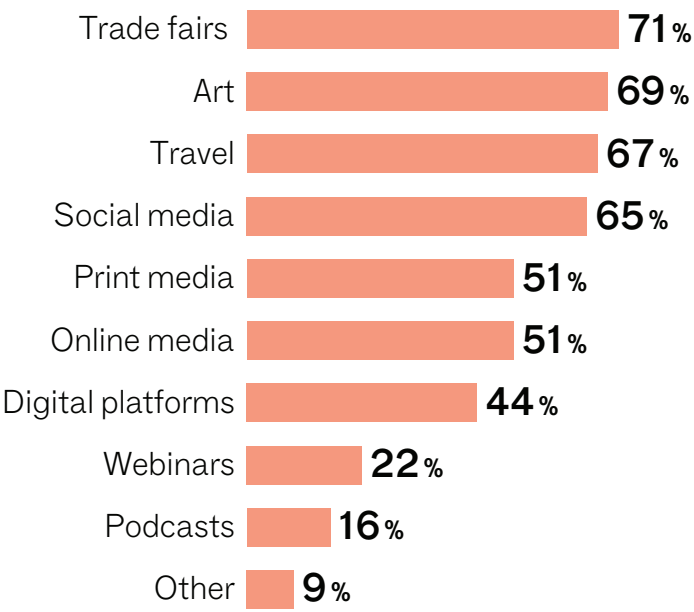
SPECIFIER INDICATORS



Number of new projects over the past 4 months

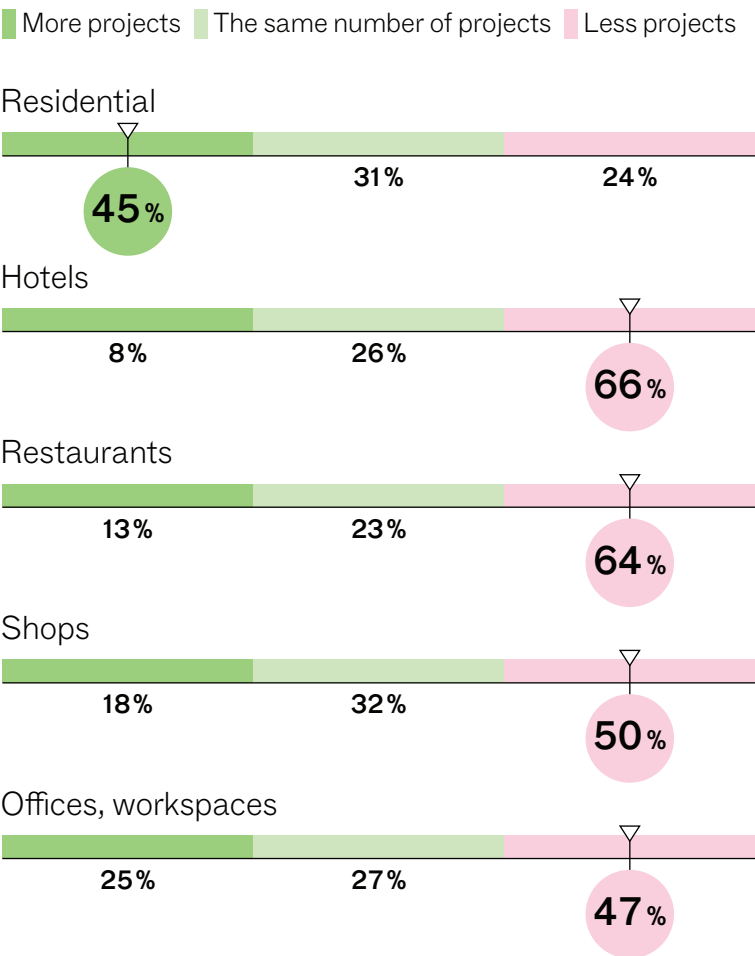


Ongoing sources of inspiration



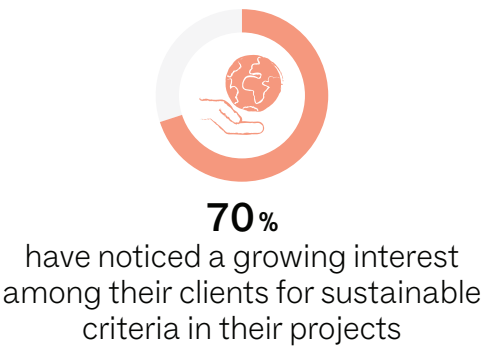
Change in the number of projects over the past 4 months

compared to the same period last year

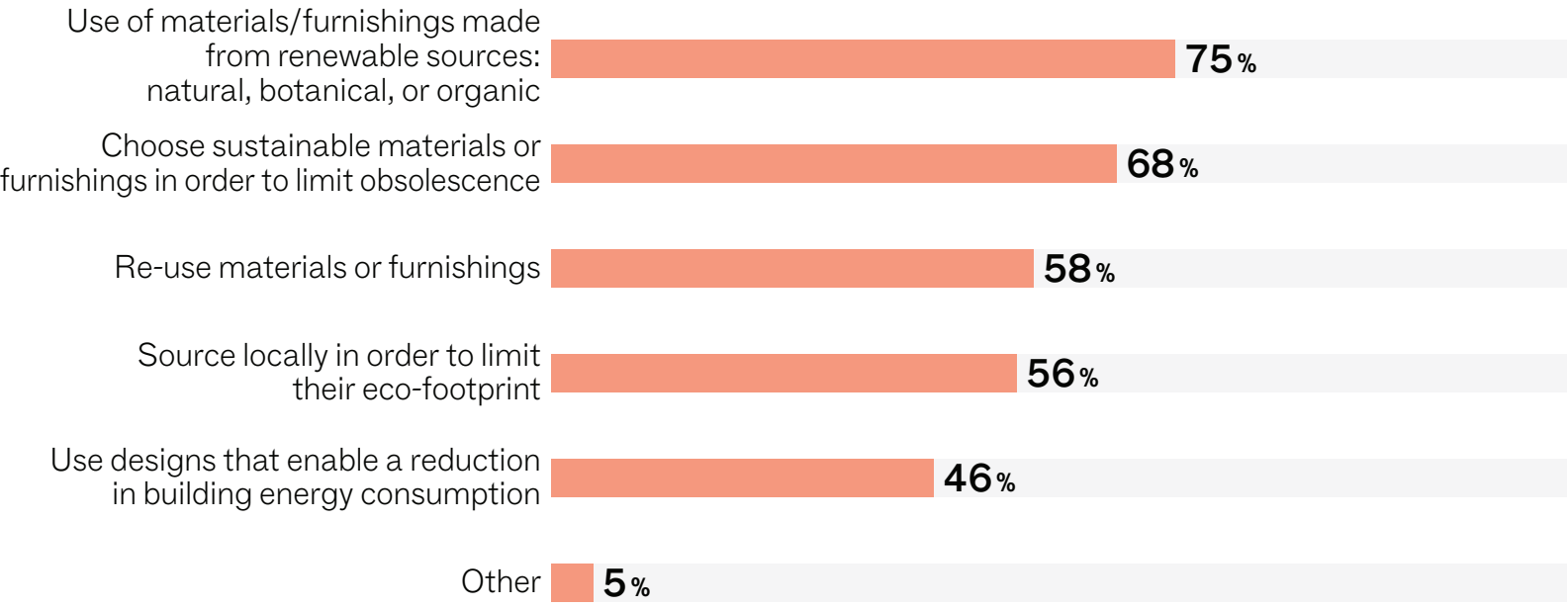


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Sustainability: projects face new challenges

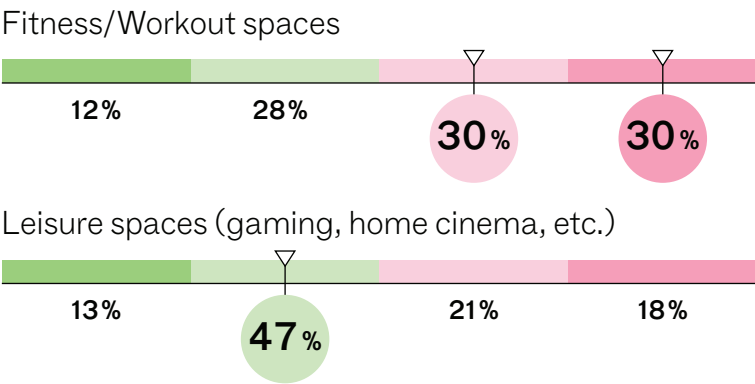
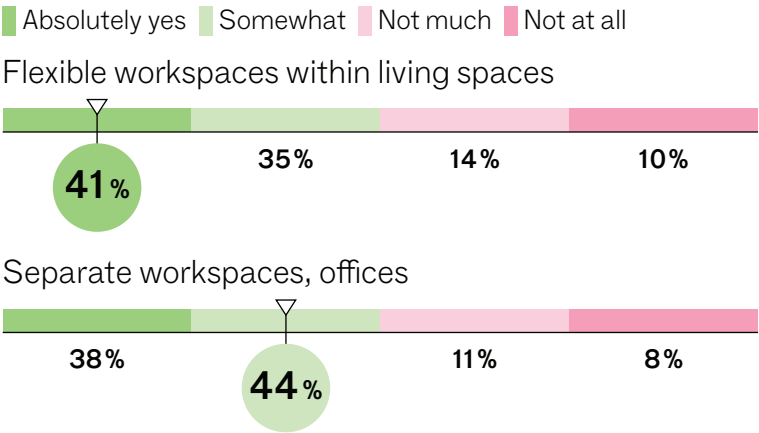


Initiatives used regularly

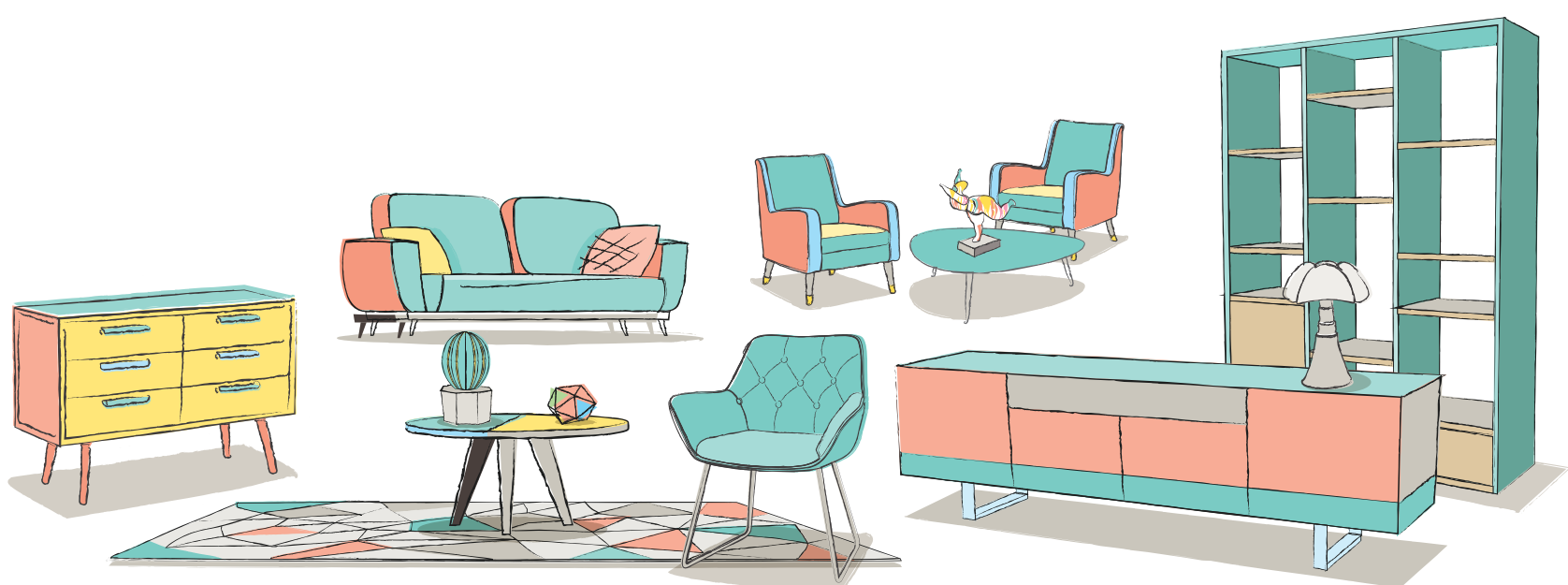


Current trends in residential projects

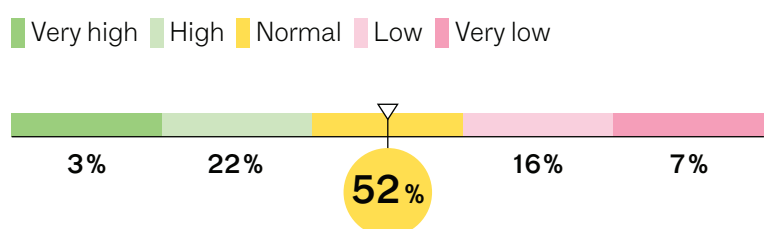
Have you noticed a growing interest from your clients within their residential projects for...?



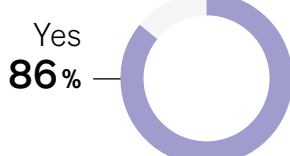
BRAND INDICATORS



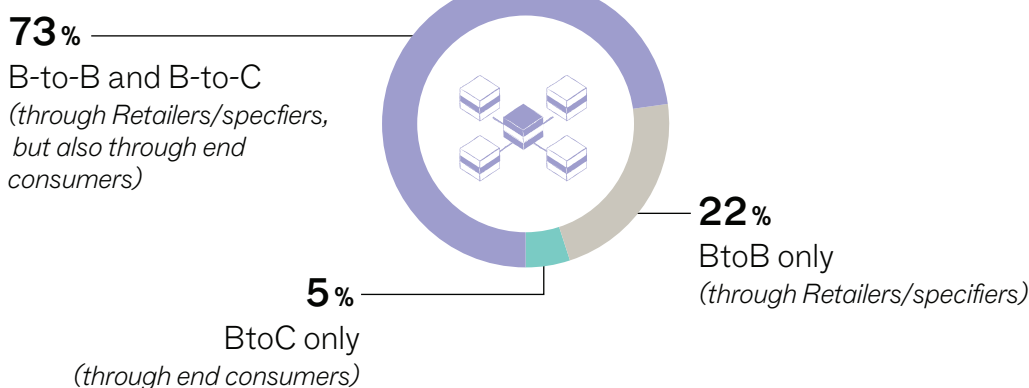
Level of inventory



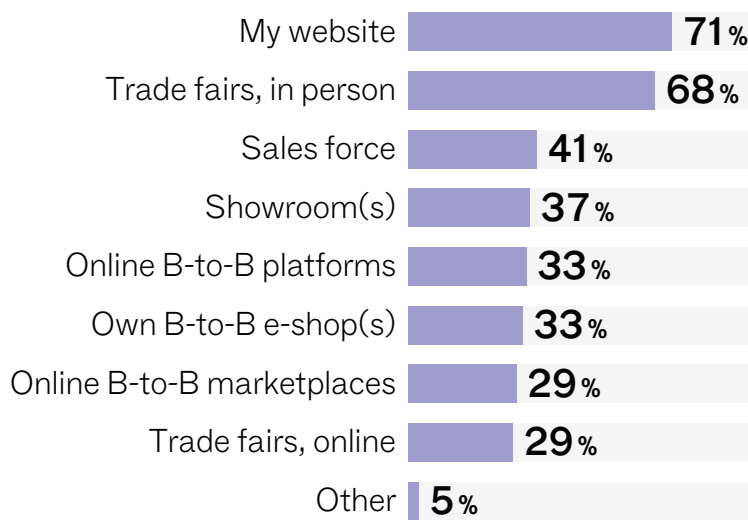
Outlook for new product launches within the next 4 months



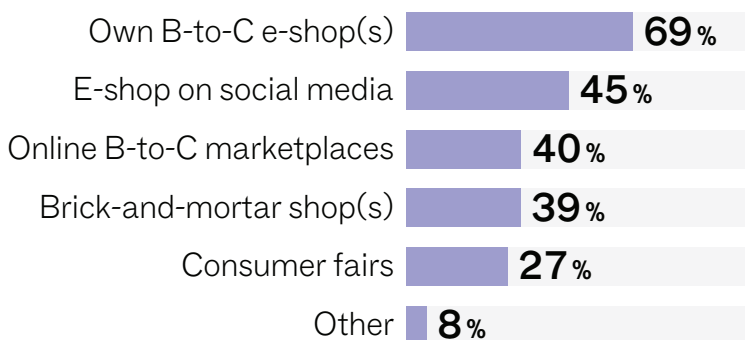
Distribution model



B-to-B sales or relationship channels



B-to-C sales channels

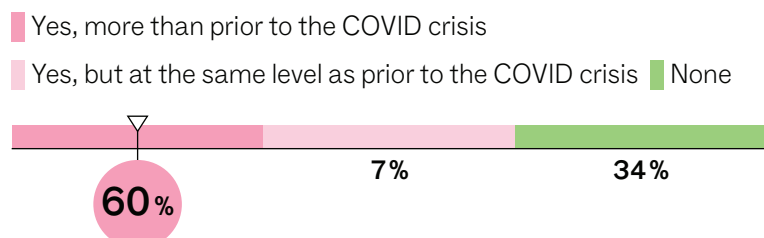


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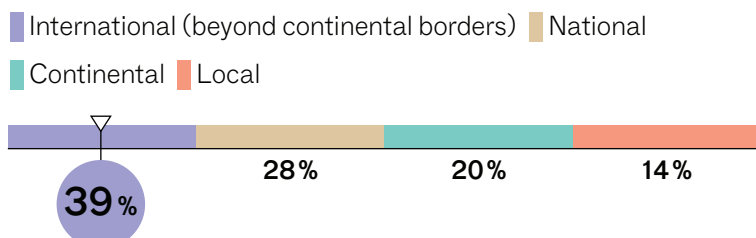


Sourcing: the new challenges posed by the raw materials and transportation crisis

Difficulties in receiving raw materials and merchandise



Origin of raw materials and merchandise



47%

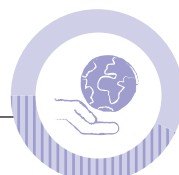
plan to source raw materials and merchandise closer to home

Ethical products: brands face new challenges



8%

92% are committed to a sustainable approach



43%

plan to commit to a sustainable approach

Initiatives implemented

