ISSUE 1 May 2021

MAISON&OBJET BAROMETER

#MAISON

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

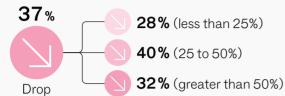
Manufacturers, designers, makers of decorative, design, or lifestyle products

MAJOR MARKET INDICATORS

Change in sales revenue over the past 4 months

compared to the same period last year

All respondents







Drop

38%

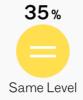


Retailers





Retailers



Specifiers







Brands

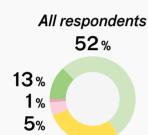


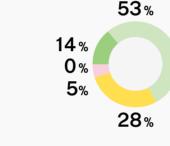


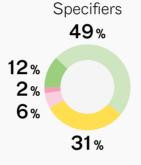
Sales outlook for the next 4 months

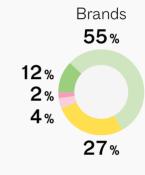
Very positive Positive Neutral Negative Very negative

compared to the same period last year











18%

Changes in staffing $(A \cap A)$ over the past 4 months

68%



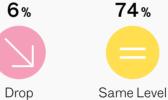
29%





14%

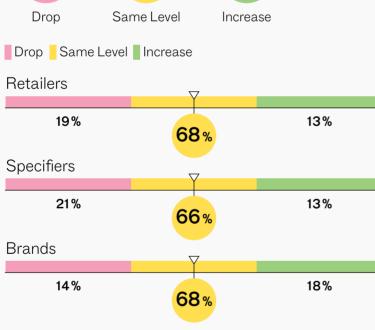




Outlook for changes in

 Λ \rightarrow staffing over the next 4 months





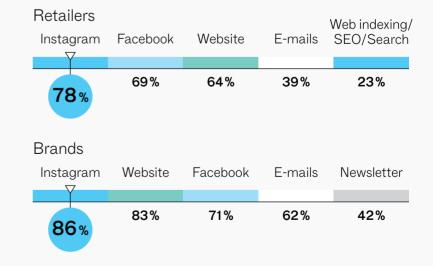


Specifiers

36%

Digital channels of communication

All respondents Instagram Website Facebook E-mails LinkedIn 25% 67% 62% 46% **Specifiers** Instagram Website Facebook E-mails LinkedIn 61% 49% 45% 33%



4%

60%

0%

Impact of the Covid-19 crisis on your company This crisis weakened my company, This crisis weakened my company, I'm considering closing This crisis allowed but we'll make it through my company to grow and I'm not sur that my company my business will make it through All respondents Retailers 36% 7% 1% 35% 6% 1% 56% 58%

2%

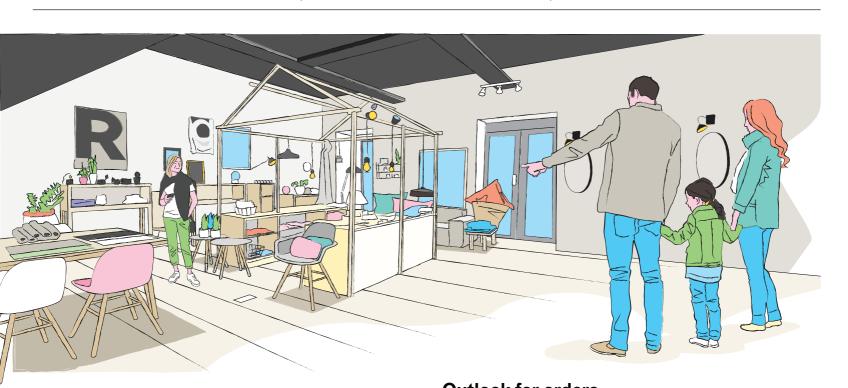
9%

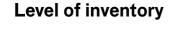
53%

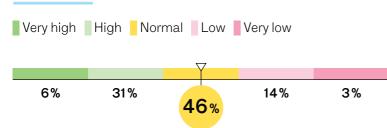
Brands

36%

RETAILER INDICATORS

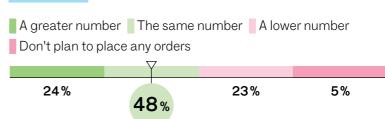






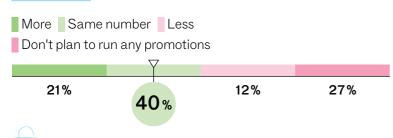
Outlook for orders over the next 4 months

compared to the same period last year



Planned promotional activities over the next 4 months

compared to the same period last year



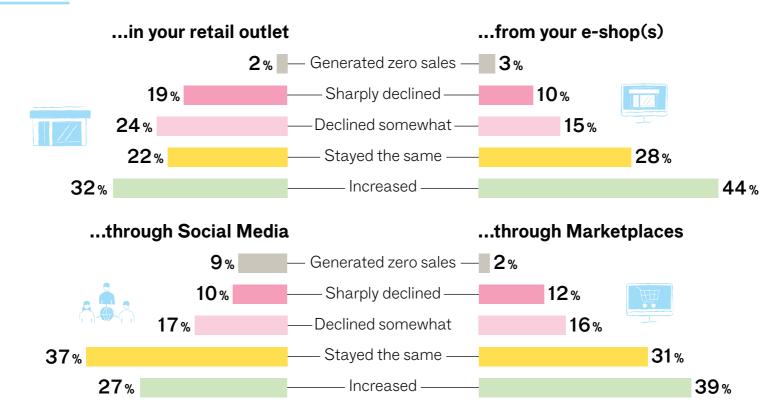
Inclusion of new brands in inventory over the past 4 months







Sales figures over the past 4 months... compared to the same period last year



IN THE NEWS



managing your e-shop and online sales? Level of difficulty of each of the following tasks



What percentage of your total sales do your online sales represent?



Very easy Easy Difficult Very difficult



Customer service management, answering customer e-mails, providing post-sale service 12% 30%

53%



5%

Ethical products: clients love them

22%





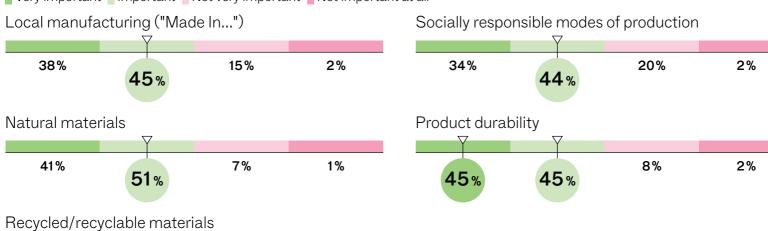


out of total sales Importance given by their customers to choosing ethical products

Very important | Important | Not very important | Not important at all

25%

49%



4%

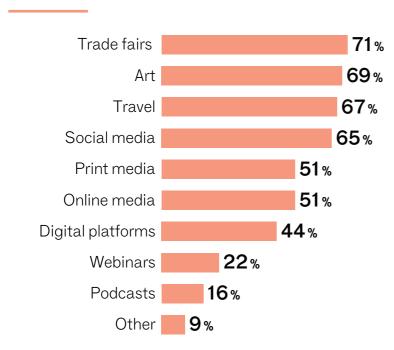
SPECIFIER INDICATORS



Number of new projects over the past 4 months

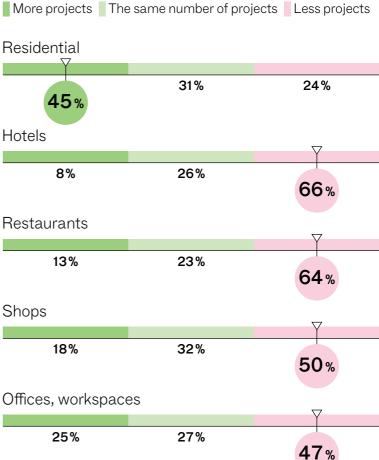


Ongoing sources of inspiration



Change in the number of projects over the past 4 months

compared to the same period last year



IN THE NEWS

Sustainability: projects face new challenges



70%

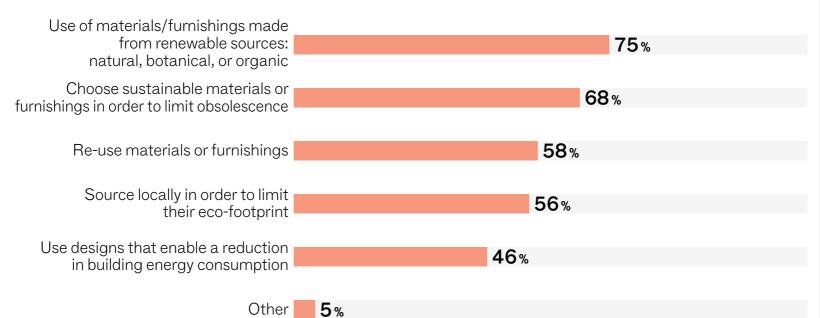
have noticed a growing interest among their clients for sustainable criteria in their projects



77%

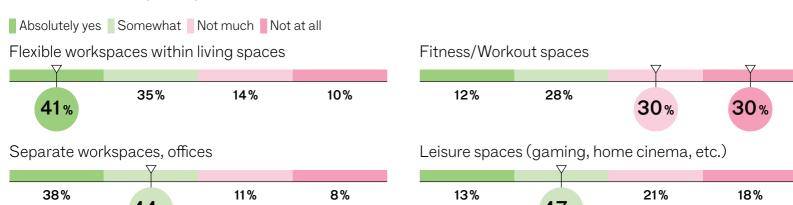
use a sustainable approach during some work projects

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

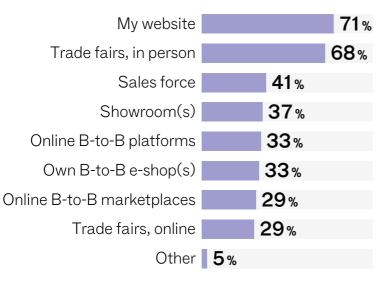
Very high High Normal Low Very low

3% 22% 16% 7%

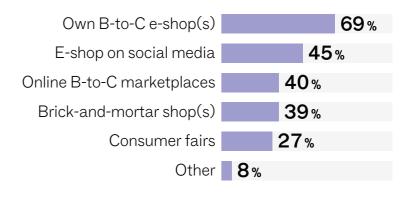
Outlook for new product launches within the next 4 months

Distribution model

B-to-B sales or relationship channels



B-to-C sales channels



14%

IN THE NEWS



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

Difficulties in receiving raw materials and merchandise

Yes, more than prior to the COVID crisis

Yes, but at the same level as prior to the COVID crisis

None

7%

34%

28%

20%

1

39%



plan to source raw materials and merchandise closer to home

Ethical products: brands face new challenges



Initiatives implemented 61% Products with a long life cycle (durable) Products made from natural materials 59% Socially responsible 58% modes of production A reduction in packaging Products made from recycled materials 39% Recyclable products Locally sourced raw materials 38% Raw materials that don't require chemicals

19%

Carbon offset measures 13%

Other initiative(s)

A local distribution network