

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 October 6-17, 2021 to 1 056 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**

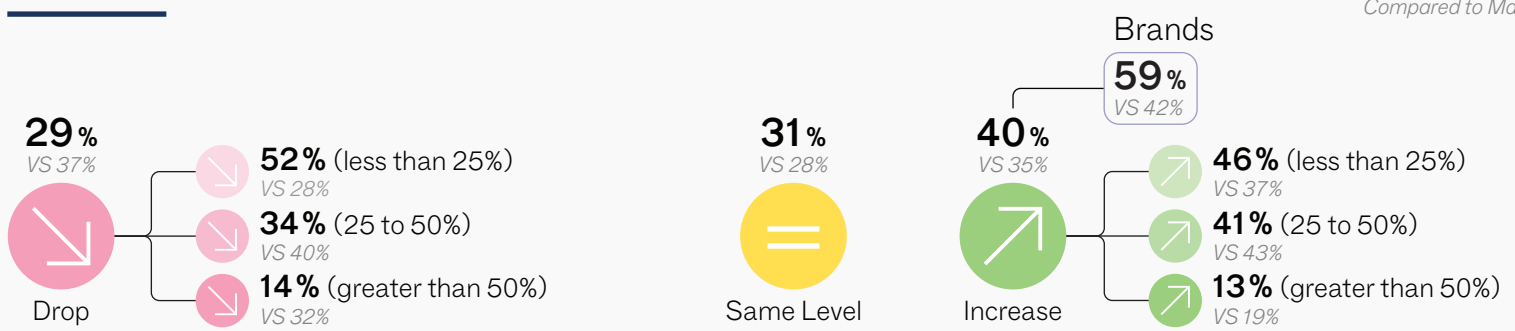
Manufacturers, designers, makers of decorative, design, or lifestyle products

MAJOR MARKET INDICATORS

**Sales figures: generally sustained business activity and a notable increase for Brands**

over the last 4 months, compared to the same period last year

Compared to May 2021

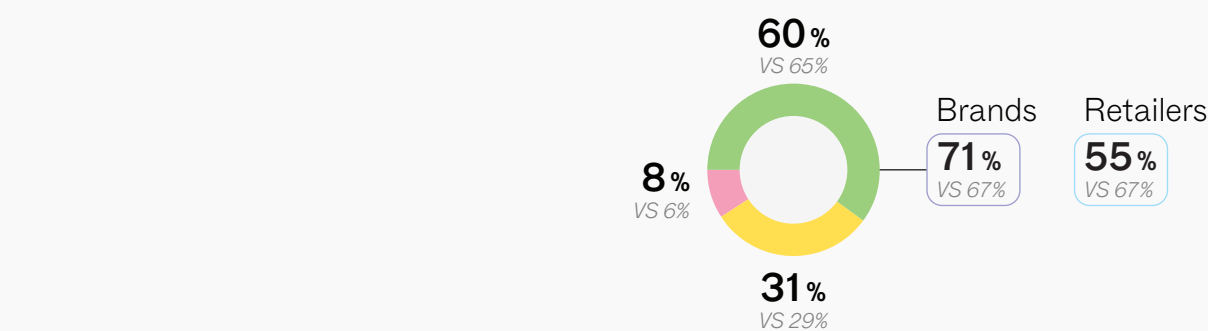


**A dynamic revenue outlook, but a decline among Retailers**

over the next 4 months, compared to the same period last year

Compared to May 2021

Very positive or positive Neutral Negative or very negative

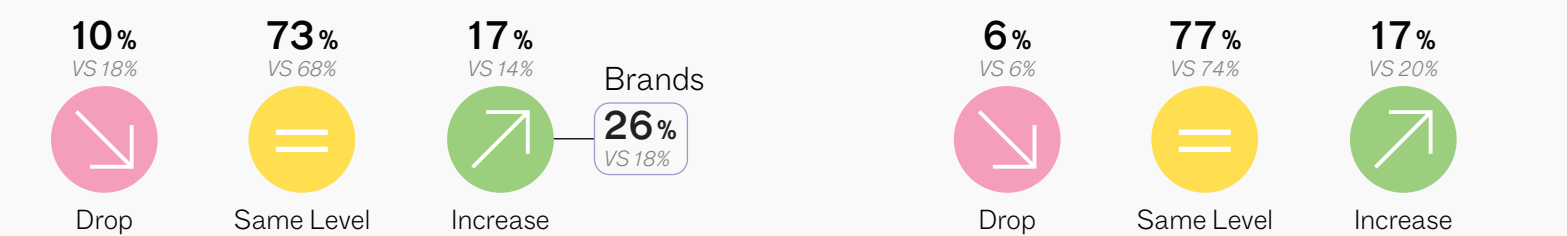


**Stabilization of staffing**

Compared to May 2021

Changes in staffing over the past 4 months

Outlook for changes in staffing over the next 4 months



IN OCTOBER, A FOCUS ON « SUPPLY AND TRANSPORT ISSUES »

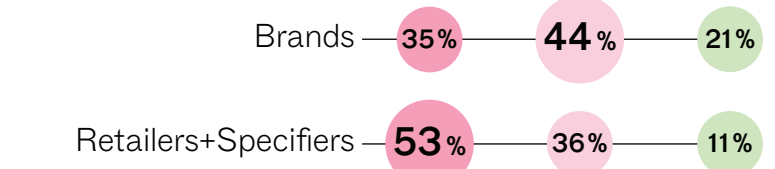
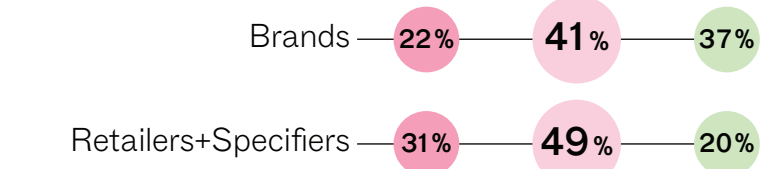


**Total disruption in supply or limited supplier inventory**

**Increase in suppliers' procurement time**

Major impact Moderate impact Low impact

Major impact Moderate impact Low impact

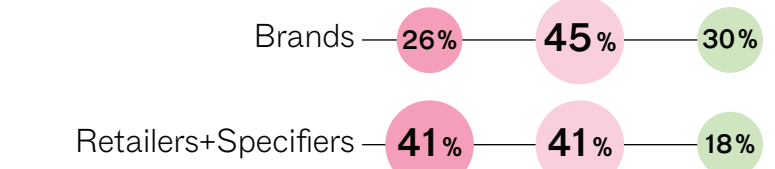
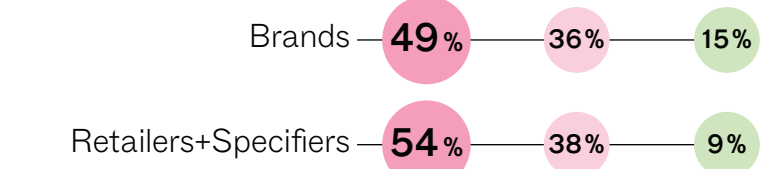


**Increase in supplier purchasing costs**

**Delays in delivering orders to clients**

Major impact Moderate impact Low impact

Major impact Moderate impact Low impact

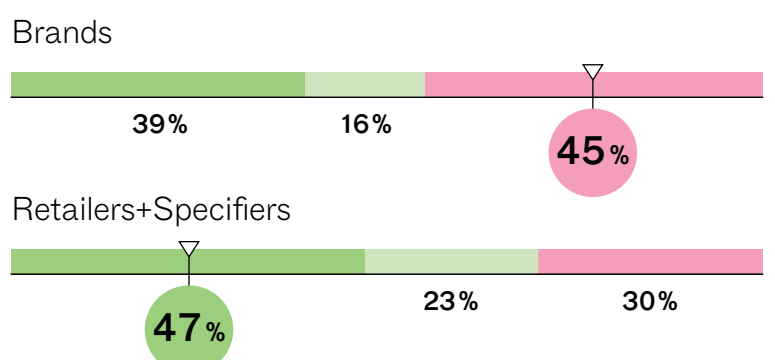
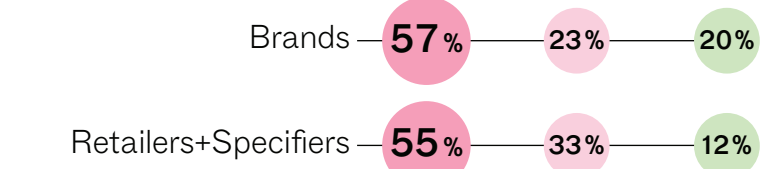


**Increase in merchandise transport costs**

**Faced with these issues, do you think you'll need to source more locally?**

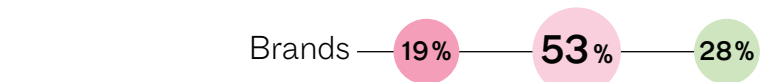
Major impact Moderate impact Low impact

Yes, we've already begun sourcing more locally  
Yes, we plan to source more locally in the coming months  
No, not for the time being

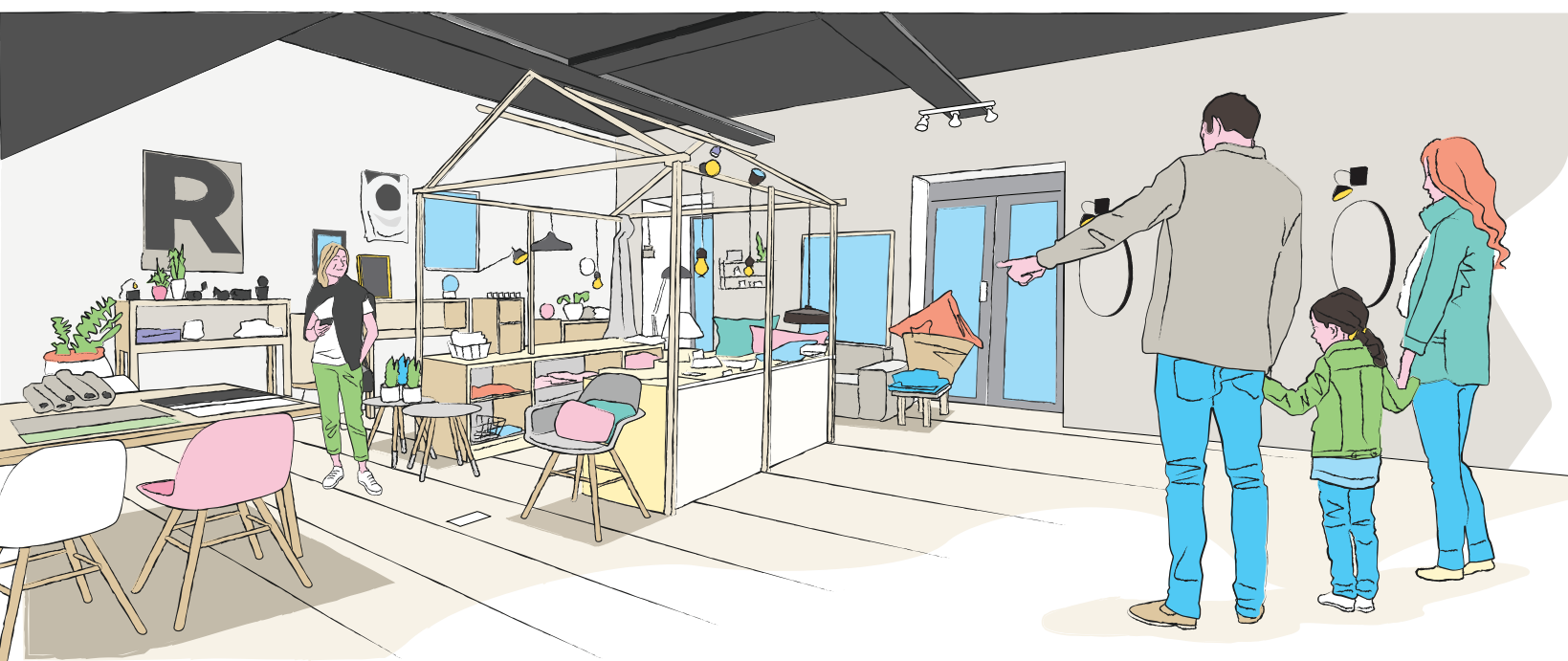


**Increase in sale prices**

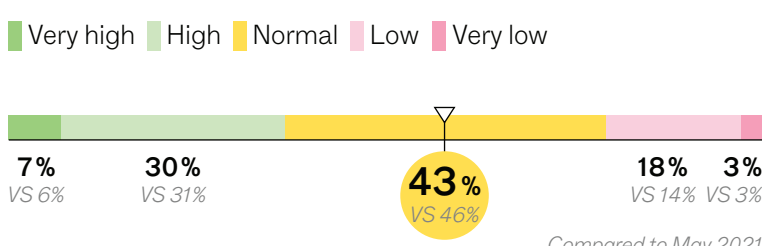
Major impact Moderate impact Low impact



# RETAILER INDICATORS

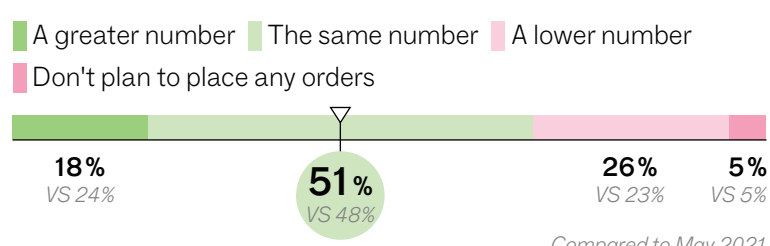


## A stable level of inventory

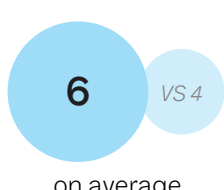


## A stable order outlook

over the last 4 months, compared to the same period last year



## More new brands in inventory over the past 4 months



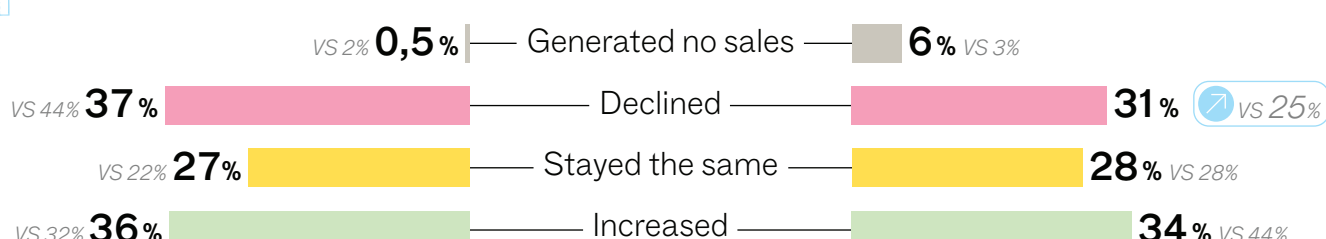
## Sales figures: mixed results at retail outlets. Online stores and marketplaces do best

over the last 4 months, compared to the same period last year

Compared to May 2021



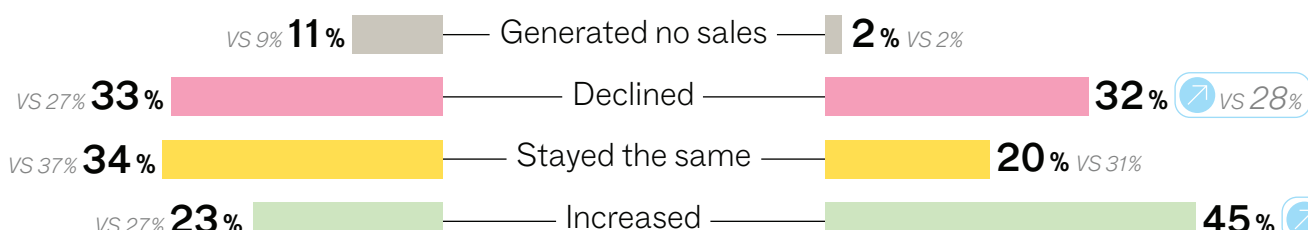
### At retail outlets



### At online shops



### Through Social Media



### Through marketplaces

## IN THE NEWS

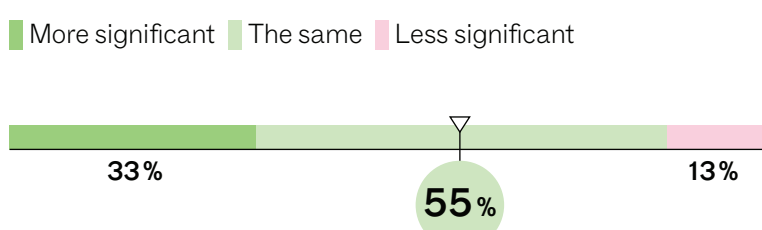
### Sales promotions: an opportunity or a limitation for retailers?

8 out of 10 retailers use sales promotions



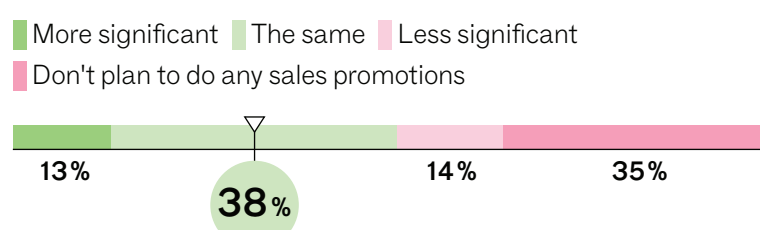
### The discounts applied remain stable

over the last 4 months, compared to the same period last year



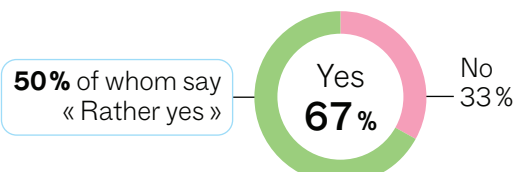
### Planned sales promotions are declining

over the next 4 months, compared to the same period last year

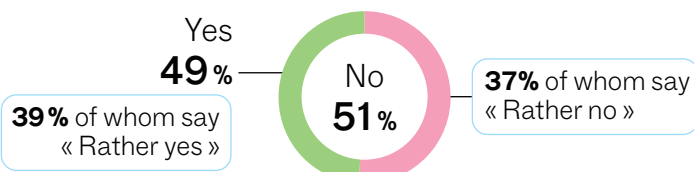


### Do you agree with the following statements?

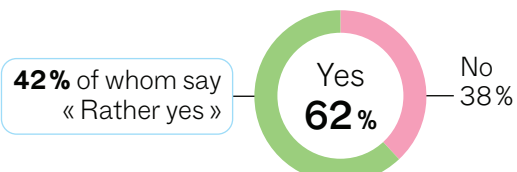
Discounts/Sales promotions are a way to boost traffic/visits



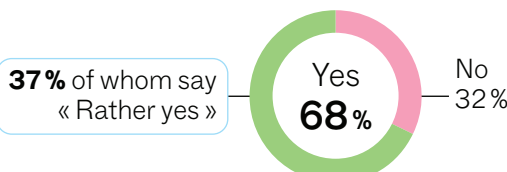
Discounts/Sales promotions are a way to build customer loyalty



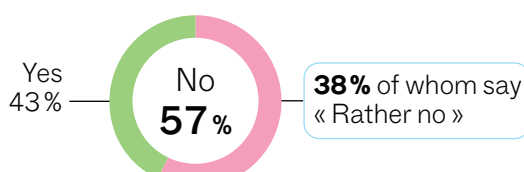
Discounts/Sales promotions are a constraint, to sell off unsold inventory from recent collections



There are too many sales periods/official promotional periods

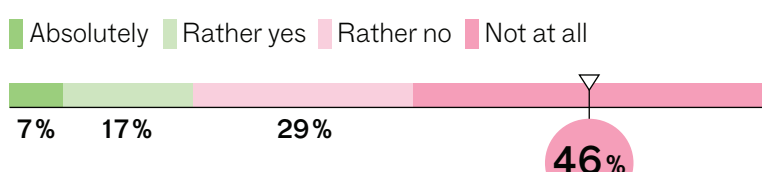


Frequent sales/promotional periods prompt increases in sales prices the rest of the year

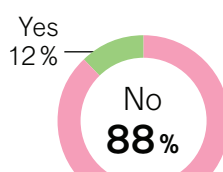


### Secondhand goods: still timid growth among retailers

Are you seeing a growing demand from your customers for secondhand/pre-owned products?

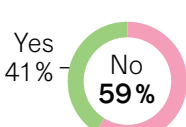
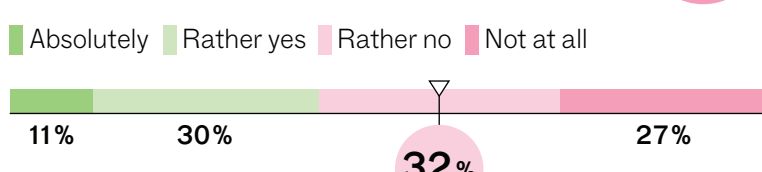


Have you included a secondhand/pre-owned offer in your assortment?

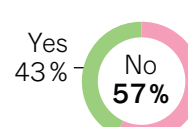
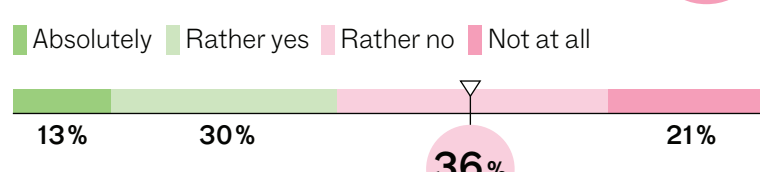


### Do you agree with the following statements?

In the future, it will be essential to offer secondhand/pre-owned products in your assortment



The growth in secondhand/pre-owned items could have a negative impact on your sales

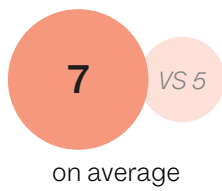


# SPECIFIER INDICATORS



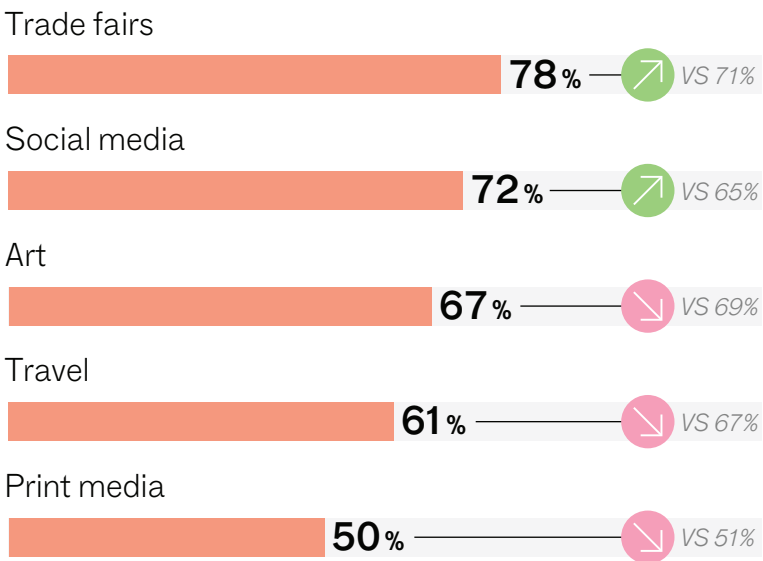
## Increase in the number of new projects over the past 4 months

Compared to May 2021



## Sources d'inspiration régulières

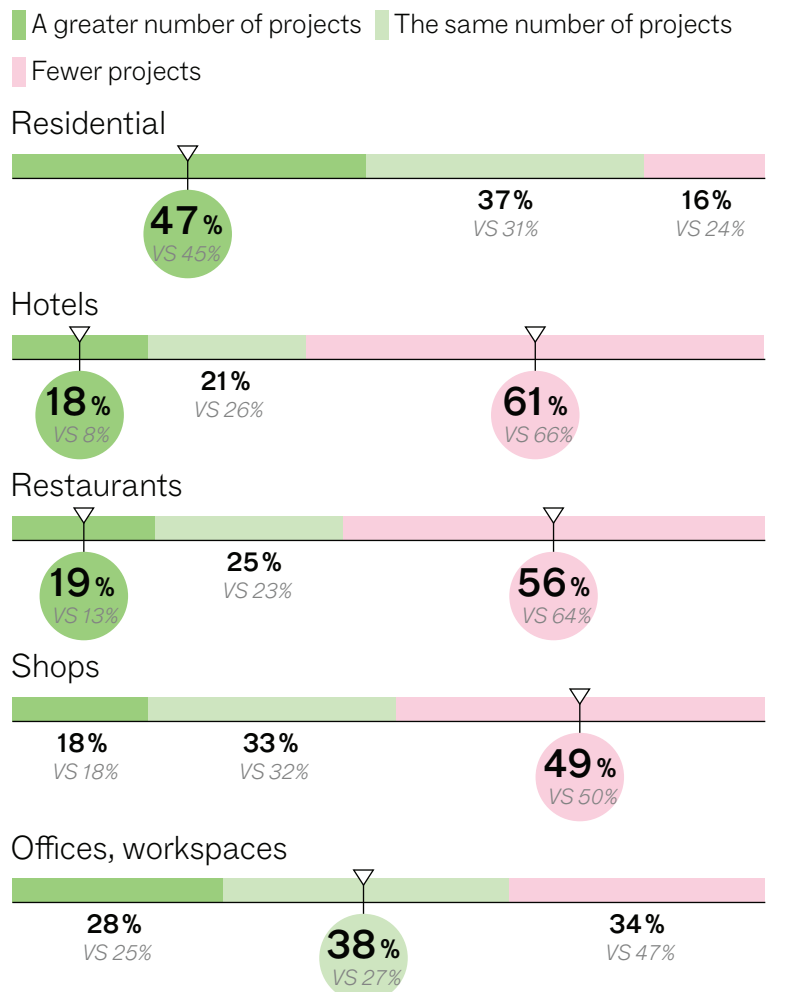
Compared to May 2021



## Residential remains dynamic. A progressive return of hospitality projects.

over the last 4 months, compared to the same period last year

Compared to May 2021

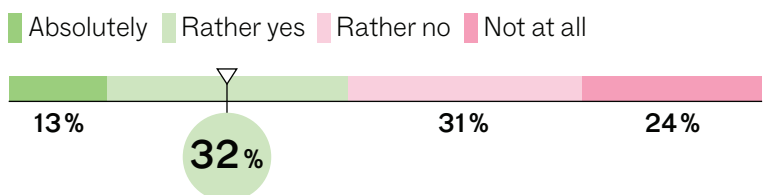


## IN THE NEWS

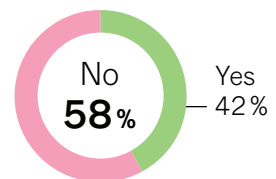


### The secondhand market: a future trend for projects

Have you noticed a growing demand for secondhand/pre-owned products among your clients?

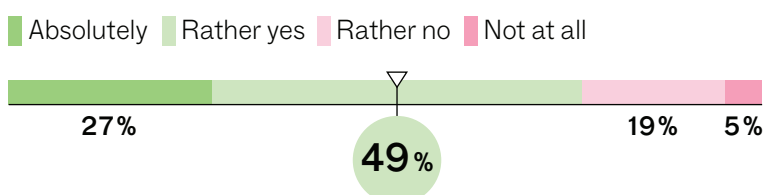


Are you including secondhand/pre-owned products within your projects?

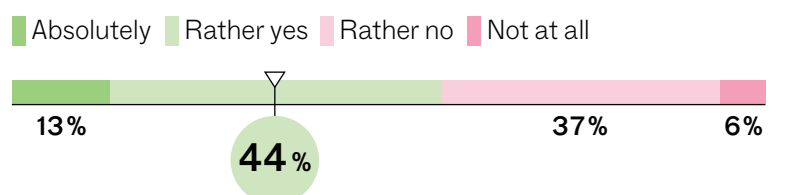


Êtes-vous d'accord avec les affirmations suivantes ?

In the future, it will be essential to offer secondhand/pre-owned products within our assortments



Secondhand products are easily available today



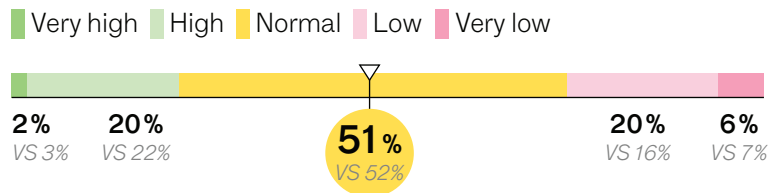


# BRAND INDICATORS

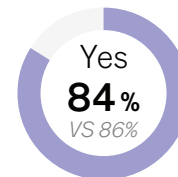


## Inventory levels remain stable

Compared to May 2021



## Outlook for new product launches within the next 4 months



## Sales or networking channels; the return of physical B-to-B trade fairs

Compared to May 2021

