ISSUE 3
Feb. 2022

MAISON&OBJET BAROMETER

#MAISONETOBJET

THE BAROMETER OF THE DECOR, DESIGN AND LIFESTYLE INDUSTRIES

For its barometer, Maison&Objet surveys key industry stakeholders three times a year about major market indicators or areas of current interest. Data are based on the results of an online survey conducted from January 31-February 10, 2022 of 820 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

IN FEBRUARY, A FOCUS ON «GLOBAL INFLATION: HOW IS IT IMPACTING INDUSTRY BUSINESS?»

COST INCREASES

Costs are estimated to have increased an average of **19 %**

• *Freight transport/Delivery*
64 %
of stakeholders are being strongly impacted

• *Raw materials/Materials*
54 %
of brands and specifiers are being strongly impacted
Wood 1
Metals 2
Textiles 3

• *Energy*
37 %
of stakeholders are being strongly impacted

• *Finished products*
54 %
of retailers and specifiers are being strongly impacted

Retail is feeling the impact more than specifiers
62 % of retailers are being strongly impacted
50 % of specifiers are being moderately impacted

• *Packaging/Handling*
31 %
of brands are being strongly impacted

• *Rent*
Only 11 %
of retailers and specifiers are being strongly impacted

• *Employee salaries*
10 %
of stakeholders are being strongly impacted
Europe is feeling less impacted
7 %

HIGHER PRICES

Prices are estimated to have increased by **11 %** on average, over the past 4 months

59 % of stakeholders have raised their prices over the past 4 months

66 % plan to do so over the next 4 months

LOWER MARGINS

Margins are estimated to have dropped by **11 %** on average over the past 4 months

Especially for **retail**
14 %

58 % of stakeholders have reduced their margins over the past 4 months

41 % expect to do so over the next 4 months

MAJOR MARKET INDICATORS

AFTER A GENERALLY DYNAMIC 2021, SALES ARE LEVELING OFF

Over the past 4 months

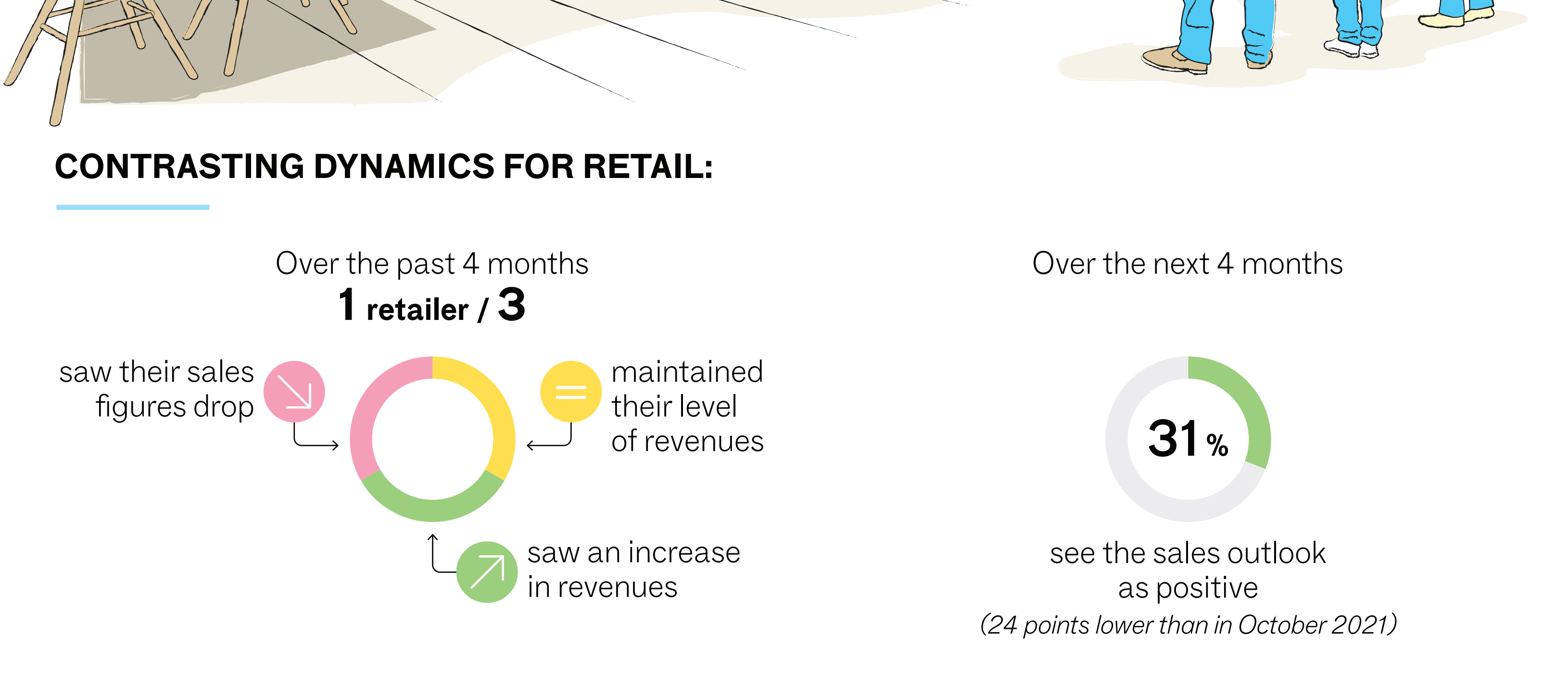
40 % of stakeholders have maintained their sales figures

29 % of stakeholders have seen increased sales
(11 points less than in October 2021)

Over the next 4 months, prospects remain encouraging despite the anticipated slowdown in business:

36 % estimate that prospects are positive in terms of revenue
(24 points less than in October 2021)

RETAILER INDICATORS



CONTRASTING DYNAMICS FOR RETAIL:

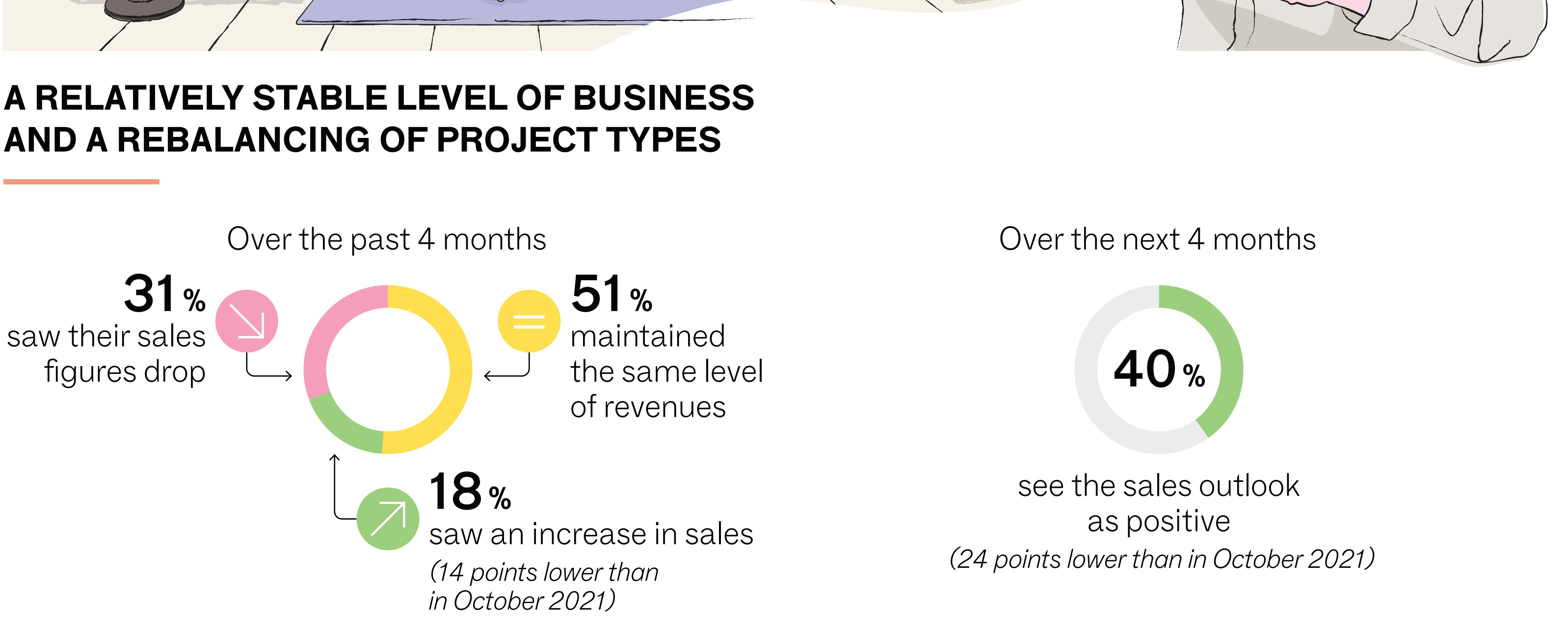
Over the past 4 months
1 retailer / 3
saw their sales figures drop
maintained their level of revenues
saw an increase in revenues

Over the next 4 months
31 %
see the sales outlook as positive
(24 points lower than in October 2021)

Inventory is high for
42 %
of retailers
(5 points higher than in October 2021)

Consequently,
40 %
plan to place less orders from their suppliers
(14 points higher than in October 2021)

SPECIFIER INDICATORS



A RELATIVELY STABLE LEVEL OF BUSINESS AND A REBALANCING OF PROJECT TYPES

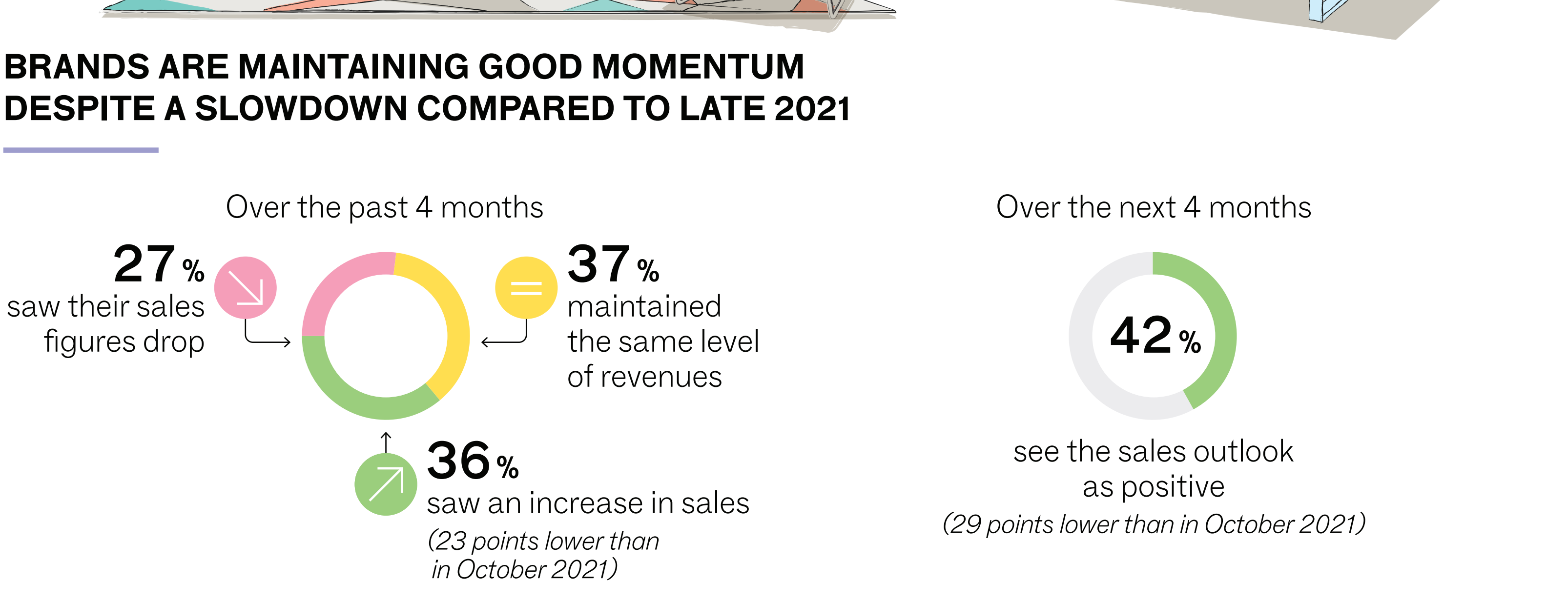
Over the past 4 months
31 % saw their sales figures drop
51 % maintained the same level of revenues
18 % saw an increase in sales
(14 points lower than in October 2021)

Over the next 4 months
40 %
see the sales outlook as positive
(24 points lower than in October 2021)

• *The slowdown is coming mostly from service-industry projects:*
45 %
had less service-industry projects (hotels, restaurants, offices, retail)

• *Residential projects remain active, but a slowdown is starting to become apparent*
27 %
had less residential projects
(20 points lower than in October 2021)

BRAND INDICATORS



BRANDS ARE MAINTAINING GOOD MOMENTUM DESPITE A SLOWDOWN COMPARED TO LATE 2021

Over the past 4 months
27 % saw their sales figures drop
37 % maintained the same level of revenues
36 % saw an increase in sales
(23 points lower than in October 2021)

Over the next 4 months
42 %
see the sales outlook as positive
(29 points lower than in October 2021)

17 %
expect to hire new staff
(6 points lower than in October 2021)

8 out of 10
brands expect to introduce new products

To find out more

CLICK HERE FOR ANALYSIS OF THE FIGURES FROM THE 3RD EDITION OF THE MAISON&OJBET BAROMETER