

## THE BAROMETER OF THE DECOR, DESIGN AND LIFESTYLE INDUSTRY

For its barometer, Maison&Objet surveys industry stakeholders three times a year on market indicators or subjects of current interest. This data is based on the results of an online questionnaire conducted from May 30th to June 10th, 2022 of 730 Brands, Retailers, or Specifiers.

### RETAILERS

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

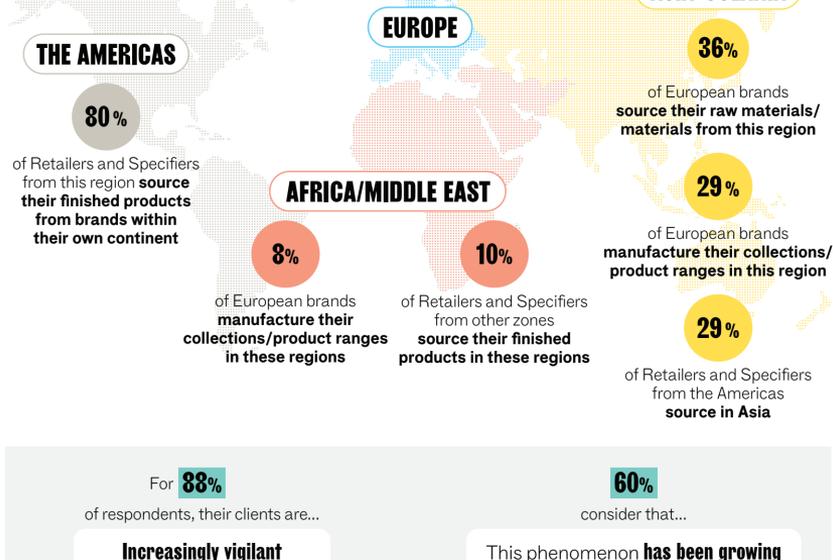
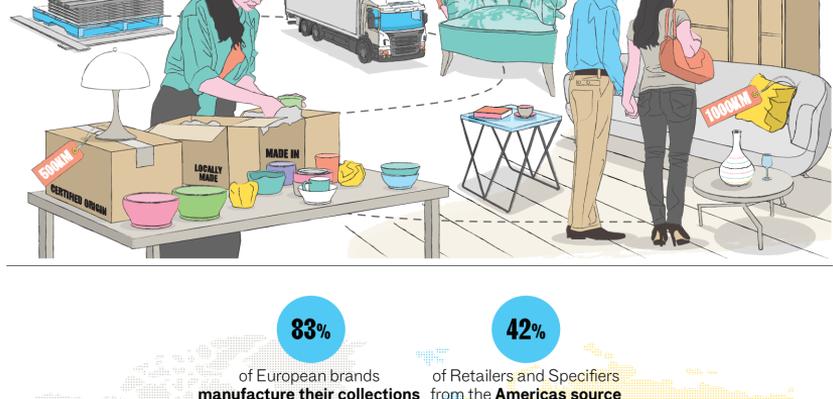
### SPECIFIERS

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

### BRANDS

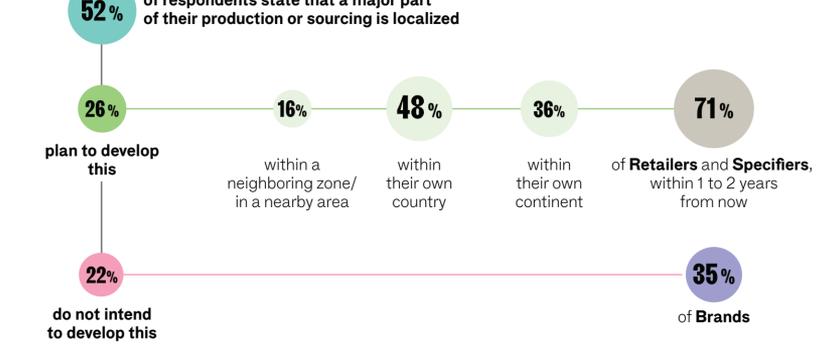
Manufacturers, designers, makers of decor, design, or lifestyle products

## IN JUNE, OUR FOCUS IS «TOWARD THE RESHORING OF PRODUCTION AND MORE LOCALIZED SOURCING»

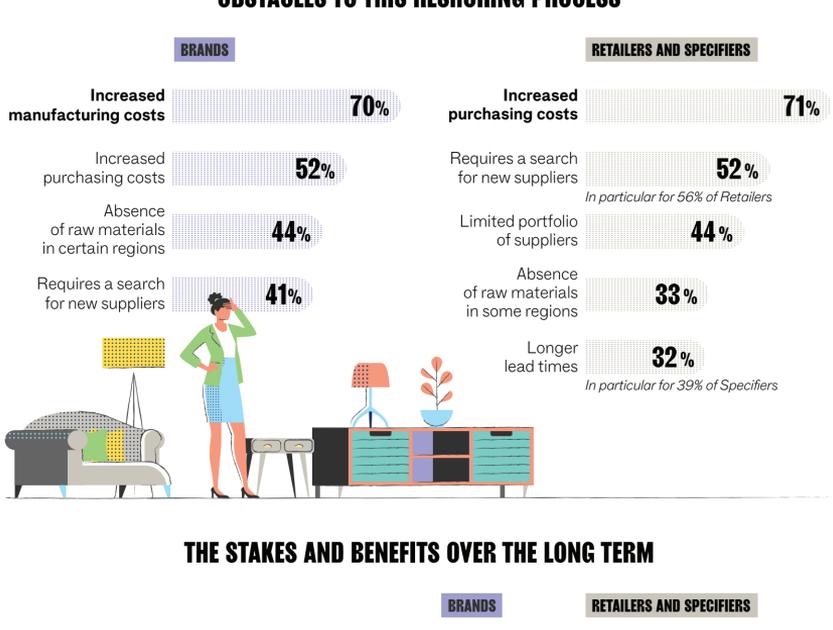


For **88%** of respondents, their clients are... **Increasingly vigilant about product or raw-material origin**

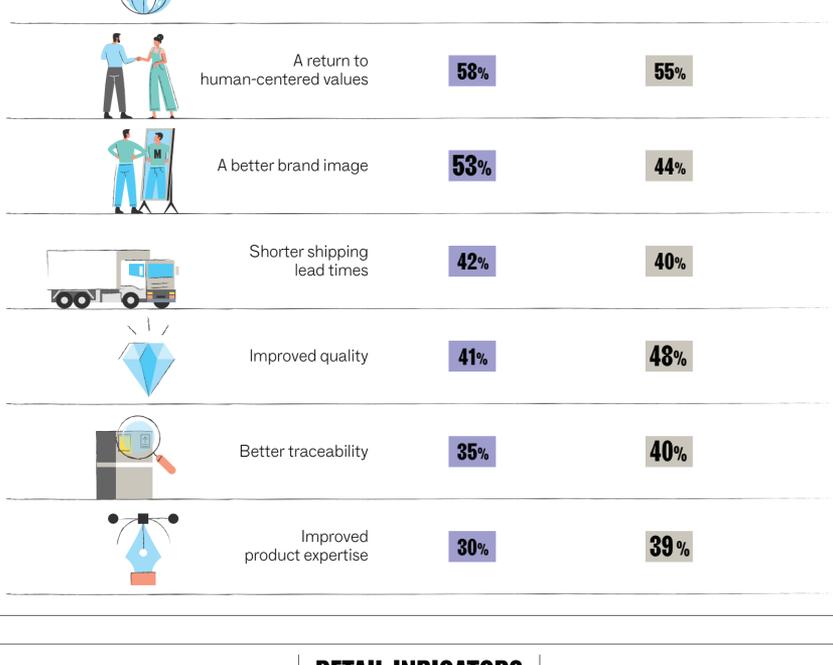
**60%** consider that... **This phenomenon has been growing since the development of inflation and the international shipping crisis**



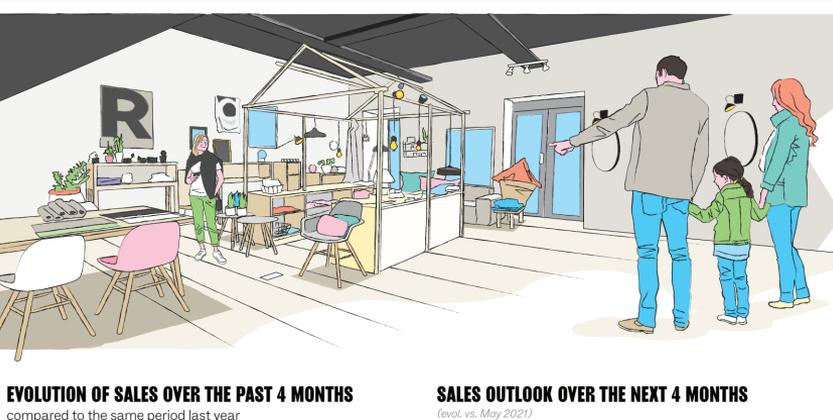
### OBSTACLES TO THIS RESHORING PROCESS



### THE STAKES AND BENEFITS OVER THE LONG TERM



### RETAIL INDICATORS



**EVOLUTION OF SALES OVER THE PAST 4 MONTHS** compared to the same period last year (evol. vs. May 2021)

**SALES OUTLOOK OVER THE NEXT 4 MONTHS** (evol. vs. May 2021)



**RETAILER INVENTORIES ARE STABILIZING** (evol. vs. May 2021)

Low: 18% (+1 pt), Normal: 49% (+3 pts), High: 33% (-4 pts)

**A DECLINING ORDER OUTLOOK OVER THE NEXT 4 MONTHS** (evol. vs. May 2021)

14% (-10 pts) More orders, 40% (-8 pts) Same number of orders, 40% (+17 pts) Less orders, 6% (+1 pt) Don't plan to place orders

**SALES VOLUME OVER THE NEXT 4 MONTHS** compared to the same period last year (evol. vs. May 2021)

is stabilizing in-store... 0% Generating no sales, 6% ...and is slowing down for online shops

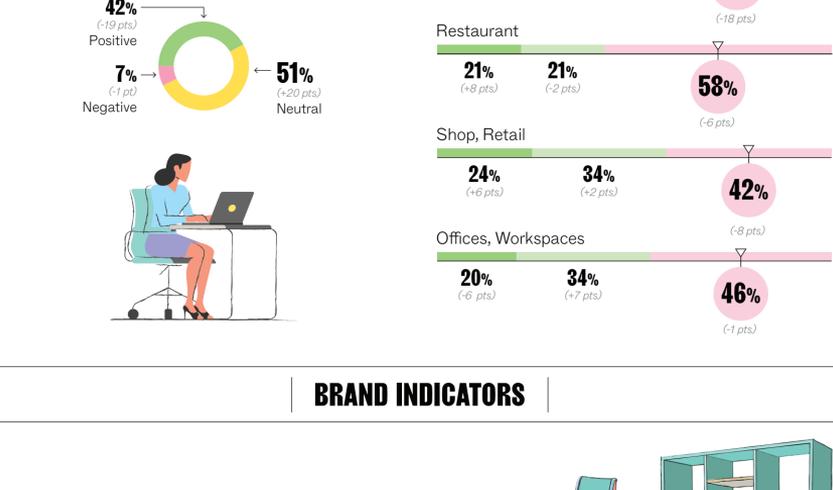
40% Has dropped, 35% (+13 pts) Has stayed the same, 25% Has increased, 38% (-13 pts) Has dropped, 34% (+6 pts) Has stayed the same, 22% (-22 pts) Has increased

### SPECIFIER INDICATORS



**EVOLUTION IN SALES OVER THE PAST 4 MONTHS** compared to the same period last year (evol. vs. May 2021)

**RESIDENTIAL PROJECTS ARE SLOWING DOWN AND HOSPITALITY CONTINUES ITS RECOVERY. OTHER TYPES OF PROJECTS ARE SHOWING MODEST DYNAMISM** Over the past 4 months, compared to the same period last year (evol. vs. May 2021)



### BRAND INDICATORS



**EVOLUTION IN SALES OVER THE PAST 4 MONTHS** compared to the same period last year (evol. vs. May 2021)

**SALES OUTLOOK OVER THE NEXT 4 MONTHS** (evol. vs. May 2021)



**DISTRIBUTION MODEL** (evol. vs. May 2021)

26% (+4 pts) Exclusively B-to-B (with professional buyers), 8% (-3 pts) Exclusively B-to-C (with end-consumers), 66% (-7 pts) B-to-B and B-to-C (with professional buyers and end-consumers)

**INVENTORY LEVELS** (evol. vs. May 2021)

Low: 27% (+4 pts), Normal: 47% (-5 pts), High: 26% (+1 pt)

69% of brands are making the most of their own online B-to-C shops

The e-shop is also a B-to-B sales channel for 39% of brands (+6 pts)

80% of brands surveyed use trade fairs or relationships

To find out more

CLICK HERE FOR ANALYSIS OF THE FIGURES OF THIS 4TH EDITION OF THE MAISON&OBJET BAROMETER