

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. The following data is based on the results of an online questionnaire conducted from October 3rd to October 12th, 2022 of 810 Brands, Retailers, or Specifiers.

RETAILERS

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

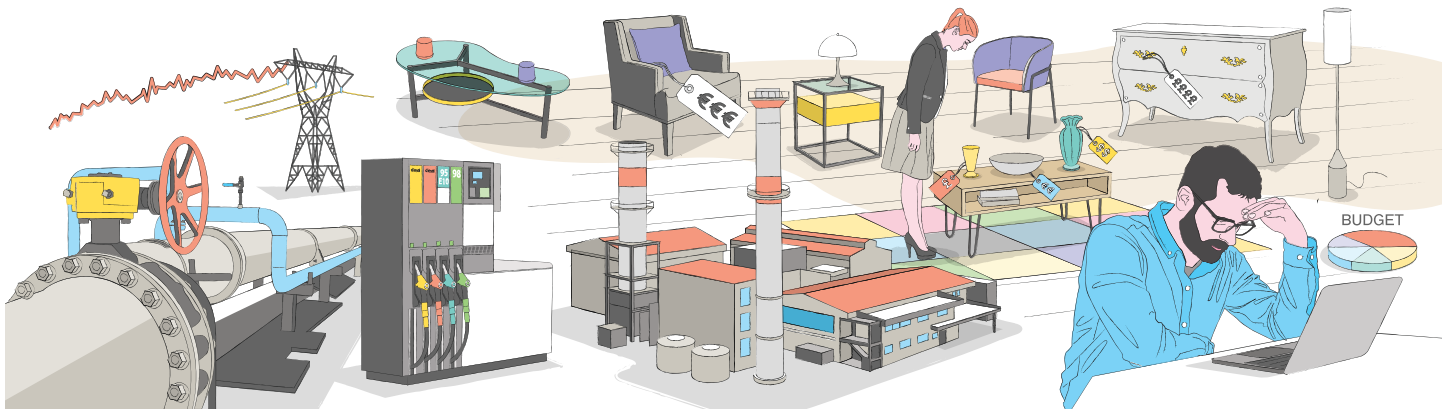
SPECIFIERS

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

BRANDS

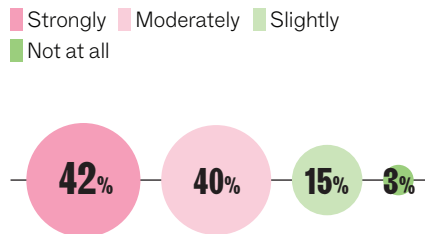
Manufacturers, designers, makers of decor, design, or lifestyle products

IN OCTOBER OUR FOCUS IS THE GLOBAL ENERGY CRISIS

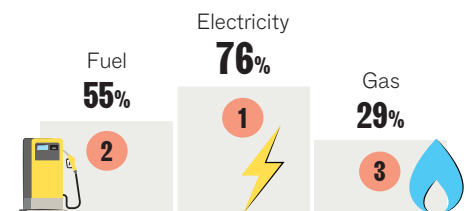


8
out of
10

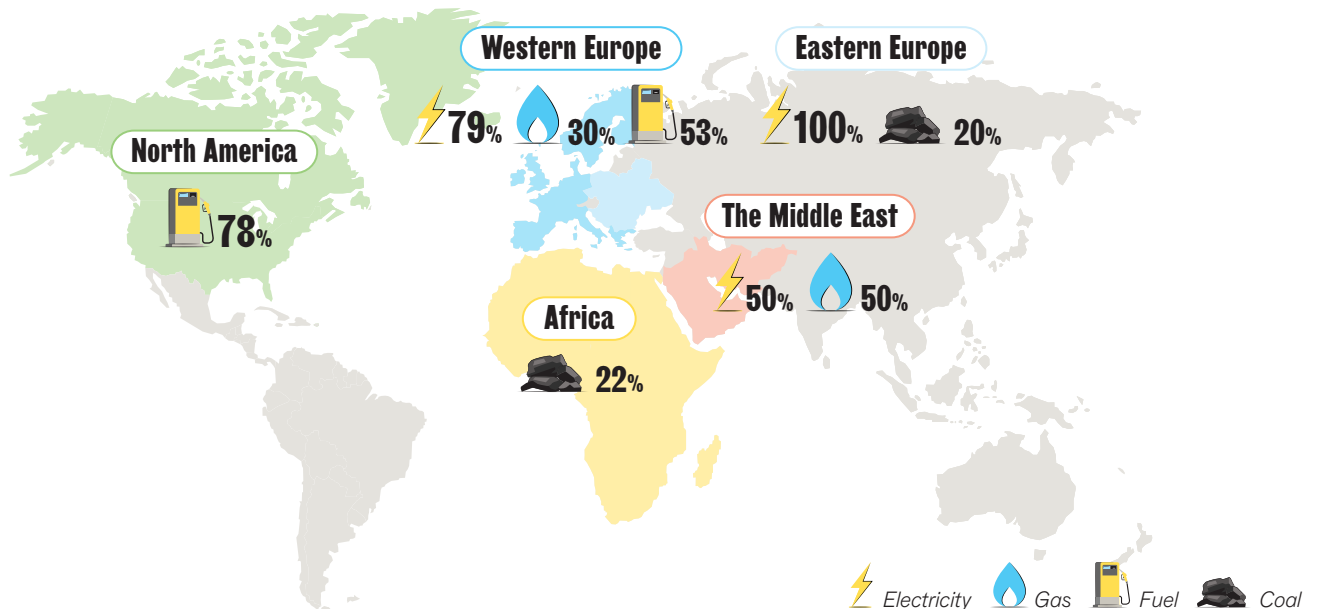
This is the proportion of respondents who are being strongly or moderately impacted by the energy crisis within their businesses



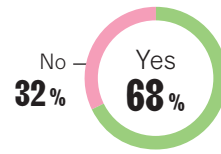
THE ENERGY SOURCES THAT ARE HAVING THE GREATEST IMPACT...



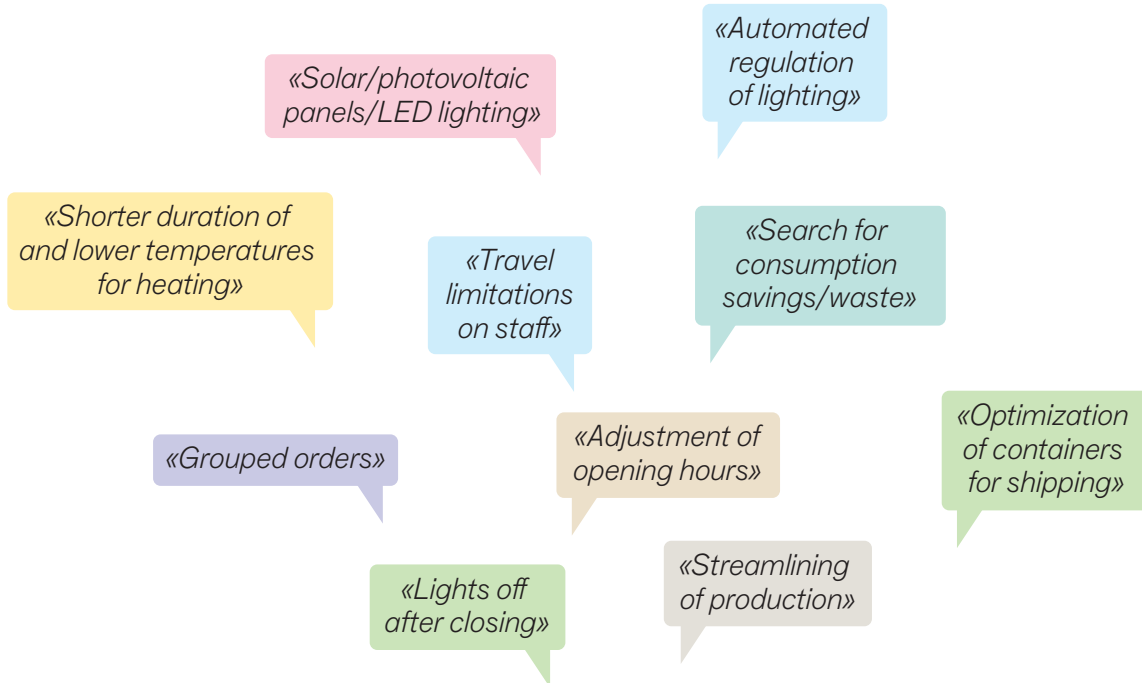
BY ZONES:



7 out of 10 respondents plan to implement measures to limit energy expenditures within their business

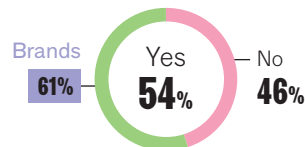


PLANNED SOLUTIONS INCLUDE:



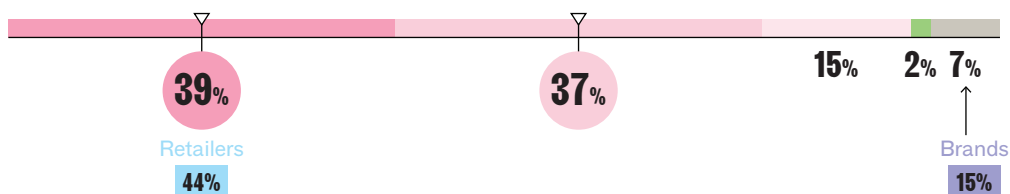
WILL THIS INEVITABLY BE PASSED ON IN MARKET PRICES? OPINIONS REMAIN DIVIDED...

Do you plan to pass along these energy cost increases within retail prices/rates of your products/projects?



91% of stakeholders who will pass on energy costs as part of their prices think that this will have an impact on their sales

Yes, a considerable impact Yes, a moderate impact Yes, a slight impact No, no impact I don't know



AN ENERGY AND INFLATIONARY ENVIRONMENT THAT IS PROMPTING ORGANIZATIONAL SHIFTS...

Brands are reviewing how they organize themselves and have been forced to

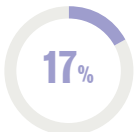


lower the heating within their premises/production facilities

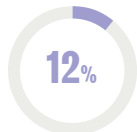
manufacture their products to order



optimize the loading of containers for shipping

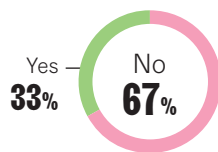


adjust working hours for teams at production facilities



temporarily shut down their premises/production facilities when business slows down

1/3 of Brands are planning to change their product offer to focus on low-energy products within their collections in 2023



...AS WELL AS NEW CUSTOMER BEHAVIOR

for 83% of Retailers that have noticed this



a drop in the average purchase amount (per checkout)



their customers are taking the time to comparison shop before buying

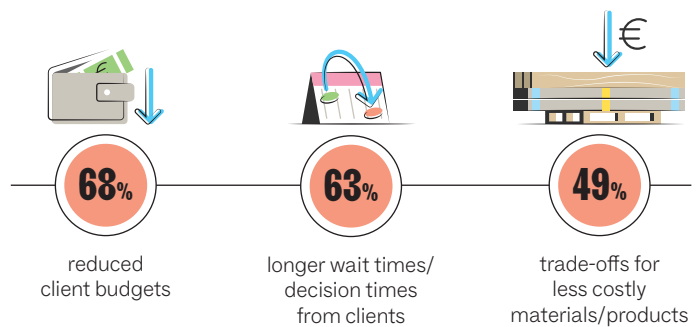


a drop in the number of products purchased (per checkout)



an increase in customers who come to the shop but don't buy anything

for 75% of Specifiers who have noticed this during their projects

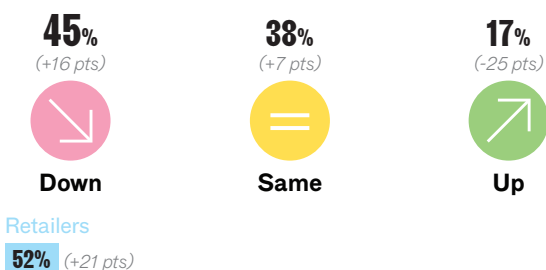


MAJOR MARKET INDICATORS

In terms of sales figures, for the first time since this barometer has been in place, indicators are in the red for stakeholders:

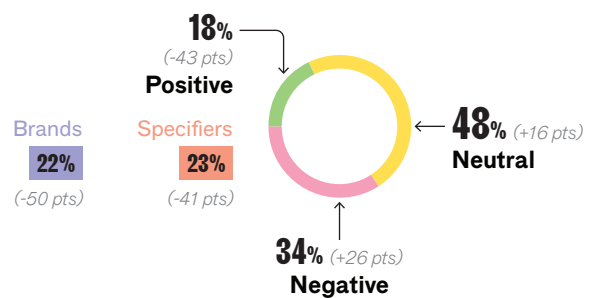
EVOLUTION IN SALES OVER THE PAST 4 MONTHS

compared to the same period last year
(evol. vs. October 2021)



A SHARP DECLINE IN SALES PROSPECTS

over the next 4 months
(evol. vs. October 2021)



ORDER LEVELS, PERFORMANCE BY SALES OR PROMOTIONAL CHANNEL...

Discover all the latest economic indicators from the Maison&Objet barometer

Find out more