MAJOR MARKET INDICATORS

CONTENTS

MAISON&OBJET BAROMETER

The barometer of the international decor, design and lifestyle industry

1,207 *

Respondents

492	495	190
Retailers	**Specifiers**	**Brands**
Independent shops, department stores, chain stores, e-commerce firms, etc.	Interior designers, architects, real estate developers, landscape architects, etc.	Manufacturers, designers, makers of decor, design or lifestyle products

Our methodology

For its barometer, Maison&Objet surveys the community of key industry stakeholders twice a year about major market indicators and issues of current interest.

3 different populations are monitored:

RETAILERS

SPECIFIERS

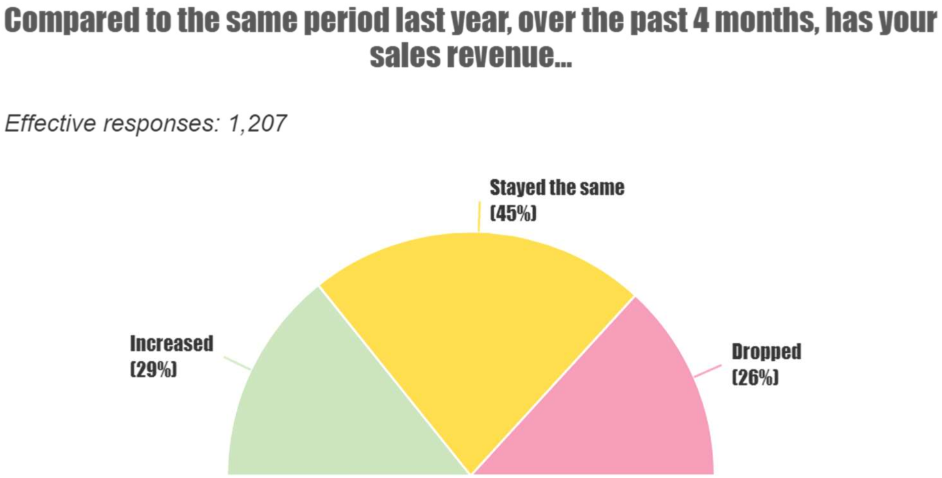
BRANDS

The data in this report are based on the results of an online survey conducted from April 3rd to April 10th, 2023, of 1,207 respondents:

This report will reveal comparisons with recurrent indicators from previous editions of the Maison&Objet Barometer.

* The respondents also includes 30 hotels & restaurants but without specific analysis focused on this target.

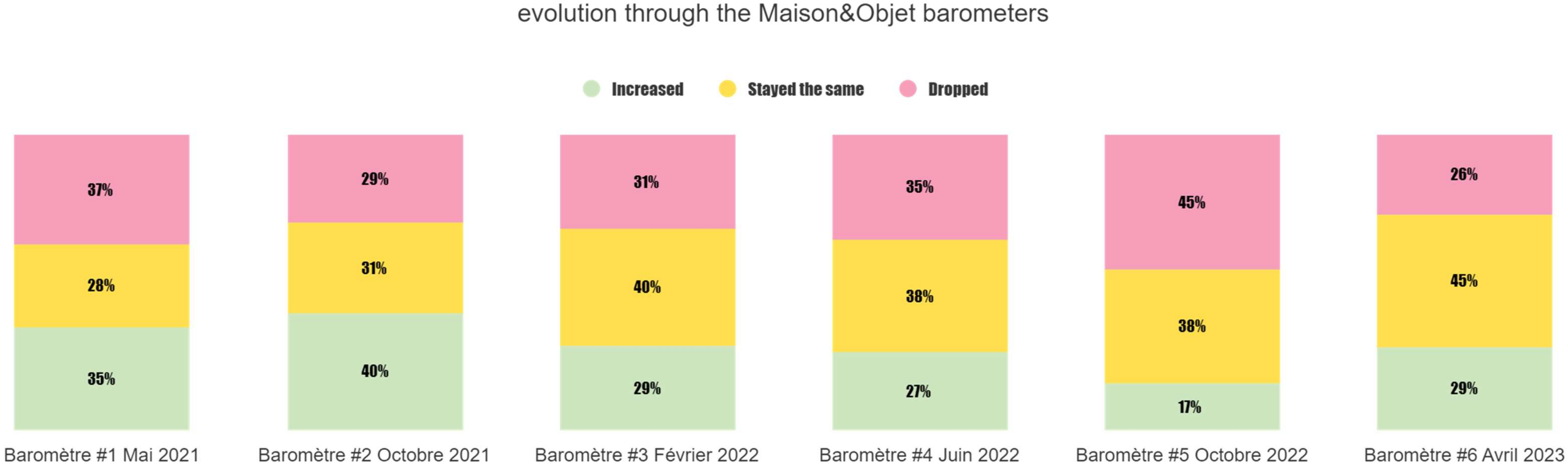
Sales revenue



In April 2023, 45% of respondents to the Maison&Objet Barometer stated that their sales figures were stable over the past 4 months, compared to the same period last year.

29% even declared that their sales figures had increased, whereas the situation was far more precarious at the end of 2022.

The wave of inflation throughout the last year and its impact on increased costs (energy, raw materials, operational costs, etc.) may have affected demand and business activity.

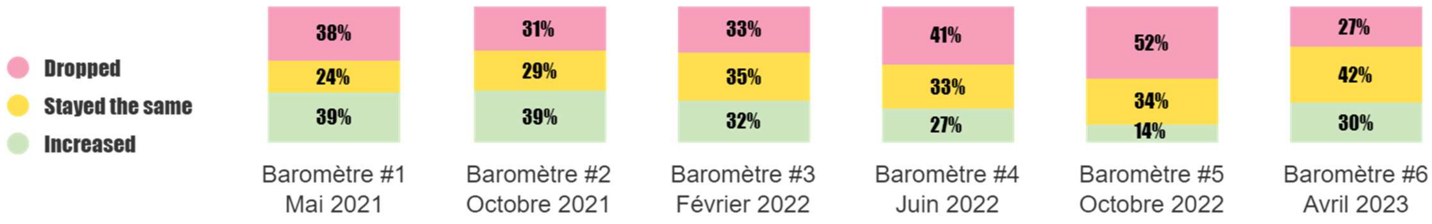


MAJOR MARKET INDICATORS

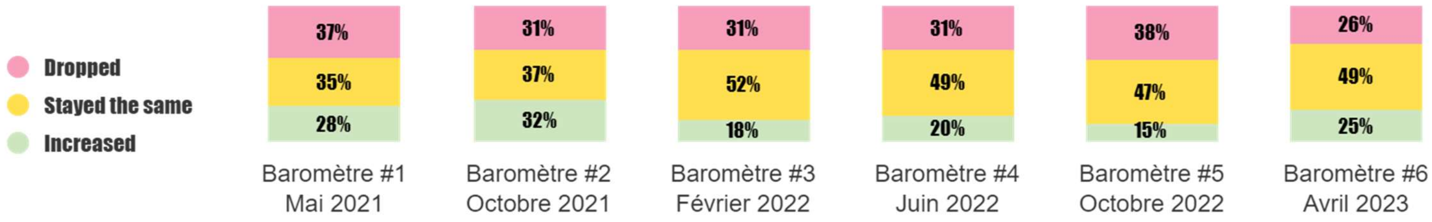
Sales revenue

Compared to the same period last year, over the past 4 months, has your sales revenue...

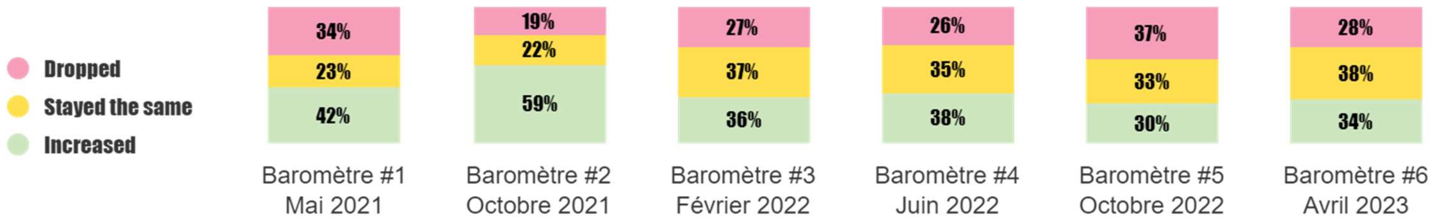
RETAILERS



SPECIFIERS



BRANDS



The state of play had been particularly negative for retailers, 52% of whom had noticed lower sales figures in October 2022 than the previous year.

“[...] consumer are not spending much, more people spend on vacation, travelling or eating outside (restaurants etc..)

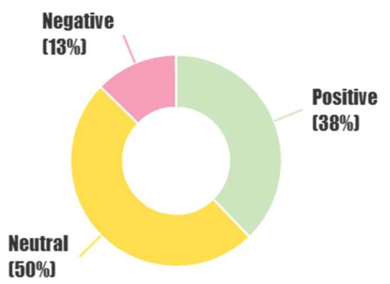
expectations for the future not so positive. people see high cost of housing and for life in general. geopolitical situation, so uncertain, does not help at all.”

Distributor - ITALY

Sales outlook

Over the next 4 months, your prospects in terms of sales revenue look:

Effective responses: 1,207



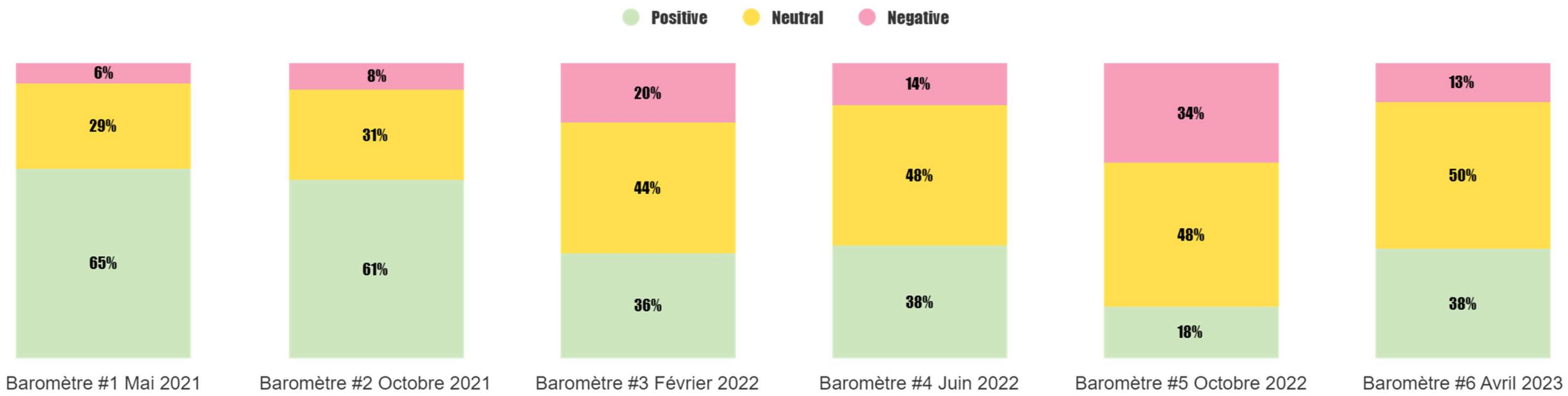
The outlook for sales figures is set to improve over the next 4 months.

Compared to October 2022, when a third of the professionals surveyed expressed a negative outlook, the proportion of pessimistic respondents fell to 13% in April 2023.

This is good news for stakeholders who, in late 2022, had begun 2023 with great concern in an inflationary context, with energy cost pressures. They had also expressed worry about levels of consumption for this new year.

The year 2023 thus began with newfound stability for 50% of decor, design, and lifestyle professionals. 38% of those surveyed even consider the perspectives for sales figures to be positive for the April to July 2023 period.

evolution through the Maison&Objet Barometers

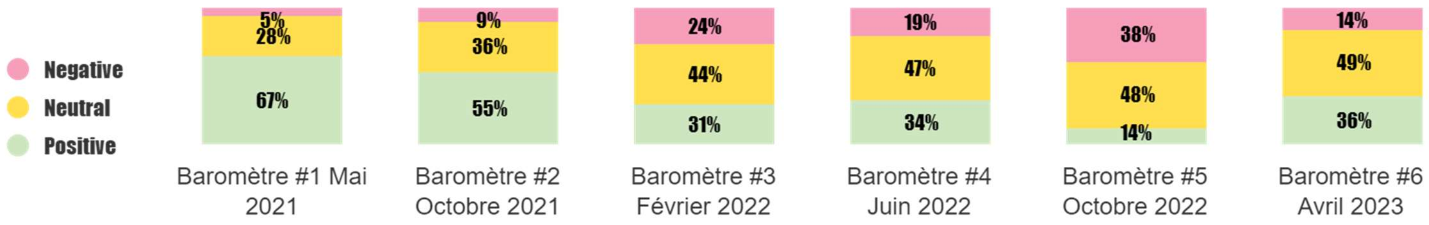


MAJOR MARKET INDICATORS

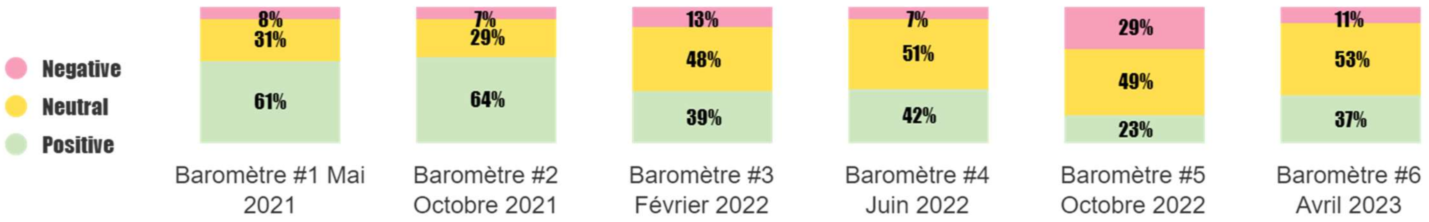
Sales outlook

Over the next 4 months, your prospects in terms of sales revenue look:

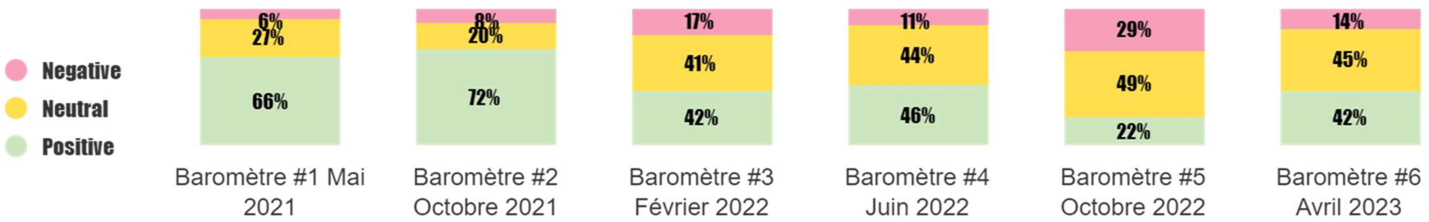
RETAILERS



SPECIFIERS



BRANDS



In terms of specific profiles, brands are specifically the most optimistic for the next 4 months.

Still, let's not forget that in 2021, the outlook was particularly joyful as part of the post-Covid economic recovery. What followed was a succession of crises (supply, transportation, energy, overall inflation), which have fostered a certain attitude of caution from industry professionals since 2022.

"After the pandemic, it was followed by inflation, natural calamities almost everywhere and adding to these problems is the war between Russia & Ukraine and Chinas's decisive plan to integrate Taiwan to China and other political problems surrounding countries in Europe, Asia and Latin America. These current problems prevailing is affecting the business economy of the world as a whole. We hope it will end soon so that we can have a better future for everyone."

Brand - PHILIPPINES

MAJOR MARKET INDICATORS

Staffing

For the April 2023 Barometer, 75% of respondents stated that they have kept their staffing levels the same over the past 4 months. 80% of professionals will continue to maintain this over the next 4 months.

Challenges with staff recruitment have been mentioned.

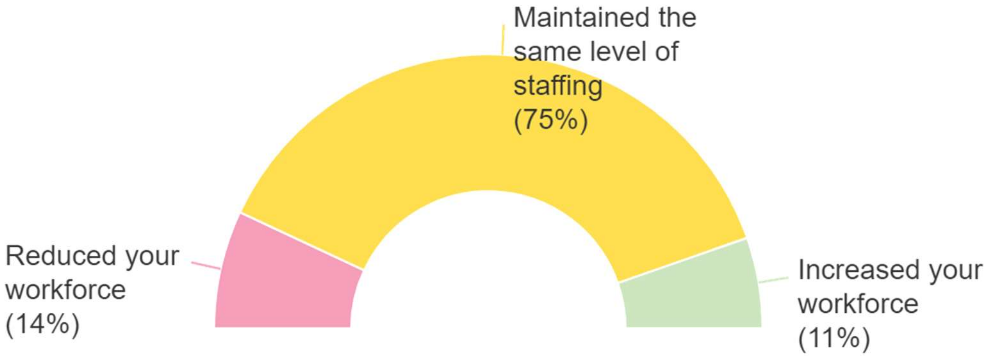
"Our challenges has continued to be staffing - our sales are up - but we are struggling to build our team, so we are all working a lot harder and longer hours. Hopefully, things will balance out soon."

Independent retailer – USA

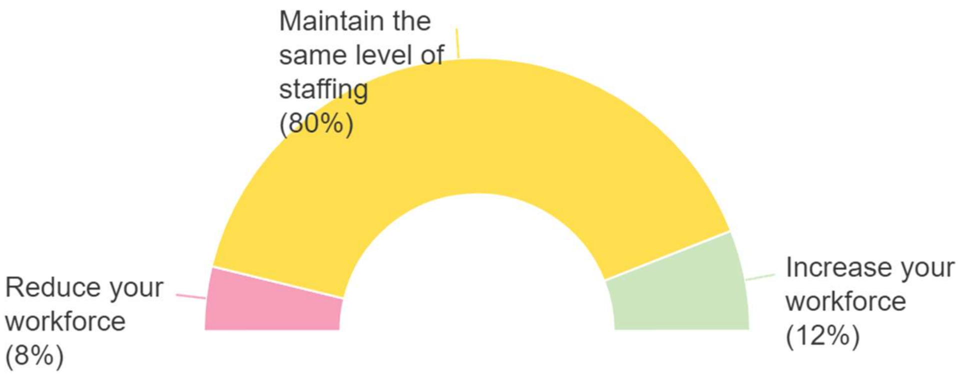
"It's always challenging to find the right collaborators to work with."

Interior design - SWITZERLAND

Over the past 4 months, have you...?

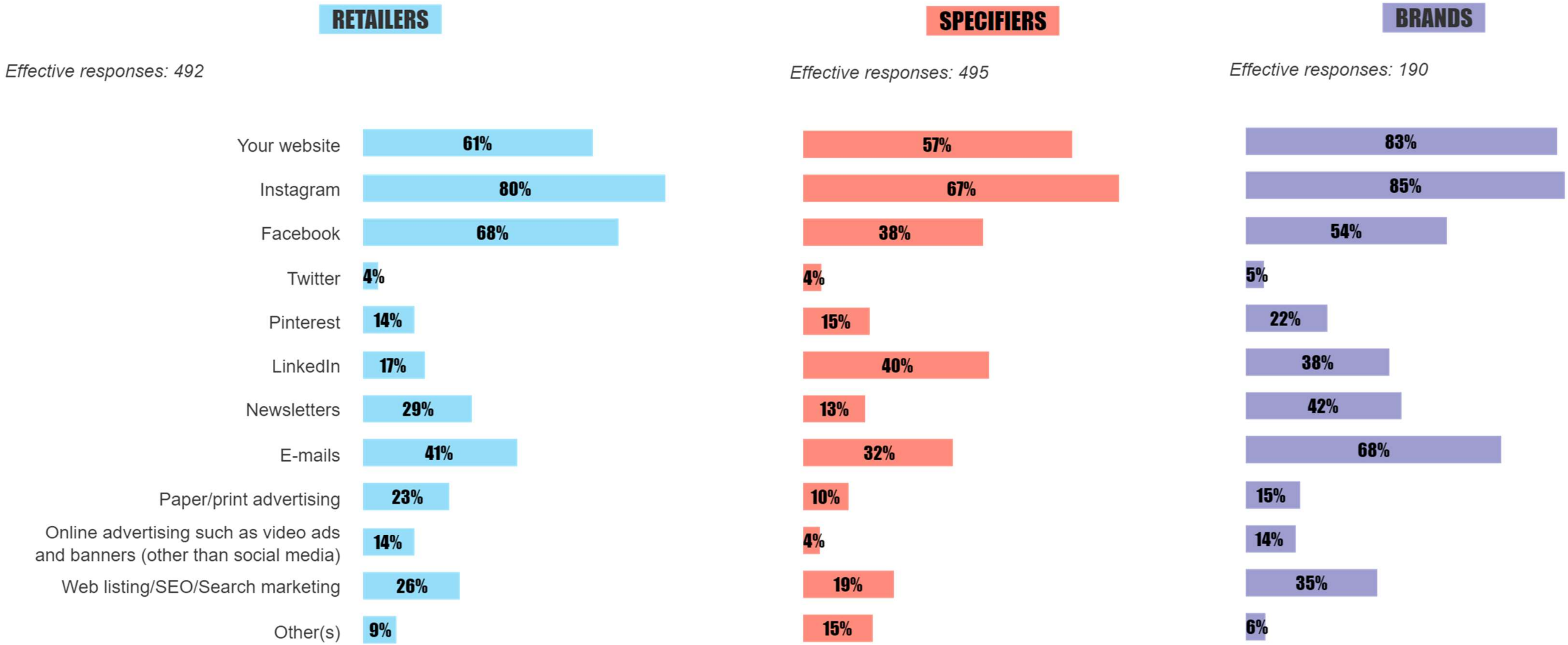


Over the next 4 months, do you plan to...?



population surveyed: 1,207 respondents to the Maison&Objet Barometer in April 2023

Channels of communication



Instagram has come out on top as the essential promotional channel for decor, design, and lifestyle professionals.

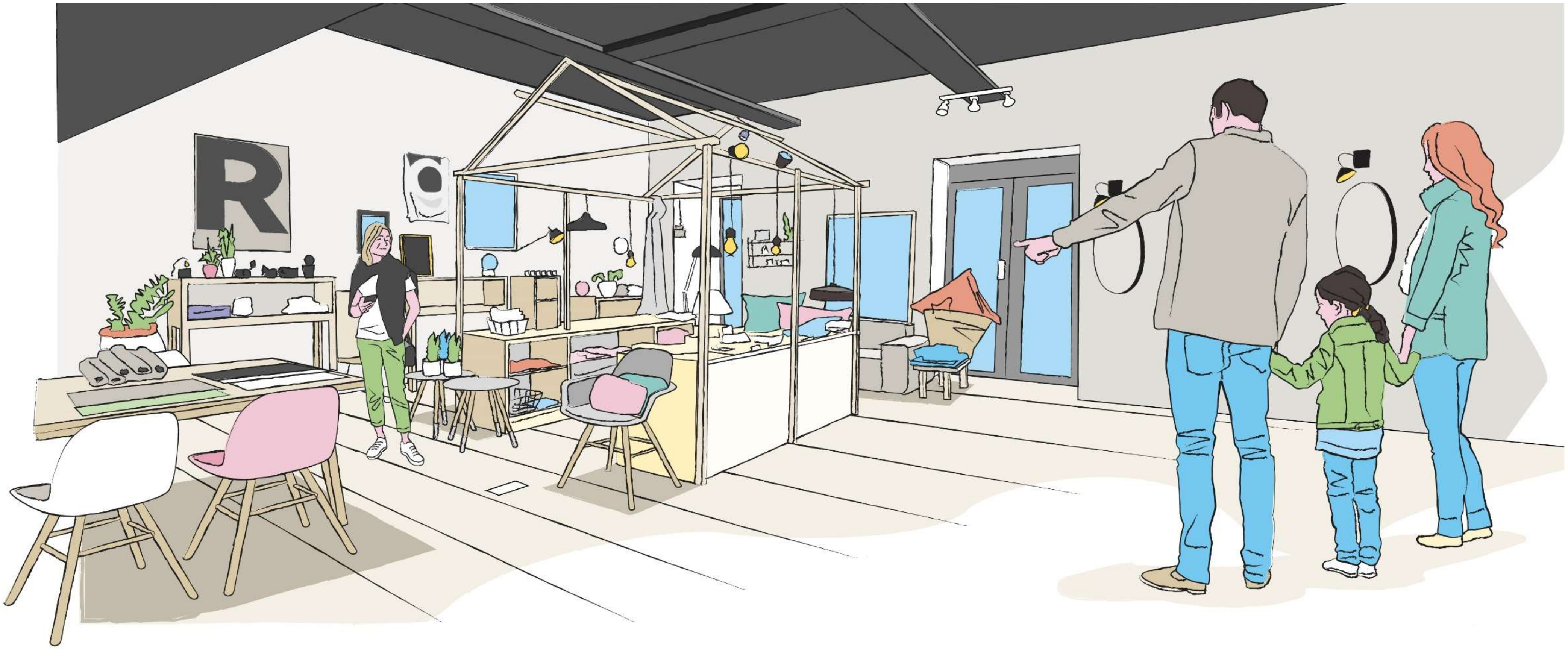
Facebook is still widely used, specifically by Retailers. Nevertheless, this social network continues its progressive decline since 2021, notably with Specifiers (a 10-percentage-point drop over the past two years) and Brands, 71% of whom were still present on this channel in 2021.

Company websites remain THE essential showcase, notably for Brands: 83% of them take full advantage of this channel. And so, they'll have the propensity to invest in SEO (35% of brands are involved in this).

LinkedIn and its networking powers have found their place with 40% of Specifiers and 38% of Brands.

Asked question : What online channels do you use to promote and communicated about your company?

RETAIL INDICATORS



RETAIL INDICATORS

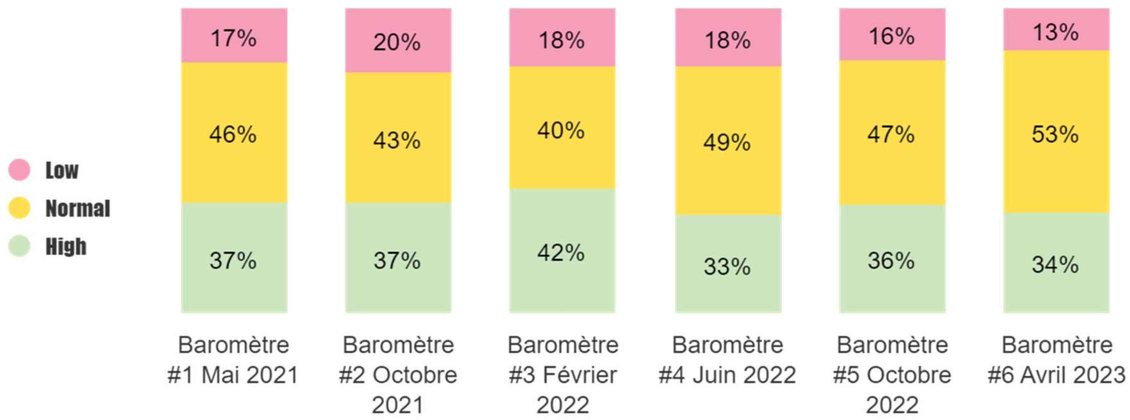
Inventory

How many new brands have you selected for your assortment over the past 4 months?

5

Mean

How would you describe your current level of product/merchandise inventory?



Retailers have added an average of 5 new brands to their assortments over the past 4 months, as part of their attempts to stand out and be unique, but also to keep up with the industry, within an environment that they see as increasingly competitive.

"When you have a boutique/concept store, each day provides a new challenge…You need to constantly offer something new and especially offer originality, supported by a story…"

Independent retailer – FRANCE

Inventory is stable for 53% of the retailers surveyed.

RETAIL INDICATORS

Promotions & Orders

Nine out of ten retailers plan to place orders from suppliers over the next 4 months. These orders will remain of the same magnitude for 44% of respondents, and 37% of them state that their orders will be slightly smaller.

"After 2 years of heavy online consumption (COVID + savings), the context will be different in 2023: there will necessarily be an increase in retail prices, with a drop in consumers' purchasing power.

We must remain very cautious."

E-shop

Compared to the same period last year, over the next 4 months, do you plan to place orders with your suppliers (brands) that are...?

70% of retailers plan to launch promotional initiatives over the next 4 months, including 40% of them who declare that these discounts will be just as significant as they were over the same period last year.

The overall price-hike phenomenon is reducing profitability. Some retailers are facing clients who are cautious over prices.

"We're encountering a drop in foot traffic since prices have gone up. Customers are looking for good deals and aren't buying like they used to. Boutiques have become "showcases" to get to know the product and see it, but many of them search for the same products online at a lower price."

Independent retailer

Compared to the same period last year, over the next 4 months, do you plan to run promotional offers that are...?

population surveyed: 492 Retailers from Maison&Objet Barometer in April 2023

RETAIL INDICATORS

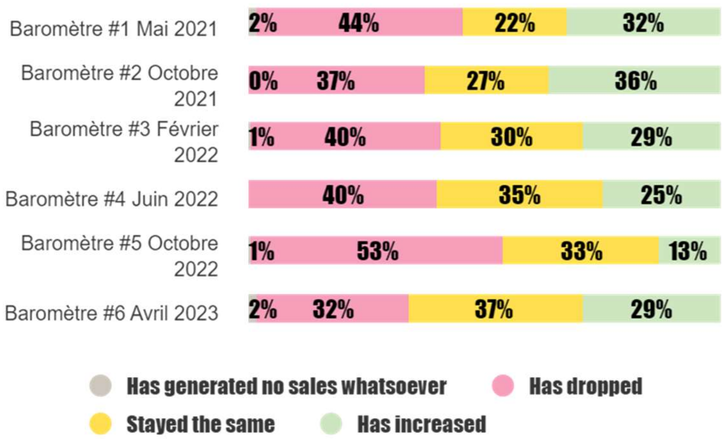
Sales channels performance

In terms of sales channels, after a major slowdown at the end of 2022, sales have stabilized for physical shops, for 37% of retailers. 29% of them even state that sales have increased compared to the same time last year.

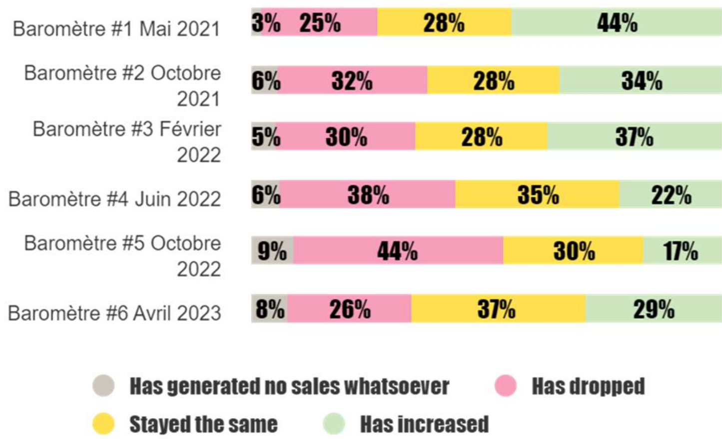
After a decline throughout 2022, online shop and social media sales are growing once again, for 29% and 27% of retailers, respectively.

Findings are less categorical for online marketplaces. Despite their turkey visibility format, they can present a challenge for some retailers in terms of strategic differentiation within these international platforms.

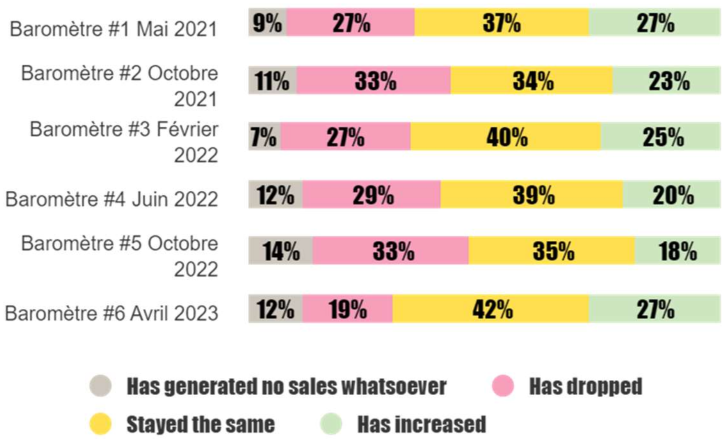
Your Retail outlet(s)



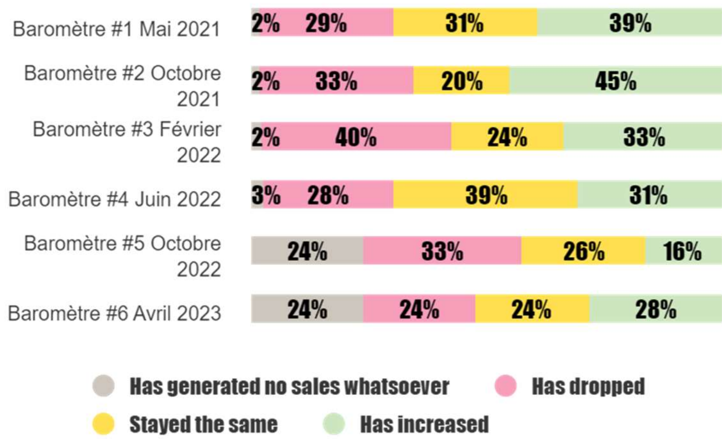
Your own e-shop(s)



Social Media platforms (such as Facebook, Instagram,etc.)



Marketplace(s) (such as Amazon, Etsy, eBay,etc.)



Retailers testimonials

"In the field of decor, it now seems quite difficult to sell exclusively through a brick-and-mortar shop. Online sales and the traffic generated by social media have become indispensable, just as you have to proceed with an adjustment of your product offer to meet these new needs. Constantly adapting and transforming oneself rapidly are now key to surviving in a world that is always shifting due to major upheavals (globalization, digitalization, climate change, geopolitical shifts, institutional crises, financial crises, etc.). Companies' survival is tied more than ever to their ability to transform and adapt.""

Retail chain

"As an independent furnishing and decor firm, it's increasingly difficult to keep up the fight against organizations that have much greater resources. In addition, our industry is increasingly competing with various retail channels and other fields: the DIY shop sells decor items, curtains, rugs, outdoor furniture, etc., the landscape architect sells outdoor furniture and decor, restaurants are selling their furniture, individuals are also our competition now because everything is being put up for sale, etc."

Independent retailer

"My shop is located in a town center on a pedestrian street.

We're experiencing major cost increases and a drop in foot traffic in the center of town."

Independent retailer

"Traditional, brick-and-mortar shops are increasingly being devoured by online merchant sites. People/customers say that they want a more human-centered approach, with more lively town centers that include shops…but more and more of them are shopping online: herein lies the paradox! On the other hand, online delivery fees are often free, and people don't/no longer realize that transportation also has a cost (as do returns, incidentally): a financial cost, time cost, an ecological cost…

Brick-and-mortar shops can't compete equally with merchant sites that don't have anywhere near the same operational costs […]"

Independent retailer

"Brick-and-mortar stores face a stronger challenge now that there are many online shops that also compete for the same market share of clients. Uncertainty in the world is also a big factor to try to gain new and younger clientele... Priorities have changed, and younger people tend to gravitate to experiences rather than material things."

Independent retailer – SINGAPORE

"It is a challenge with the combination of physical store and online sales."

Independent retailer - DENMARK

SPECIFIER INDICATORS

SPECIFIER INDICATORS

Current projects

How many new projects have you obtained over the past 4 months?

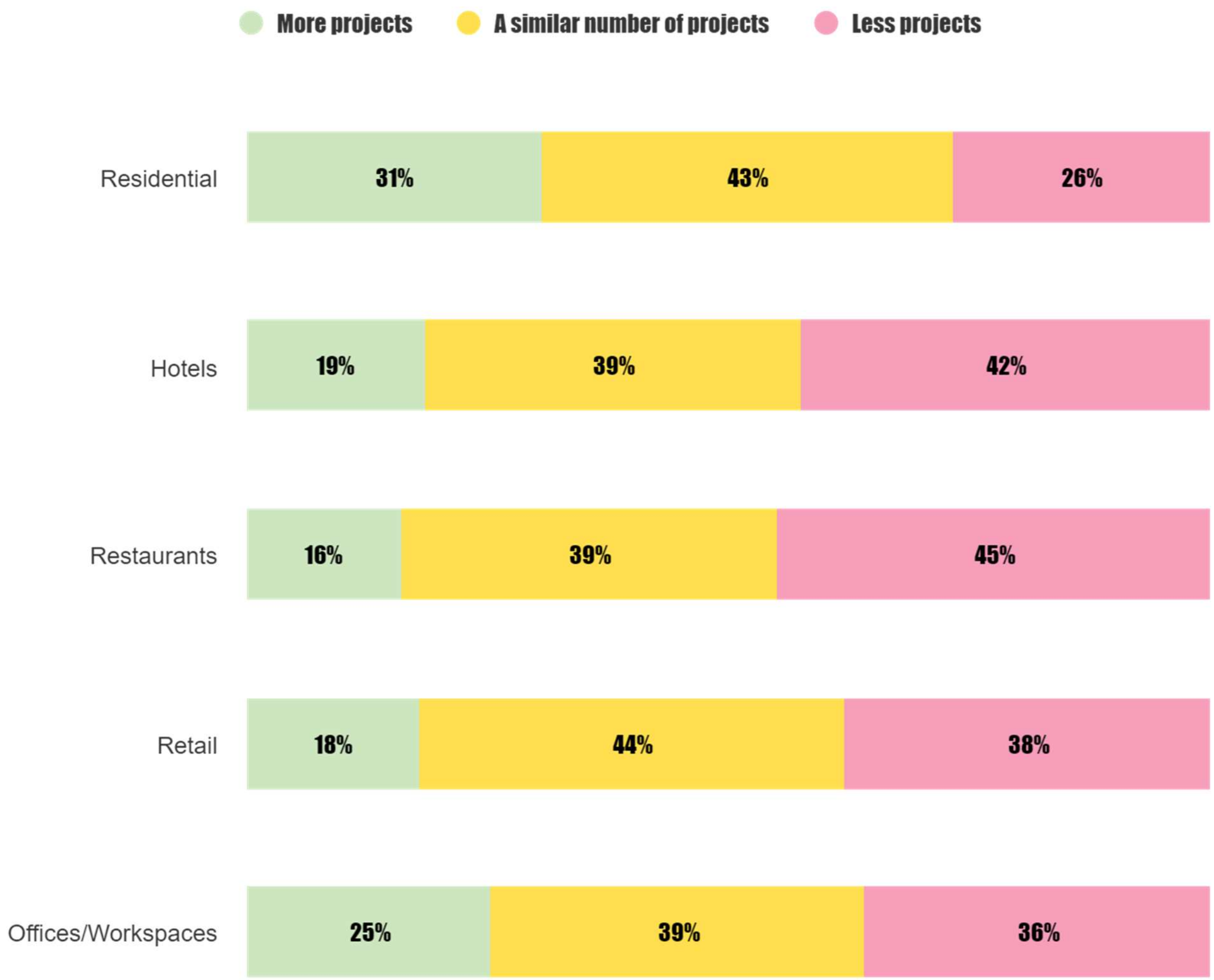
4

Project specifiers have signed contracts for an average of 4 projects over the past 4 months.

Over this same period, for 31% of the specifiers surveyed, residential projects have increased in number compared to the same period last year.

Service-industry projects have been less impacted than in previous years, but 4 out of 10 specifiers still noted a lower number of projects in hospitality, retail, or workspaces/environments.

Compared to the same period last year, over the past 4 months, would you say that you've had

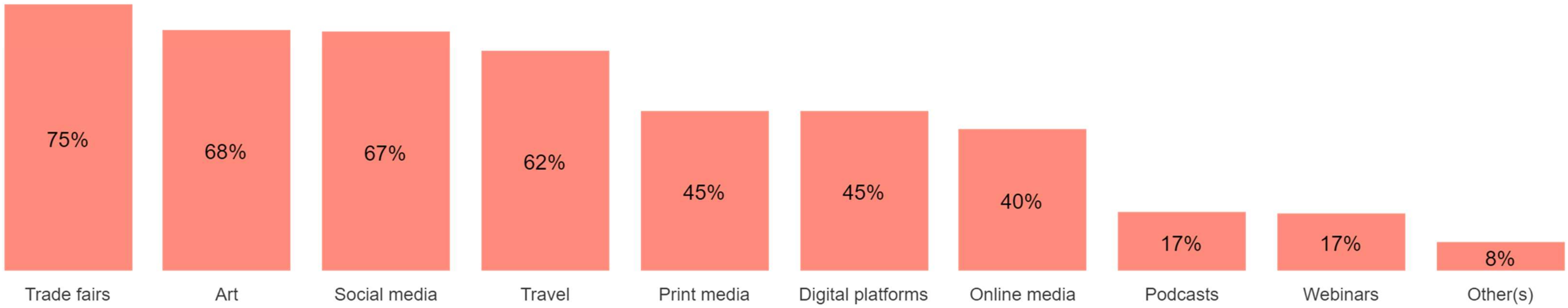


population surveyed: Specifiers from the Maison&Objet Barometer en April 2023

Sources of inspiration

Where do you get inspiration from?

Effective responses: 495



For 75% of specifiers, trade fairs are an essential source of inspiration.

For 7 out of 10 specifiers, social media constitutes fertile terrain for research, even if half of the specifiers surveyed state that they do read the press. This has declined by 10 percentage points since 2021..

population surveyed: Specifiers from the Maison&Objet Barometer en April 2023

Specifiers testimonials

"Supplier prices have greatly increased; professional discounts, on the other hand, are tending to decrease, and suppliers are increasingly giving discounts to the public at the same level as they have for professionals. Given all this, it's tough to keep an attractive margin, especially since, in addition, costs for pros are increasing (electricity, etc.)."

Vincent BONHOMME – Interior designer (FRANCE)

"The challenges are growing: increasing construction and energy costs, combined with a desire for greater frugality. We're moving toward more sustainability and sobriety, while the market or certain clients are becoming increasingly demanding."

Interior design

"Current construction costs are making it very difficult for clients to afford feasible projects these days. Our goal is to help clients modify/simplify/optimize their construction projects without losing anything quality-wise. It's not easy, because our fees aren't rising at the same rate as costs are. It's quite time-consuming to find clever, affordable ideas with fewer resources."

Architecture (FRANCE)

"I've noticed a certain fear of investing, of spending. I think that this is due to increases in energy and material costs."

Interior design (FRANCE)

"It's hard to distinguish myself in social media. My clients really tend to come more from professional referrals or social circles. I use social media to keep up my general reputation and image/brand and for inspiration and business connections. I'm getting a lot more requests for new projects recently. They range in size but I'm happy to accommodate their needs."

Interior design (USA)

"With the European War it becomes really complicated for the business, people are more concern and aware of the problems, and try to make choices that are cheapest. Everyone is afraid of a new recession era.""

Interior design (PORTUGAL)

"Consumer purchasing power, impacted by inflation and geopolitical uncertainty, is putting the brakes on projects. Part of the clientele is very committed to "buying French-made", to which we'll need to add a sustainable dimension to completely convince them."

Interior design (BELGIQUE)

"It seems to me that, these days, it's very hard to find clients when you're launching everything on your own, but I'm keeping a positive mindset, that everything will get better soon."

Interior design

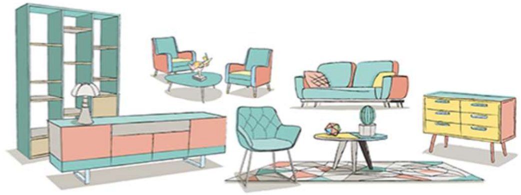
"It's very challenging due to inflation and uncertainty in the economy, but shortly we hope it will turn around again.""

Interior design (SWEDEN)

BRAND INDICATORS

BRAND INDICATORS

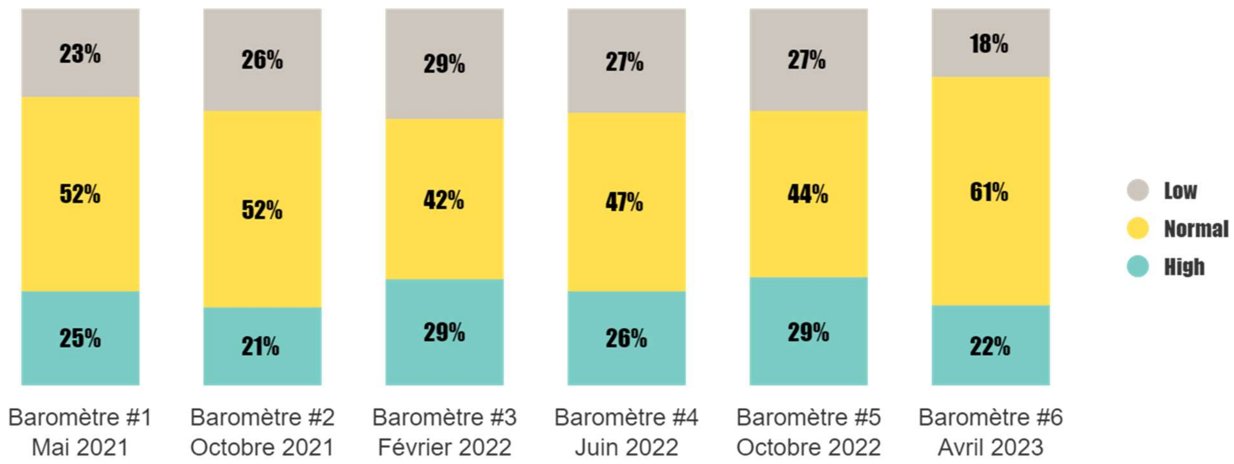
Inventory levels & New product launches



In April 2023, 61% of Brands declared to have normal inventory levels, with 22% of them having high inventory levels, and, for the first time in 2 years, 18% of them declaring low inventory.

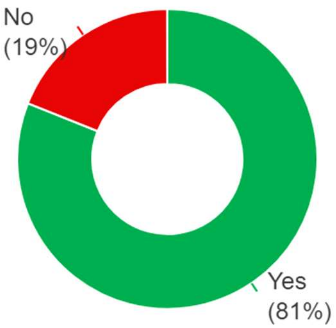
New product launches are stable: 81% of brands will be launching something new in the next 4 months.

How would you describe your current level of product/merchandise inventory?

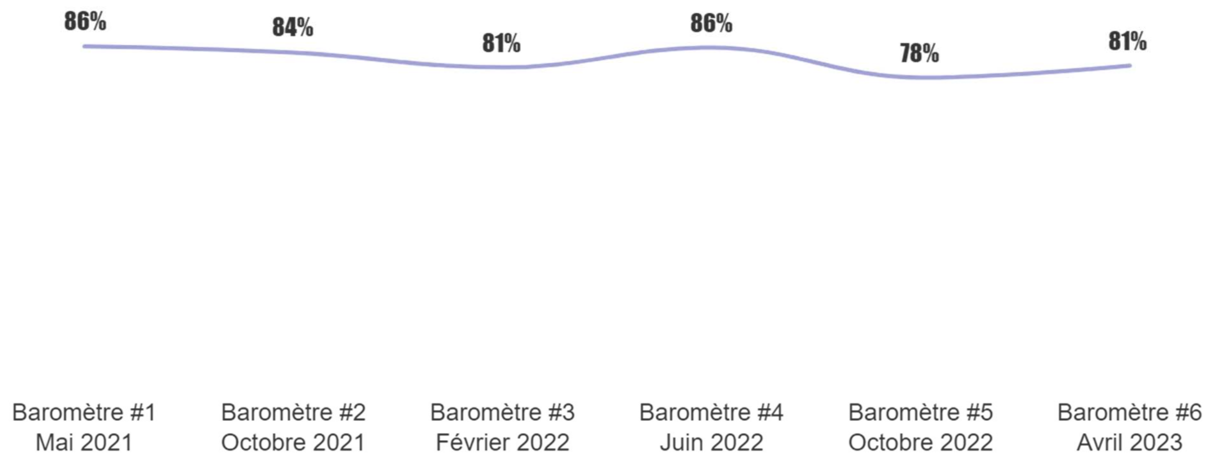


Do you plan to launch any new products over the next 4 months?

Effective responses: 190



% of brands planning to launch new products over the next 4 months

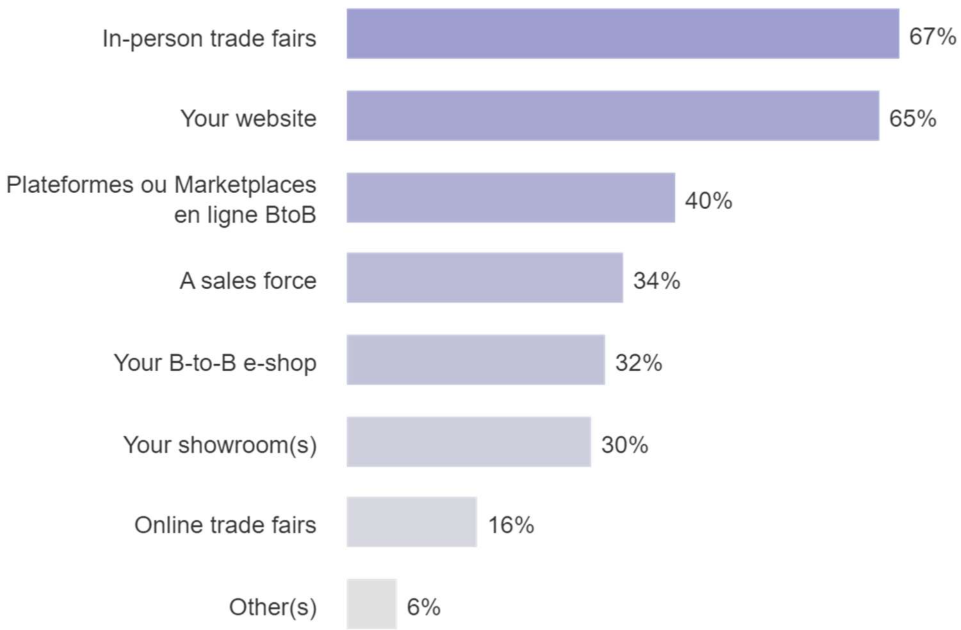


BRAND INDICATORS

Sales channels

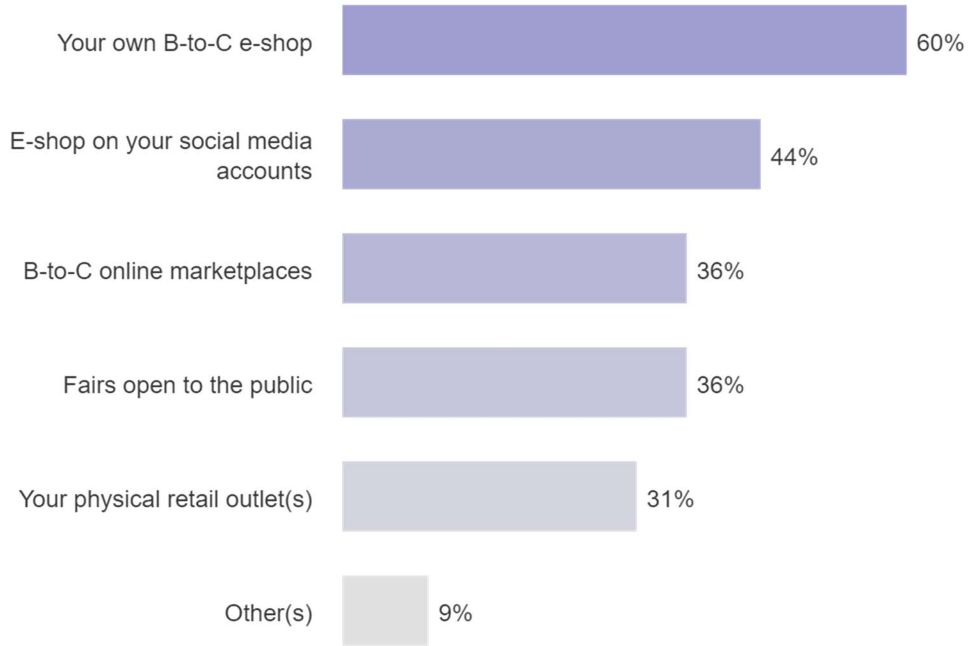
Which B-to-B sales or networking channels (*to distributors/stockists/specifiers) do you use?

Effective responses: 174



Which B-to-C sales channels (*to end clients) do you use?

Effective responses: 151



In-person trade fairs come in first out of all B-to-B sales channels.
For brands using B-to-C sales channels, 6 out of 10 use their own online shop.

IN APRIL 2023, A FOCUS ON PRODUCTS GIVING A NEW LEASE ON LIFE

As part of an environmentally conscious approach, or as a consequence of the recent supply or inflation crises, the growth in demand for recycled, upcycled, and second-hand products is now undeniable.

A multitude of initiatives exist and are already well-established, notably in the world of fashion.

We wanted to understand whether this trend is set to become widespread in the years to come in the decor, design, and lifestyle industry.

How is the industry getting organized for this?

Have brands integrated this approach into their production process? How?

Is there a demand for this within design projects? Are specifiers including these types of products?

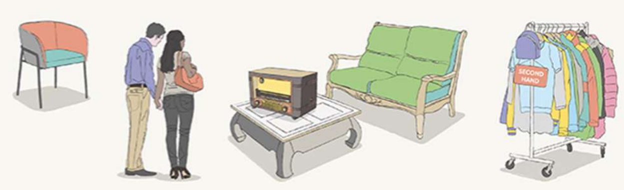
How can retailers include this type of product offer in their sales channels?

What may limit these initiatives in the lifestyle sector?

By second-hand products, we mean:

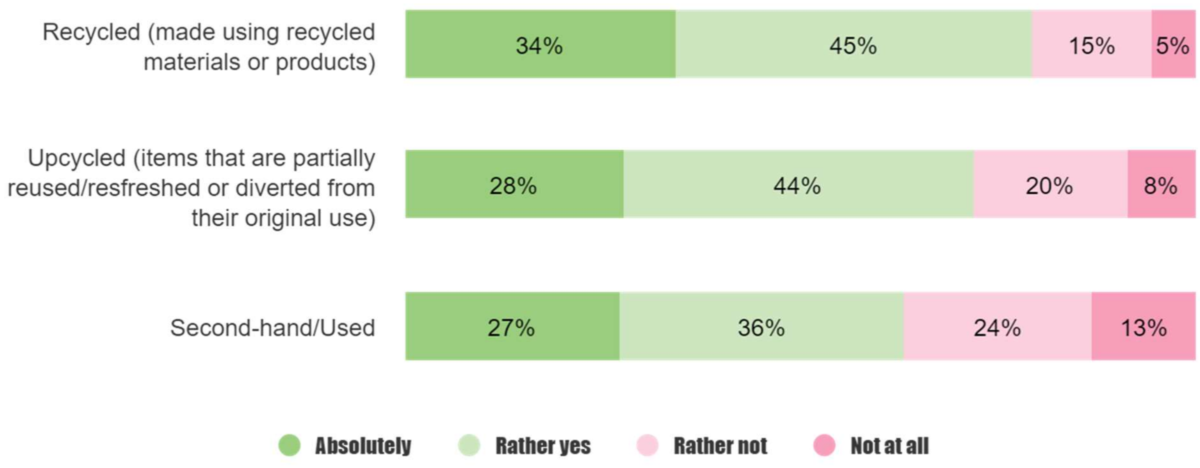
-products made using recycled materials from waste, industrial scraps, etc.
-upcycled products, in other words, transformed and updated for current tastes or for use other than their original one

-second-hand/pre-owned products, in other words, placed back up for sale as-is, with no changes to their original state.

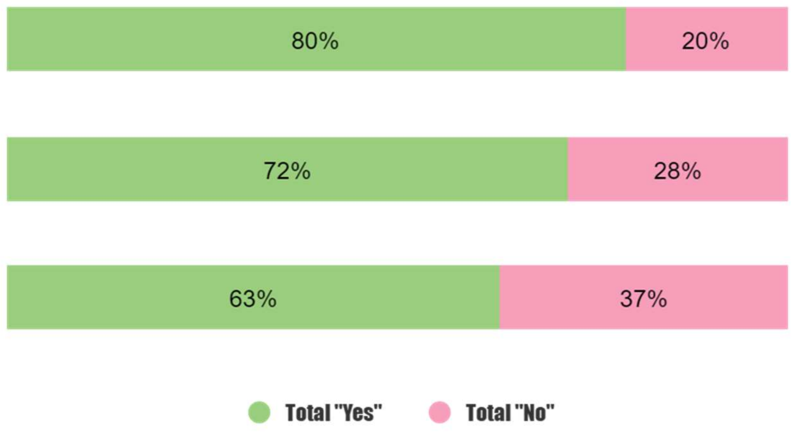


GROWIND DEMAND

Have you noticed particular interest/growing demand from your clients for products that are...?



Have you noticed particular interest/growing demand from your clients for products that are...?



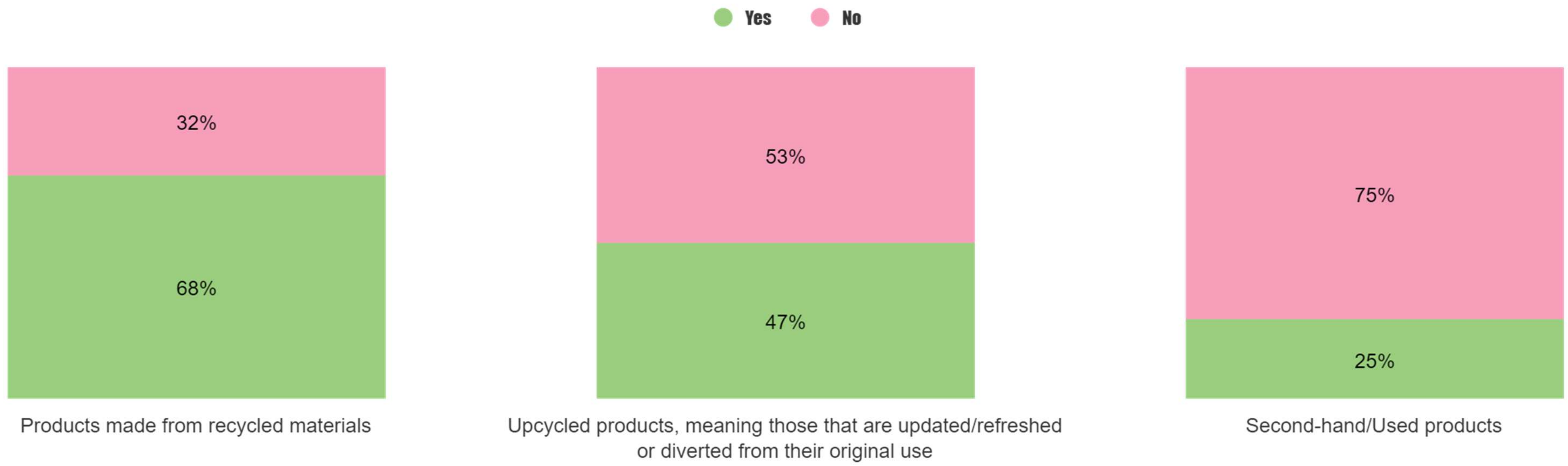
Among the 1,207 decor, design, and lifestyle professionals surveyed, 80% of them have noticed an increased demand from their clients for recycled products, 72% for upcycled products, and 63% for second-hand/pre-owned products.

This growing need particularly affects specifiers (architects, interior designers, etc.) within their projects: 80% of them have stated this for recycled products, 80% for upcycled products, and 73% for second-hand products.

population surveyed: 1,207 respondents

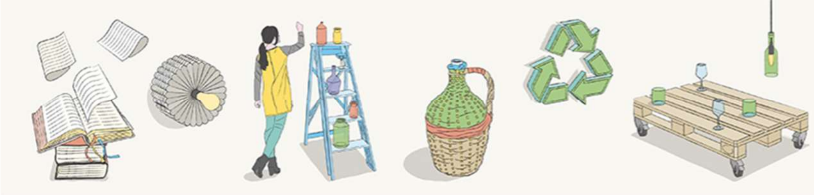
MANUFACTURING & MARKETING ISSUES FOR BRANDS

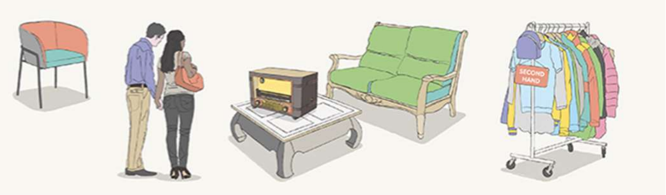
Within your business, do you sell...?



Among the brands surveyed, 68% of them sell products made using recycled materials, 47% using upcycled materials, and 25%, pre-owned products.

population surveyed: 190 brands

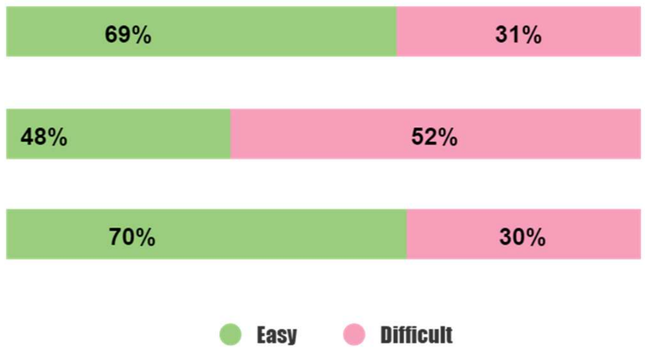




MANUFACTURING & MARKETING ISSUES FOR BRANDS

How difficult would you say the production and/or procurement of these products is?

How difficult would you say the production and/or procurement of these products is?



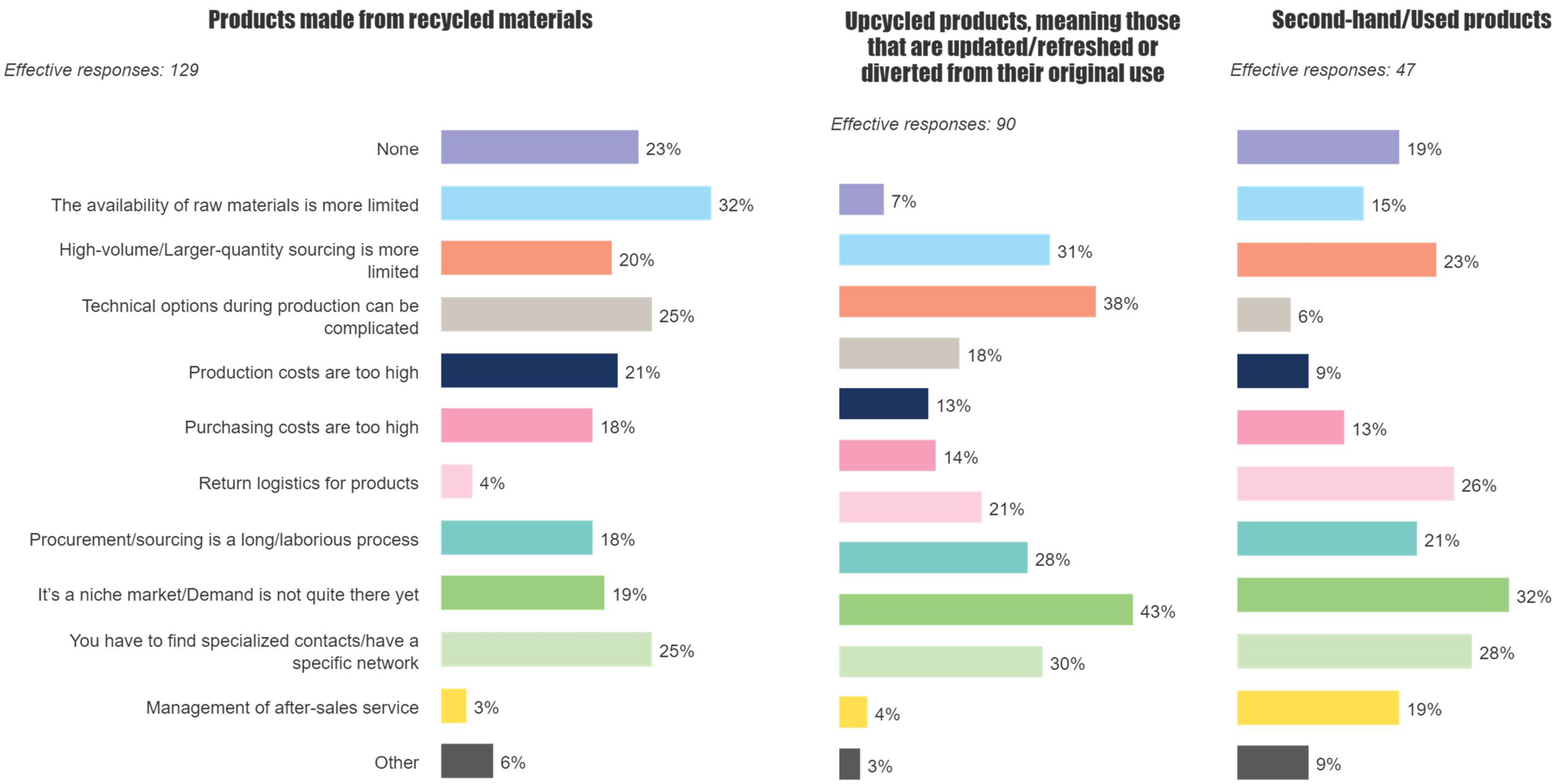
For 69% of brands, the manufacturing of products using recycled materials is somewhat or quite easy. In terms of recycled products, brands' number one challenge is the search for relevant materials. 32% of brands involved in this type of production state that the availability of raw materials is more limited, and 25% of them say that it's necessary to identify contacts or have a specialized supply network. Add to this the complexities and manufacturing costs that may delay the mass roll-out of this category.

It's an observation that is all the more significant for upcycled products, with the additional constraint of finished-product availability. For that matter, 52% of brands involved consider the production or supply of this type of product to be somewhat or very difficult. 28% of them also state that supply/sourcing can be long and tiresome. These products are restricted to certain specific product categories in response to niche requirements.

Second-hand products require transportation and repatriation logistics that are too onerous for 26% of the brands involved. Given the volumes available, the second-hand product offer is currently mostly a matter for specialized brands.

population surveyed: brands

What difficulties/limitations do you encounter with the production and/or procurement of...?



population surveyed: brands

THE AGEC LAW (FRANCE): HOW DOES IT IMPACT THE END OF PRODUCT LIFE CYCLES?

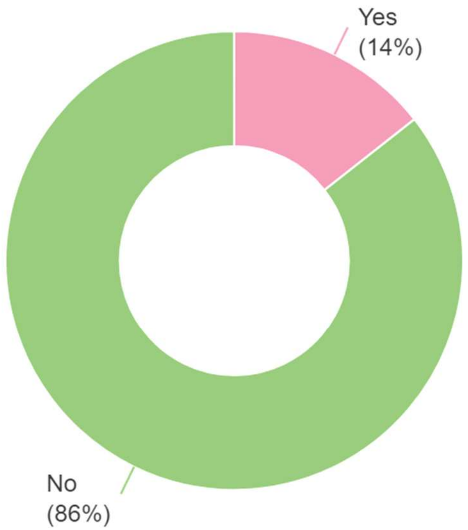
In France, "…Article 35 of the AGEC Law, in force since January 1st, 2022, requires producers, importers, and retailers to re-use or recycle unsold non-food products. If this requirement is not complied with, the law stipulates that fines that can go up to 15 000 euros per violation for a corporate entity"

Source : https://www.economie.gouv.fr/economie-circulaire-interdiction-destruction-invendus-non-alimentaires

Would you say that you've had difficulties due to this legislation that is currently in force?

Effective responses: 97

Of the 97% of French brands surveyed, 86% of them have experienced no particular difficulties due to the AGEC legislation*. This latter group seems able to manage its inventory using sales promotions, stock clearances, donations, or just-in-time production.



population surveyed: 97 French brands

DO THESE PRODUCTS BELONG, IN THE EYES OF PROFESSIONAL BUYERS?

89% of retailers offer recycled products for sale, mainly on an occasional basis (for 45% of them). Seven out of ten of them offer upcycled products. And lastly, half of the retailers surveyed stated that they sell pre-owned products.

All the types of products included in these 3 categories have been integrated to a much greater extent by specifiers within their design projects: 9 out of 10 of them include recycled or upcycled products, and 8 out of 10 of them regularly include pre-owned products.

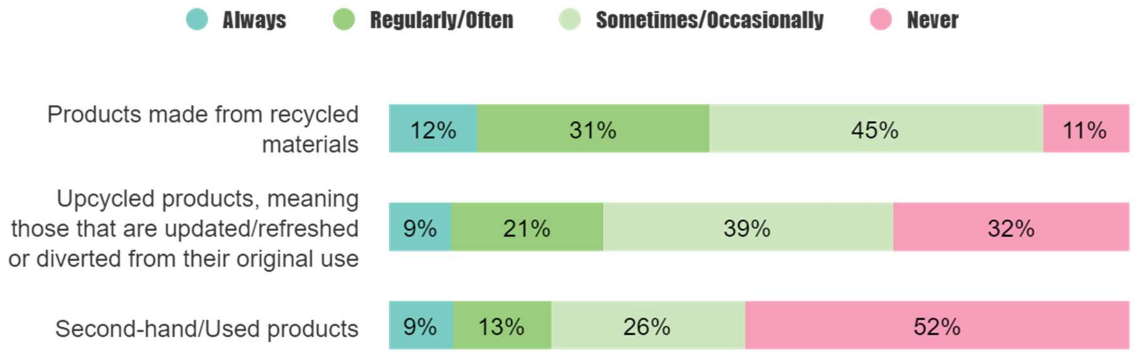
"Since my shop opened, I've blended new items (home linens, throw pillows, fragrances, custom sofas) with pre-owned goods (furniture, objects, paintings, etc.)

This mix has been a real success and provides a warm, lived-in ambience! You can mix up '70s bronze lamps and 19th-century paintings with a new sofa or throw pillows."

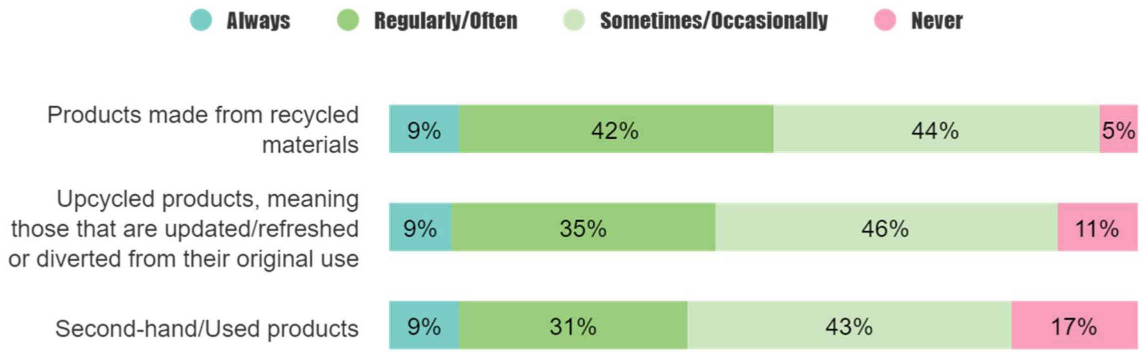
Independent retailer - FRANCE

All the types of products included in these 3 categories have been integrated to a much greater extent by specifiers within their design projects: 9 out of 10 of them include recycled or upcycled products, and 8 out of 10 of them regularly include pre-owned products.

Within your business, do you sell...?



Within your projects, do you include...?



population surveyed: 492 Retailers and 495 Specifiers

LET'S TAKE A CLOSER LOOK AT SECOND-HAND, PRE-OWNED PRODUCTS

In your view, what are the advantages of selling second-hand products?

Effective responses: 675

For 74% of buyers (retailers and specifiers), second-hand products represent a step toward greater environmental responsibility.

The attractiveness of pre-owned products also naturally stems from the uniqueness and singular nature that they bring to a product assortment, through their exclusiveness.

The economic argument is only mentioned by half of the respondents. Indeed, many buyers still mention that price competitiveness is hard to envision for these pre-owned products.

"Second-hand products and reuse are areas of great interest to us, but despite what it may seem, the costs are not that low. It comes out to the same price, or even higher, than equivalent new products, because it requires several resellers and, thus, several different margins before it reaches the client. You have to find items yourself and this isn't always easy. And that's not to mention the time to go hunting for items, plus the logistics. There's something else: for transformed materials made from glass, textiles, plastics…it's more expensive than new, because there's so much work that goes into converting or transforming them. For the time being, clients are indeed interested, because it gives them a positive image, but the cost is often a barrier to this, especially in the currently tense economic circumstances."

Interior designer

population surveyed: Retailers or Specifiers or Hotels & Restaurants

A FOCUS ON PRODUCTS GIVING A NEW LEASE ON LIFE

Recycled, Upcycled, Second hand

LET'S TAKE A CLOSER LOOK AT SECOND-HAND, PRE-OWNED PRODUCTS

Offering second-hand/used products allows me to stand out from the competition

Sample information : ACHETEURS (Distributeurs, Prescripteurs et CHR)

In the future, it will be essential to offer second-hand/used products within your assortment

Sample information : DISTRIBUTEURS

In the future, it will be essential to offer second-hand/used products as part of projects.

Sample information : PRESCRIPTEURS

In April 2023,

For 81% of buyers, offering second-hand products allows them to stand out from the competition.

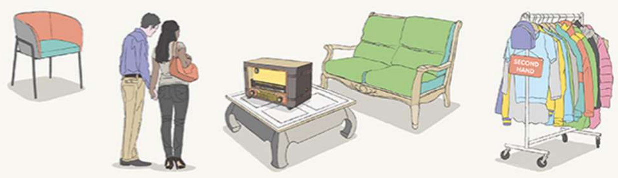
64% of retailers and 90% of specifiers consider that it will be essential to offer pre-owned products in the future.

Only 41% and 76% of them, respectively, stated this when they were first surveyed about this trend during the Maison&Objet Barometer in October 2021.

"Upcycling and reuse are, in my view, essential, top-priority ways forward in interior design."

Architect

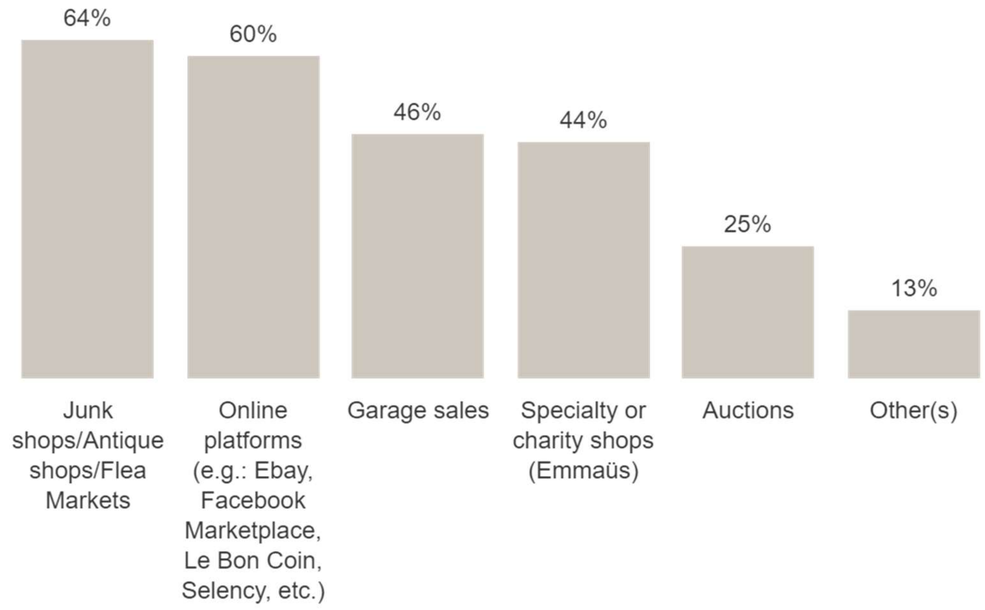
population surveyed: Retailers or Specifiers or Hotels & Restaurants



SECOND-HAND: WHAT SUPPLY CHANNELS EXIST ?

Where do you source second-hand/used products?

Effective responses: 675



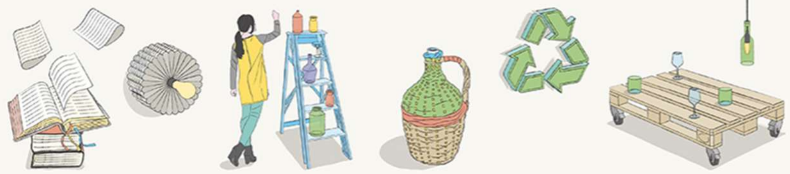
64% of buyers source second-hand products from specialists: junk shops, antique dealers, and flea markets.

Online platforms also represent a supply channel for 60% of them.

Nearly half of them also visit garage sales or charity shops.

Specifiers are particularly experienced with these specialized supply networks.

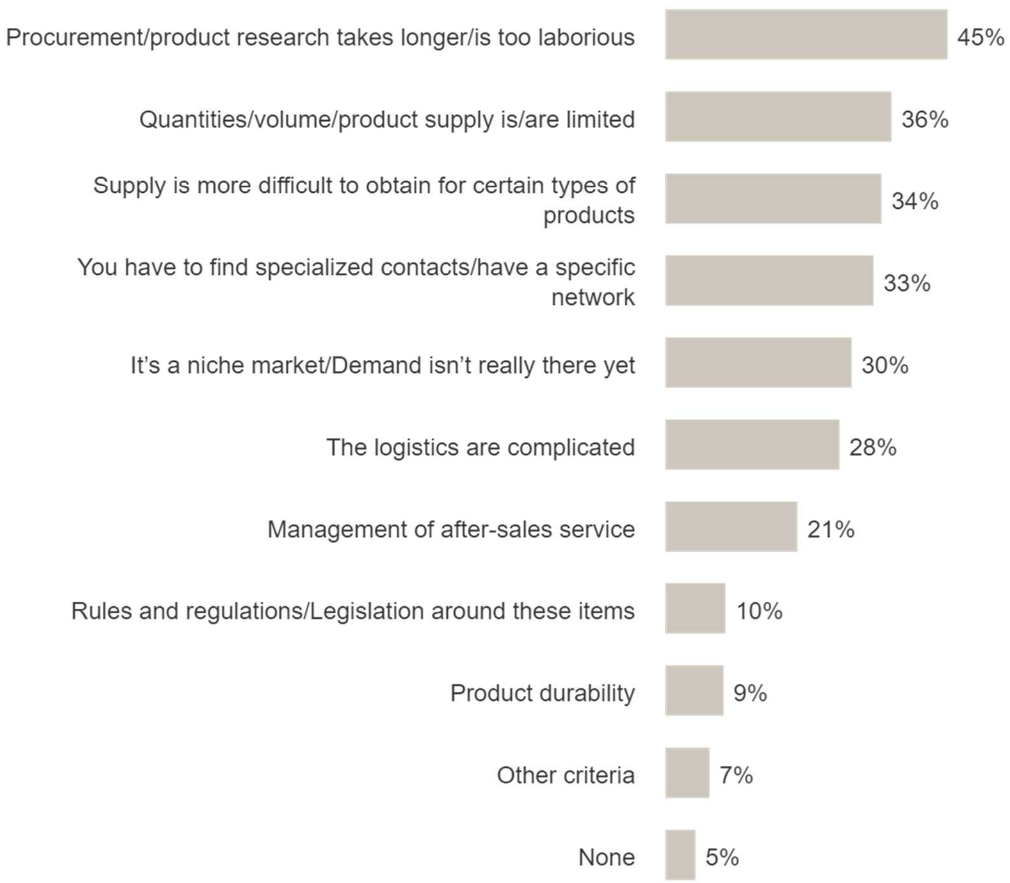
population surveyed: Retailers or Specifiers or Hotels & Restaurants



MANY OBSTACLES TO THE WIDESPREAD USE OR SALE OF SECOND-HAND PRODUCTS

What limitations have you found with second-hand/used products?

Effective responses: 1,017



For half of the buyers, the time it takes to find these products remains the main obstacle to offering/ establishing the presence of pre-owned products.

Only 57% of retailers and 62% of specifiers consider the second-hand product offer to be easily accessible today.

These products are also subject to quantitative limitations, which are incompatible with the volume strategies that are needed for most retailers, or as part of large-scale design projects.

"It is true that the second-hand market is booming, but for Boutiques or retail outlets that are not specialized, it's a bit complex to manage."

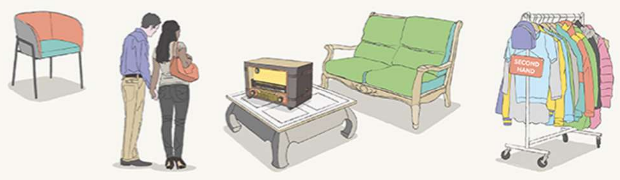
Independent retailer

And finally, for 1/3 of the buyers who responded, second-hand products are still a matter for a niche market and require knowledge of a specific supply network.

" -- The search for second-hand items is rather complicated. You need to have the right networks and do the footwork to find the right, appealing merchandise. The price of second-hand products purchased in specialty shops has increased considerably, and, upon resale, there is little difference in the price between a new product and a second-hand one."

Independent retailer

population surveyed: Retailers or Specifiers or Hotels & Restaurants



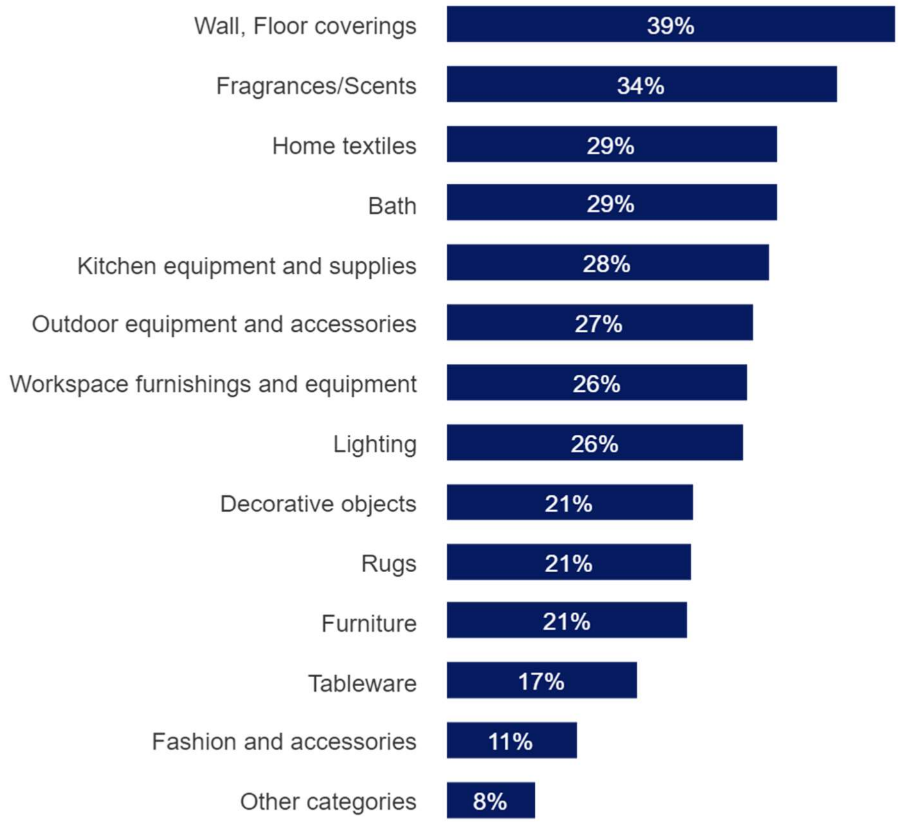
MANY OBSTACLES TO THE WIDESPREAD USE OR SALE OF SECOND-HAND PRODUCTS

1/3 of buyers have indeed highlighted the supply challenges for certain types of products:

- those with technical and/or bespoke specifications, such as wall coverings and equipment for office spaces
- those with a limited product lifespan, such as fragrances/scents
- those that have hygienic limitations, such as kitchen equipment or furnishings, home textiles, or bath items

Second-hand/used products are the hardest to find for which categories?

Effective responses: 350

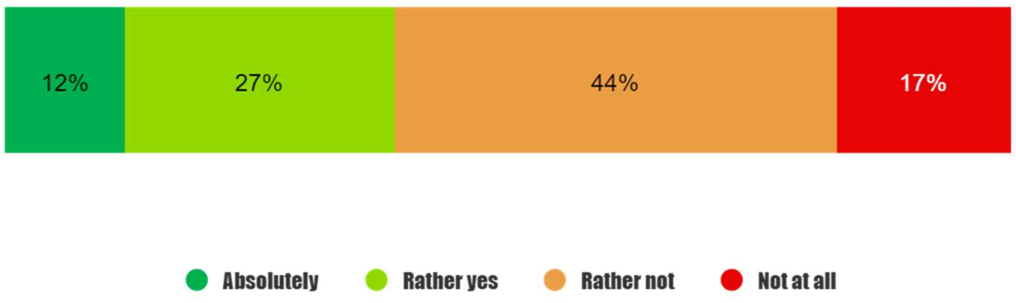


population surveyed: Retailers or Specifiers or Hotels & Restaurant that stated "Supply is more difficult to obtain for certain types of products"

MANY OBSTACLES TO THE WIDESPREAD USE OR SALE OF SECOND-HAND PRODUCTS

The growth in second-hand/used items may have a negative impact on your sales.

Effective responses: 492



Sample information : RETAILERS

Many questions persist in terms of the inclusion of this type of product within a retail setting and its array of new products.

Second-hand is not the main focus of our current distribution models.

As it stands, 39% of retailers think that the growth in the second-hand market may hurt their sales (compared to 43% of this group who expressed this concern in October 2021).

RECYCLED, UPCYCLED, PRE-OWNED PRODUCTS: ARE WE READY FOR A NEW LEASE ON LIFE?

Professionals have something to say!

“I think that we’ve entered a new post-Covid period influenced by current crises. The consumer now thinks much more, for ecological and ethical, as well as economic reasons, before making a purchase, taking into consideration the origin, sustainability, and impact of products.“

Sylvia LAMATY, founder of SOFTLANDING - Brand (FRANCE)

“Recycling and upcycling are certainly an on-trend issue, but the pitfalls are that sometimes buyers do not perceive these as hi end items. This can be a bit of a problem. However, if you create truly unique and collectable items with sophisticated beauty, they can be hugely desirable. Similarly corporate clients regard reuse as a benefit in their corporate responsibility drives. We get asked more for this now from corporate clients and it is a positive growing trend.“

Brand (IRLAND)

“There’s still a lot of educating to be done of many people who are deciding on new projects for their firms, to create products that respect the environment (and for the ethical practices of recycling, upcycling, and second-hand to become the norm). I’m also thinking specifically about the massive logistical work that this requires. New trades will have to be created for this to become easier: knowing which material is in stock in which location and in which quantities to be able to optimize it the most and envision a new life that’s right for it.“

Product designer

“When it comes to secondhand items it would be easier when the market demands it more than today. When it comes to new manufacturing items, I see a bigger number of companies that offer more in their collection of recycled and innovative materials so its growing. Unfortunately, many of my clients still focus to much on prices rather than environmental choices. If I could, if only my clients would prefer sustainable over prices, I would only work with sustainability all the way.

Another thing is that the manufactures still have a way to go before they can answer to the demand. But we are getting there, look at the last 3 years how far we has become, just wish the final client were more eager..”

Interior design (SWEDEN)

“Regulations are disadvantageous for eco-design because standards have yet to be adapted to this approach.”

Architecture

“As many companies are doing, we are working towards using more environmentally friendly materials in our products. The main challenge here is that these materials are substantially more expensive, and adding to that the general inflation and increase in prices of other materials needed - this is resulting in us having to make a decision between either increasing our retail prices (which our customers will not appreciate), or sacrificing a big part of our profit margin, which is not sustainable for the business in the long run. Therefore, a major challenge for us is to educate customers to be ok with slightly higher retail prices when it comes to recycled, or environmentally friendly products which is taking quite a bit of time here in our region.”

Independent retailer (UNITED ARAB EMIRATES)

The barometer of the international decor, design and lifestyle industry

Next barometer coming : October 2023