

THE BAROMETER FOR THE DECOR, DESIGN, AND LIFESTYLE INDUSTRY

For its barometer, Maison&Objet surveys industry stakeholders twice a year on market indicators or subjects of current interest. The following data is based on the results of an online questionnaire sent out from April 3-20, 2023 to 1,207 Brands, Retailers, and Specifiers.

RETAILERS

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

SPECIFIERS

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

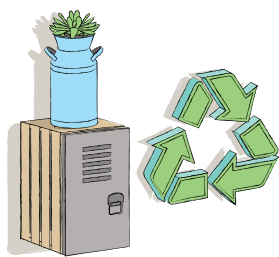
BRANDS

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

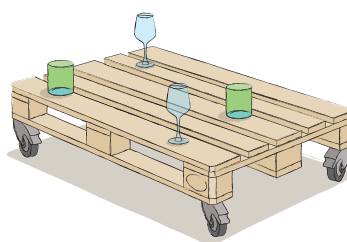
IN APRIL 2023, A FOCUS ON PRODUCTS GIVING A NEW LEASE ON LIFE



WHAT ARE WE REFERRING TO?

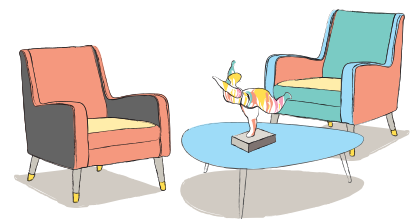
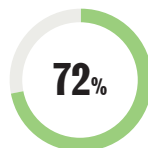


Products made using recycled materials



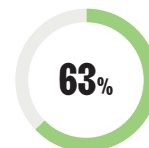
Upcycled products

in other words, updated or used for something other than their original purpose



Second-hand/Pre-owned products

in other words, placed up for sale again as-is, without any change in their original state



THE PROFESSIONALS SURVEYED HAVE NOTED INCREASED DEMAND, INCLUDING:

Retailers

77%

Specifiers

83%

Brands

75%

Retailers

66%

Specifiers

80%

Brands

63%

Retailers

56%

compared to 25% in Oct. 2021

Specifiers

73%

compared to 45% in Oct. 2021

Brands

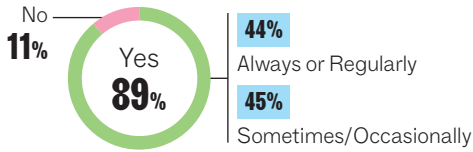
52%

ON THE BUYERS' SIDE

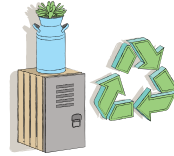
RETAILERS

Products made using recycled materials and upcycled products are quite common now in assortments. Just under half of retailers now offer second-hand products

AS PART OF YOUR BUSINESS, DO YOU OFFER FOR SALE...?



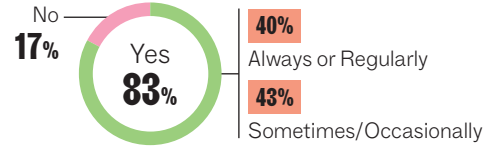
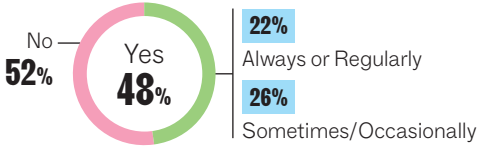
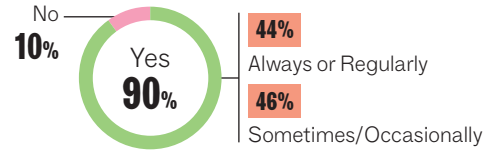
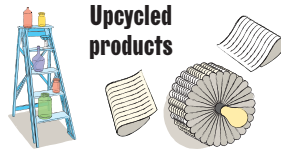
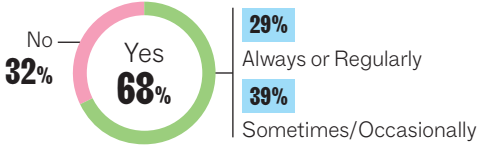
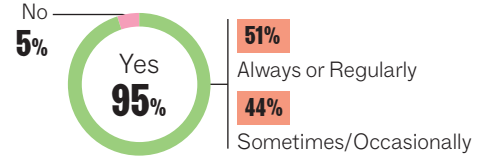
Products made using recycled materials



SPECIFIERS

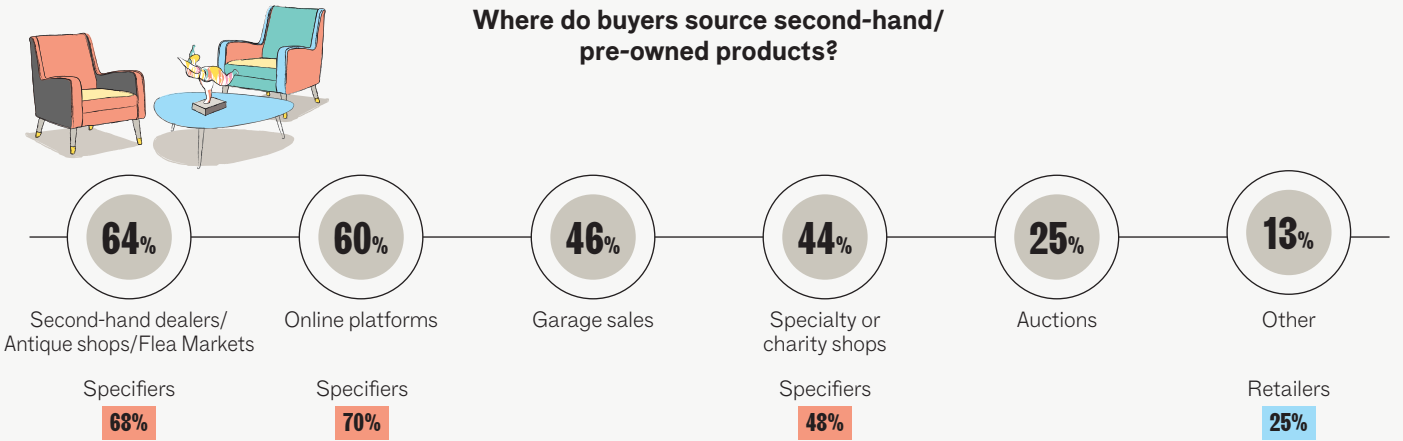
Second-hand products have their place within design projects

AS PART OF YOUR PROJECTS, DO YOU INCLUDE...?

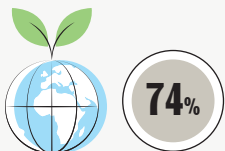


AN UPDATE ON SECOND-HAND/PRE-OWNED PRODUCTS:

Where do buyers source second-hand/pre-owned products?



Second-hand products: Why do buyers like them?



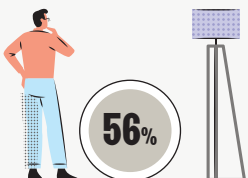
They are part of a more sustainable approach



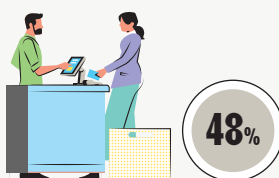
The history of the product adds a bit of heart



They're looking for iconic/ collectors' items



These products are unique/ come in limited quantities

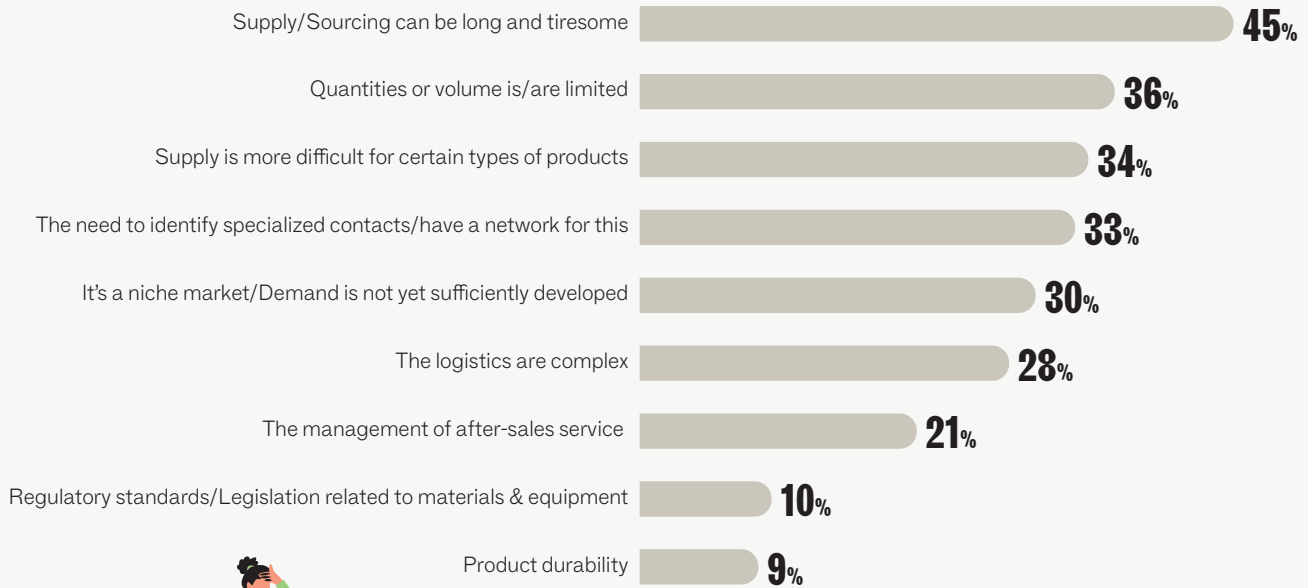


Purchasing costs are lower

ON THE BUYERS' SIDE

RETAILERS AND SPECIFIERS

What are the limitations of second-hand/pre-owned products?



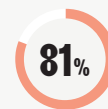
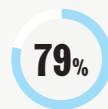
SECOND-HAND PRODUCTS, AN OFFER...

RETAILERS

SPECIFIERS



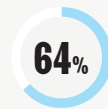
...THAT OFFERS A MEANS OF DIFFERENTIATION



Of those offering second-hand products state that this offer helps them stand out from the competition



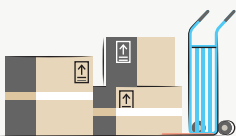
...THAT WILL BE ESSENTIAL IN THE FUTURE



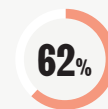
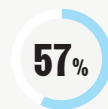
Consider that it will be essential to offer second-hand/pre-owned products

41%⁽¹⁾

76%⁽¹⁾



...WHOSE AVAILABILITY HAS ROOM FOR IMPROVEMENT



Consider that the second-hand product offer is easily available today

57%⁽¹⁾



...THAT REMAINS A SOURCE OF CONCERN FOR RETAILERS



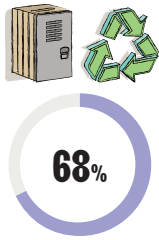
Believe that the growth of second-hand/pre-owned products can hurt their sales

43%⁽¹⁾

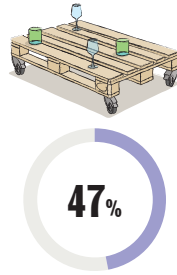
⁽¹⁾ Compared to October 2021

WHAT SHARE OF BRANDS SELL...?

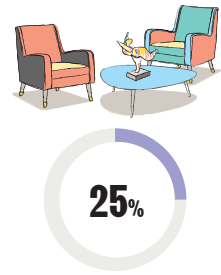
Products made using recycled materials



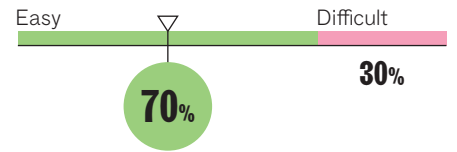
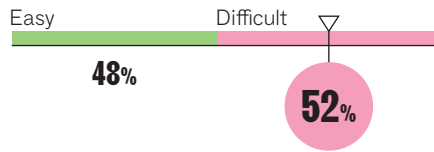
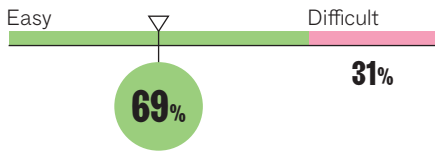
Upcycled products



Second-hand/Pre-owned products



HOW DIFFICULT IS PRODUCTION AND/OR SUPPLY?



THE MAIN LIMITATIONS EXPERIENCED BY BRANDS

- It's a niche market/Demand is not yet sufficiently developed



- The need to identify specialized contacts/have a network for this



- More limited sourcing in terms of quantities/volume



- More limited availability of materials



- Supply/Sourcing can be long and tiresome



- Technical options for production are complex



- Production costs are too high



MAJOR MARKET INDICATORS

After the last half of 2022 raised concerns, 2023 has begun with signs of stability for decor, design, and lifestyle professionals

EVOLUTION IN SALES OVER THE PAST 4 MONTHS

compared to the same period last year

26%



Down

45%



Same

29%



Up

Retailers

42%

Specifiers

49%

Brands

38%

FORECASTED SALES FIGURES

over the next 4 months

38%
+20 pts⁽²⁾
Positive



13% -21 pts⁽²⁾
Negative

50%
+2 pts⁽²⁾
Neutral

Retailers

49%

Specifiers

53%

Brands

45%

⁽²⁾ evol. vs. October 2022

THE STATE OF INVENTORY, ORDER LEVELS,
PERFORMANCE BY SALES OR PROMOTIONAL CHANNEL...

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

