

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 an online survey conducted from October 2-19, 2023: 1,133 respondents - Brands, Retailers, or Specifiers.

RETAILERS

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

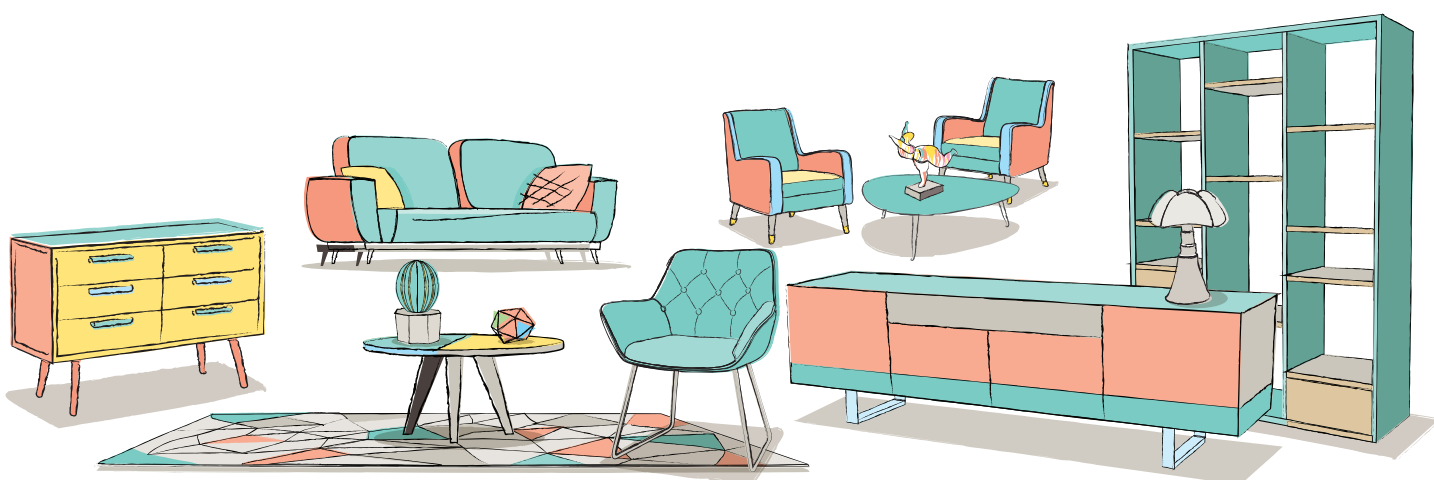
SPECIFIERS

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

BRANDS

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

MAJOR MARKET INDICATORS



Over the past 4 months, business has been stable, with initial signs of a recovery

EVOLUTION IN SALES OVER THE PAST 4 MONTHS

compared to the same period last year
Evol. vs. October 2022

32%
-13pts



Decrease

40%
+2pts



Same Level

28%
+11pts



Increase

RETAILERS

35% -17pts

39% +5pts

26% +12pts

SPECIFIERS

25% -13pts

48% +1pt

27% +12pts

BRANDS

37% =

31% -2pts

32% +2pts

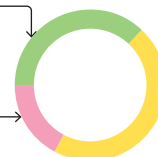
Resilience among stakeholders and effective inventory management are evidence of a return to greater peace of mind

SALES OUTLOOK OVER THE NEXT 4 MONTHS

Evol. vs. October 2022

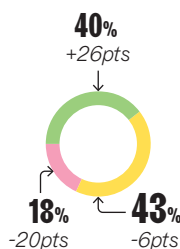
37%
+19pts
Positive

17%
-17pts
Negative

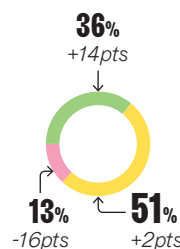


46%
-2pts
Neutral

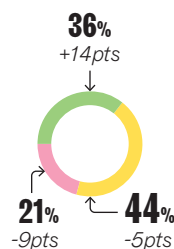
RETAILERS



SPECIFIERS

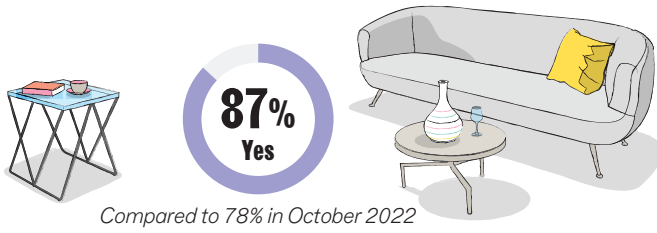


BRANDS



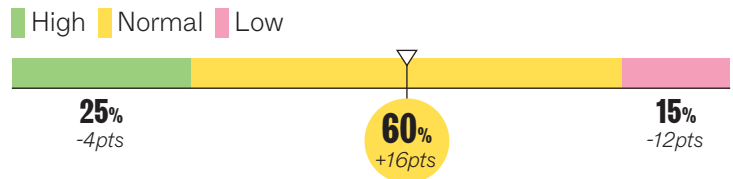
ON THE BRANDS' SIDE

OUTLOOK FOR NEW PRODUCT LAUNCHES WITHIN THE NEXT 4 MONTHS



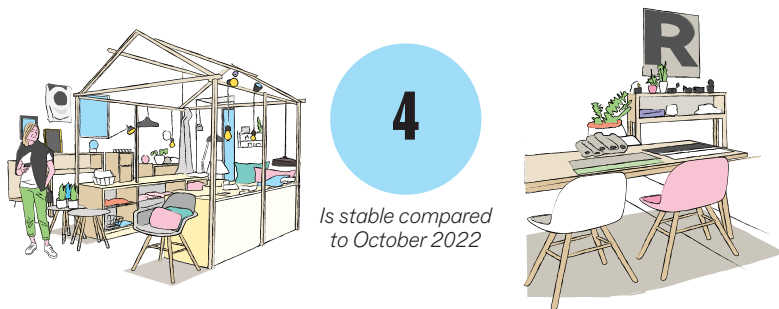
MERCHANDISE/PRODUCT INVENTORY LEVELS

Evol. vs. October 2022



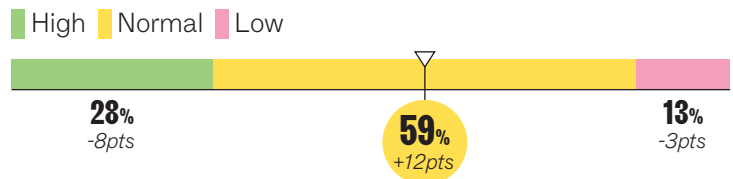
ON THE RETAIL SIDE

THE NUMBER OF NEW BRANDS ADDED TO ASSORTMENTS OVER THE PAST 4 MONTHS



MERCHANDISE INVENTORY LEVELS

Evol. vs. October 2022



ON THE SPECIFIER SIDE

THE NUMBER OF NEW PROJECTS OVER THE PAST 4 MONTHS IS DOWN

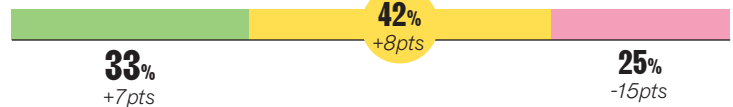


STRONG MOMENTUM IN RESIDENTIAL AND WORKSPACE DESIGN PROJECTS

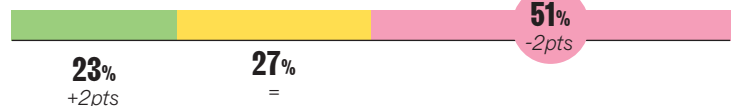
Evol. vs. October 2022

More projects Same number of projects Less projects

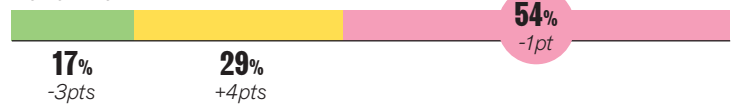
RESIDENTIAL



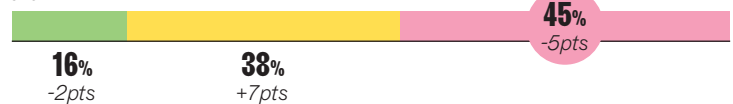
HOTELS



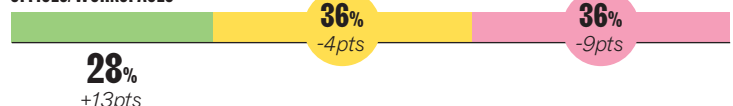
RESTAURANTS



SHOP/RETAIL



OFFICES/WORKSPACES



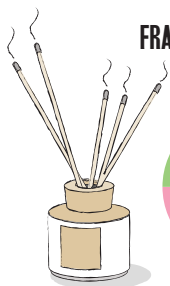
A FOCUS ON WELLNESS IN OCTOBER 2023



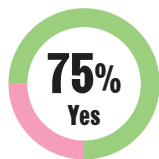
ON THE RETAIL SIDE

WELL-BEING IN BODY, MIND AND HOME IS AT THE HEART OF RETAILERS' ASSORTMENTS

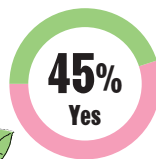
As part of your business, do you sell...?



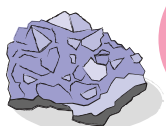
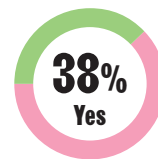
FRAGRANCES, SCENTS,
PERFUMES



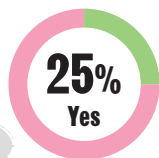
BODY OR FACIAL SKIN CARE PRODUCTS
AND/OR ACCESSORIES



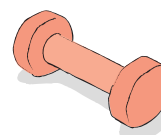
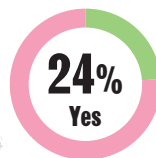
PRODUCTS AND ACCESSORIES
FOR HOUSEHOLD CLEANING AND CARE



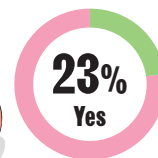
HOLISTIC OR SPIRITUAL
ACCESSORIES



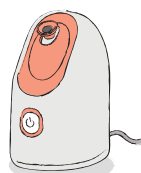
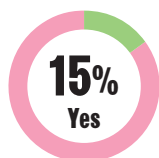
WELLNESS PRODUCTS
OR SUPPLEMENTS



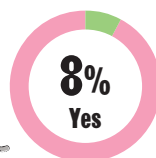
ACCESSORIES FOR SPORT
OR RELAXATION



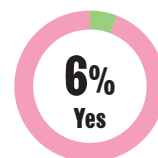
MAKE-UP



BEAUTY-TECH ACCESSORIES



INTIMACY/PERSONAL CARE PRODUCTS



1/5

One out of five retailers
hosts wellness-related events/
workshops within their retail space

« The team at Maison&Objet has clearly understood that wellness is a major trend in our society and industry. Our shop has had a wellness department for several years, and nearly 15% of our sales come from wellness-related items. Sales of these products continue to grow. »

Independent Retailer, The Netherlands

A WAVE OF WELLNESS IS WASHING OVER SPECIFIER DESIGN PROJECTS

Have you noticed an increasing demand for wellness spaces within the following projects?

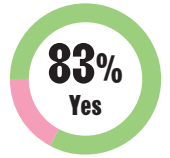
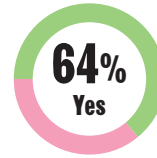
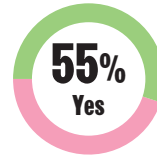
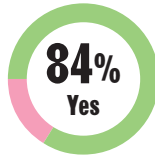
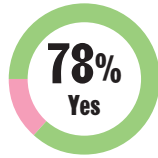
RESIDENTIAL

HOTELS

RESTAURANTS

SHOP/RETAIL

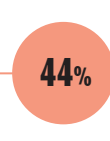
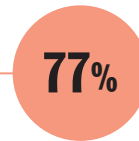
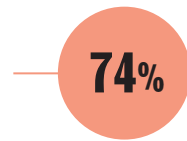
OFFICES, WORKSPACES



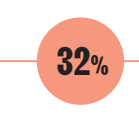
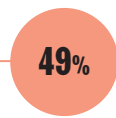
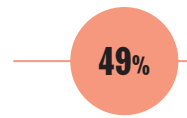
For which types of spaces?



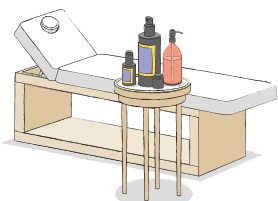
Green outdoor spaces/Terraces



Relaxation or Rest areas, Quiet zones



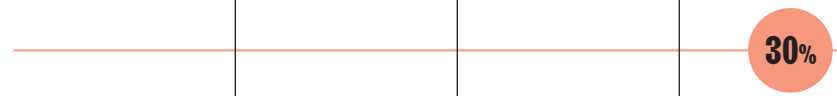
Gym, fitness or exercise room



Spa, thalassotherapy or massage space



Beauty and treatment center



SCAN THE QR CODE TO DISCOVER MORE ECONOMIC INDICATORS FROM THE MAISON&OBJET BAROMETER

