

THE BAROMETER FOR THE DECOR, DESIGN, AND LIFESTYLE INDUSTRY

For its barometer, Maison&Objet surveys industry stakeholders twice a year about market indicators or current issues facing the industry. The following data is based on the results of an online questionnaire sent out from March 25 through April 8, 2024 to 1,090 participants who are Brands, Retailers, or Specifiers.

RETAILERS

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

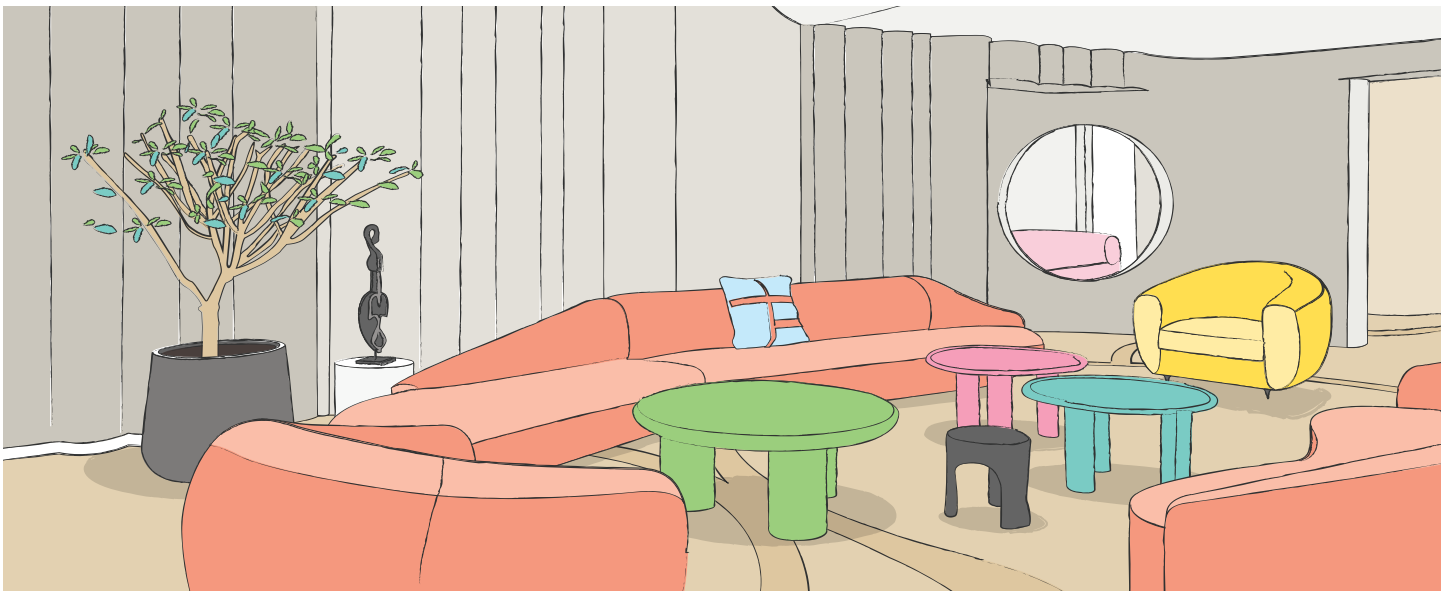
SPECIFIERS

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

BRANDS

Manufacturers, designers, decor, design or lifestyle product makers

MAJOR MARKET INDICATORS



A tense past six months

SALES TREND OVER THE PAST 6 MONTHS

compared to the same period last year

39%



Decrease

36%



Same Level

25%



Increase

RETAILERS



SPECIFIERS

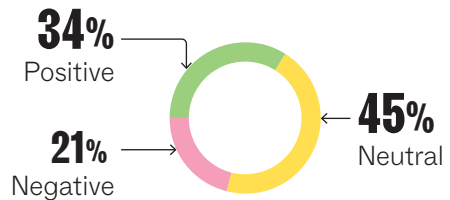


BRANDS

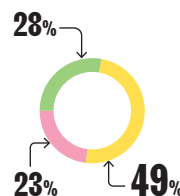


Business is expected to hold steady from April to September 2024

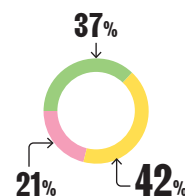
SALES OUTLOOK OVER THE 6 NEXT MONTHS



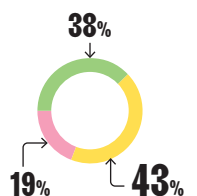
RETAILERS



SPECIFIERS



BRANDS

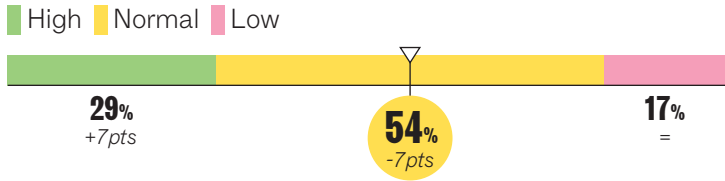


ON THE BRANDS' SIDE

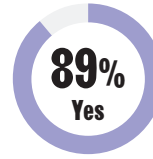
Brands are ready for the upturn that's now underway

MERCHANDISE INVENTORY LEVELS

Compared to April 2023



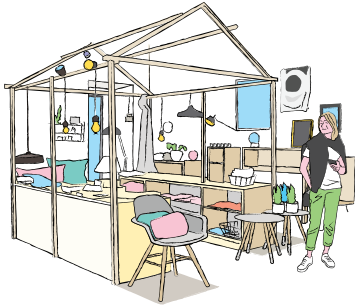
PRODUCT LAUNCH OUTLOOK FROM APRIL TO SEPTEMBER 2024



ON THE RETAIL SIDE

Retailers are refreshing their assortments and leveraging the most dynamic product categories

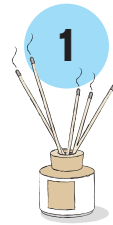
NUMBER OF NEW BRANDS ADDED TO INVENTORY OVER THE PAST 6 MONTHS



5

THE HIGHEST PERFORMING PRODUCT CATEGORIES OVER THE PAST 6 MONTHS

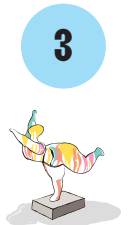
(in terms of sales volume)



1 Fragrances & Wellness



2 Cooking & Gourmet Grocery

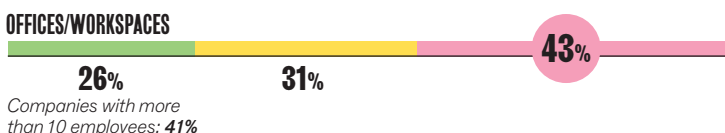
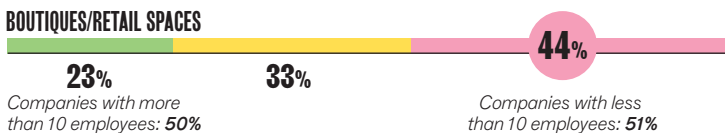
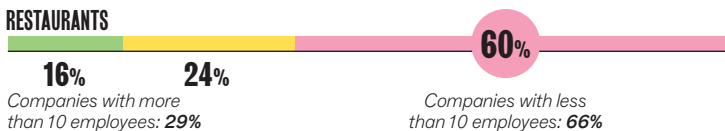
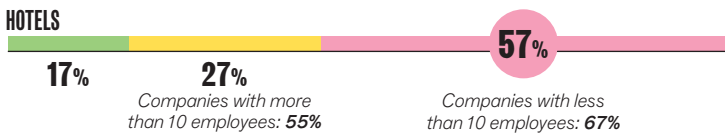
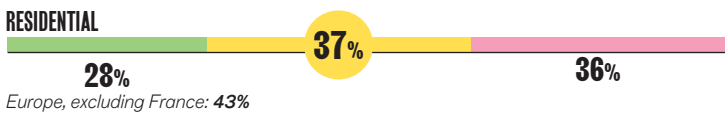


3 Gifts

ON THE SPECIFIERS' SIDE

RESIDENTIAL PROJECTS HAVE BEEN HOLDING THEIR OWN OVER THE PAST 6 MONTHS

More projects Same number of projects Less projects



NUMBER OF NEW PROJECTS OVER THE PAST 6 MONTHS

6



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

Find out more

