ISSUE 8
APRIL 2024

MAISON&OBJET BAROMETER

www.maison-objet.com

THE BAROMETER FOR THE DECOR, DESIGN, AND LIFESTYLE INDUSTRY

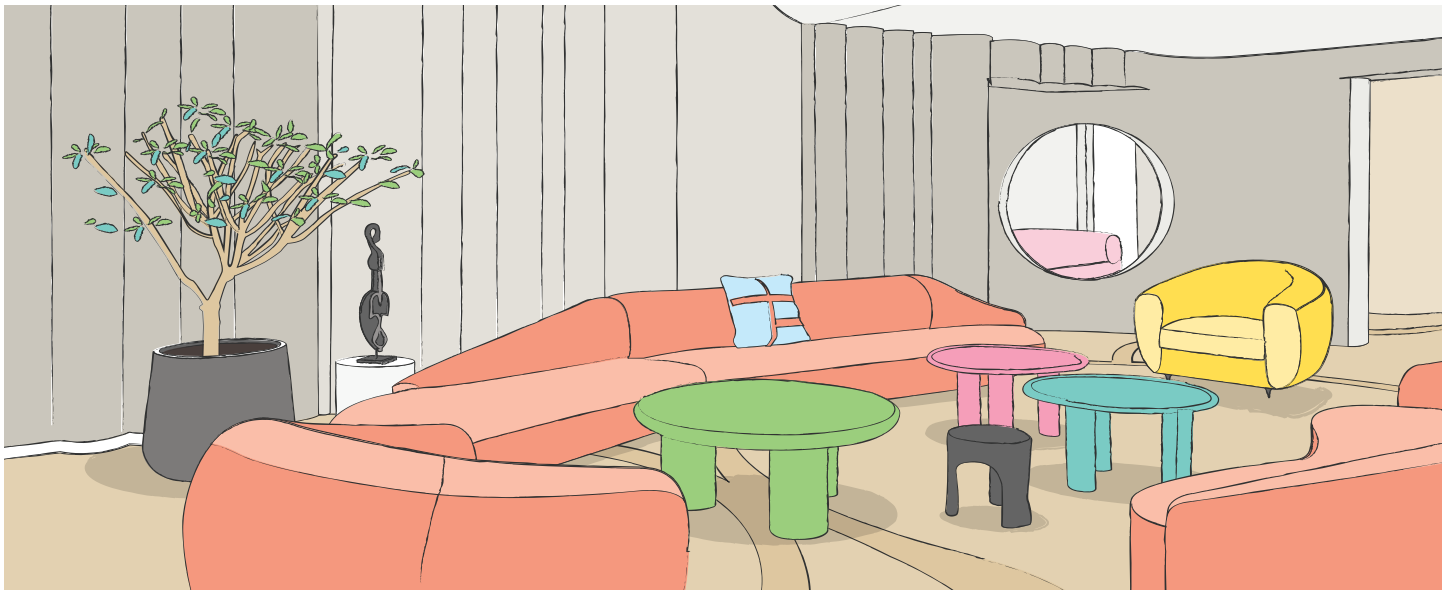
For its barometer, Maison&Objet surveys industry stakeholders twice a year about market indicators or current issues facing the industry. The following data is based on the results of an online questionnaire sent out from March 25 through April 8, 2024 to 1,090 participants who are Brands, Retailers,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

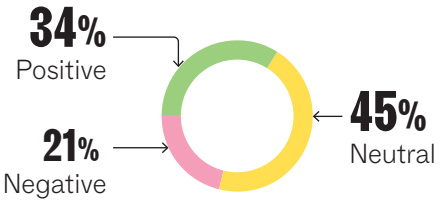
compared to the same period last year

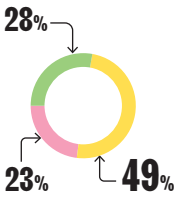
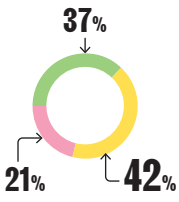
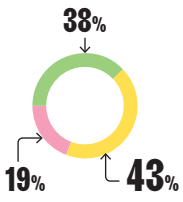
Decrease	Same Level	Increase
39%	36%	25%

RETAILERS	SPECIFIERS	BRANDS
43%	37%	38%
34%	38%	36%
23%	25%	26%

Business is expected to hold steady from April to September 2024

SALES OUTLOOK OVER THE 6 NEXT MONTHS



RETAILERS	SPECIFIERS	BRANDS
		

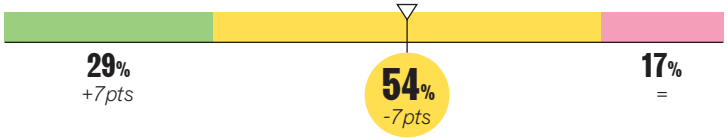
ON THE BRANDS' SIDE

Brands are ready for the upturn that's now underway

MERCHANDISE INVENTORY LEVELS

Compared to April 2023

High | Normal | Low



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

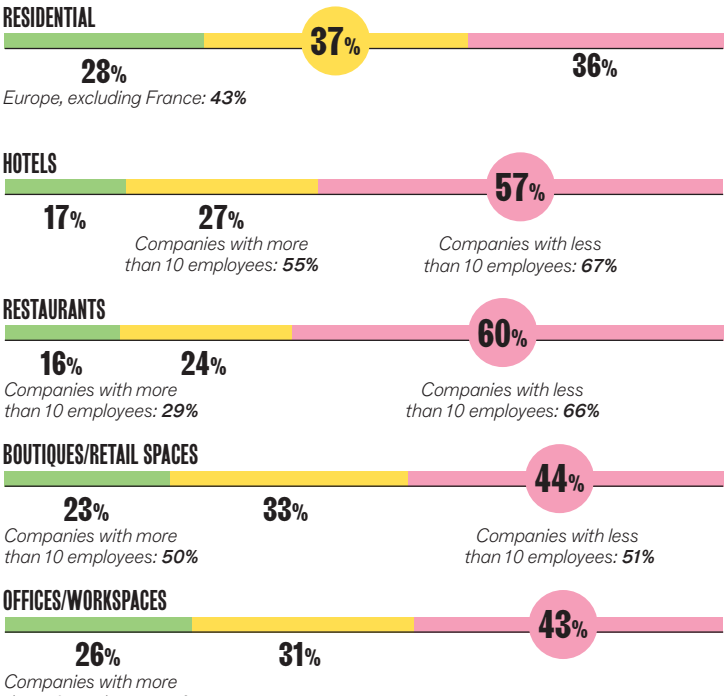
(in terms of sales volume)

Fragrances & Wellness | Cooking & Gourmet Grocery | 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



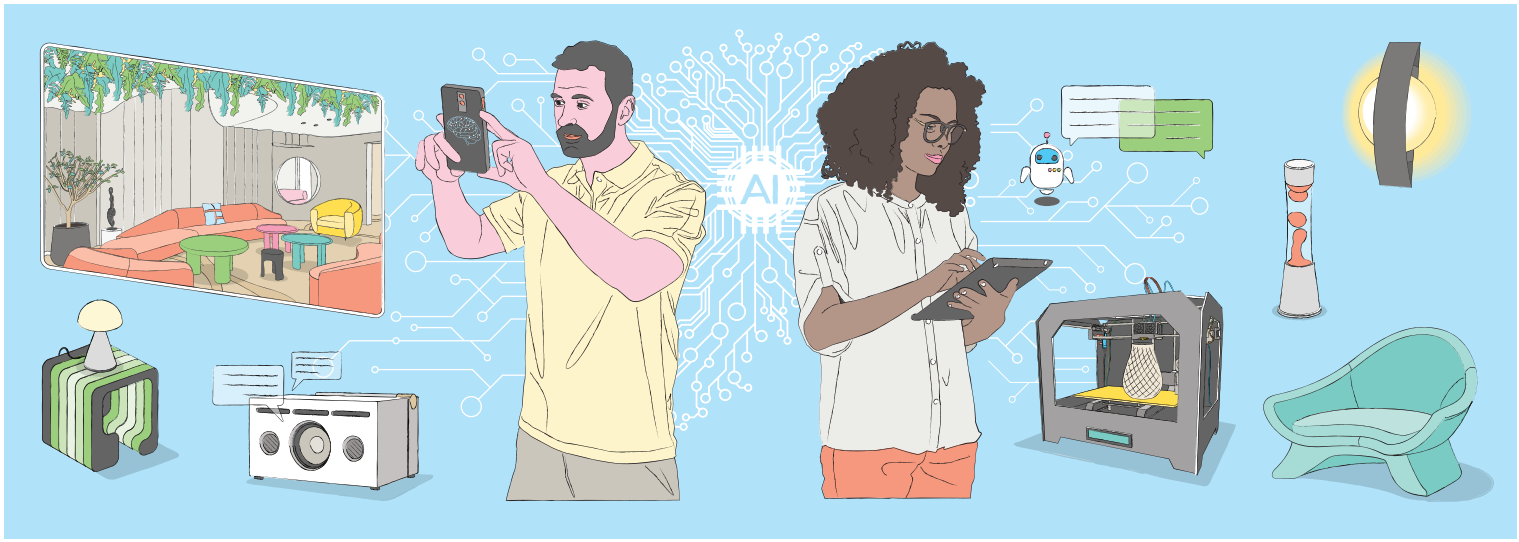
NUMBER OF NEW PROJECTS OVER THE PAST 6 MONTHS

6

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

Find out more +

A FOCUS ON ARTIFICIAL INTELLIGENCE



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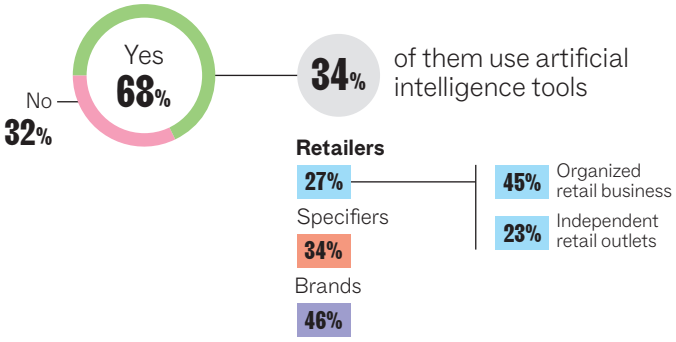
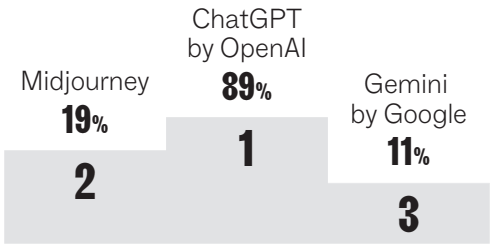
ARTIFICIAL INTELLIGENCE AS A NEW TOOL: A PROMISING START

IS ARTIFICIAL INTELLIGENCE A CLEAR CONCEPT?



AI TOOLS USED:



A FEW RESERVATIONS WERE MENTIONED...

Artificial intelligence...

raises questions in terms of intellectual property and data security
86% | 14%

is impacting creativity
63% | 37%

runs the risk of substituting itself for human beings
58% | 42%

is too complex or costly for small businesses
56% | 44%

...MARVELOUS OPPORTUNITIES ARE ON THE HORIZON

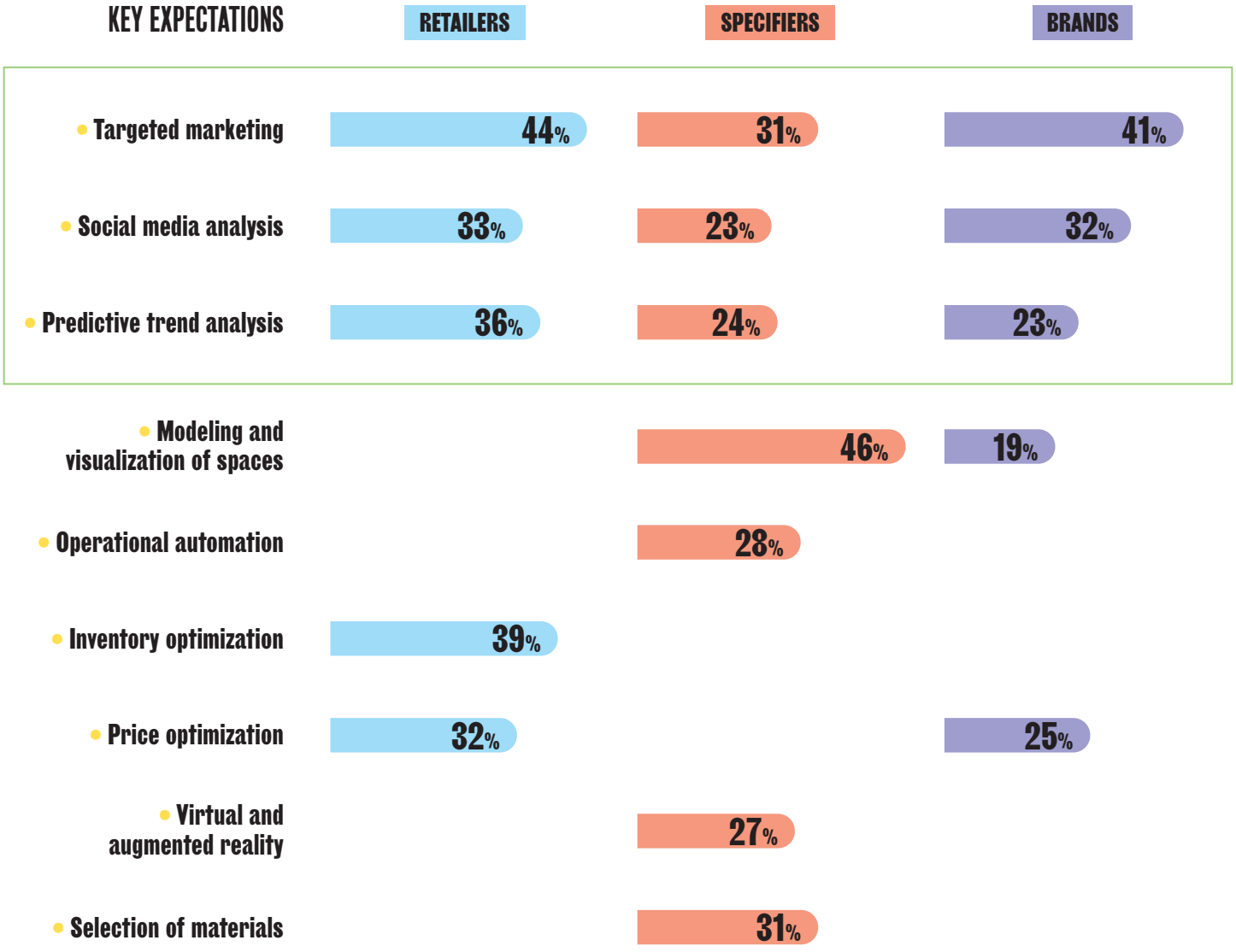
will become an essential working tool in the future
84% | 16%

helps us save time and be more productive
80% | 20%

allows for cost optimization or reduction
60% | 40%

Yes | No

ARTIFICIAL INTELLIGENCE: A DESIRE TO TAKE THINGS A STEP FURTHER



Targeted marketing
(identifying client segments by adapting messaging, content, and formats according to their preferences and behavior)

Social media analysis
(analysis of conversations, opinions, consumer preferences, key themes or trends, etc.)

Predictive trend analysis
(predicting market shifts, future purchasing behaviors, emerging market trends)

Modeling and visualization of spaces
(creation of 3D models of spaces, exploration of various configurations, materials, and decorative styles, visualization of the final result, etc.)

Operational automation
(substitution for operational tasks, allowing teams to focus on more strategic matters)

Inventory optimization
(avoiding product shortages or surpluses, optimizing inventory planning)

Price optimization
(analysis of competitors' rates, price fluctuations, and purchasing behavior, in order to set prices)

Virtual and augmented reality
(virtual visits to project spaces, simulated environments, etc.)

Selection of materials
(recommendations of construction materials and finishings according to criteria such as budget, durability, aesthetics, environmental requirements, etc.)

1 out of 2

This is the proportion of non-users who have **expressed interest in artificial intelligence solutions to help them with everyday business matters**