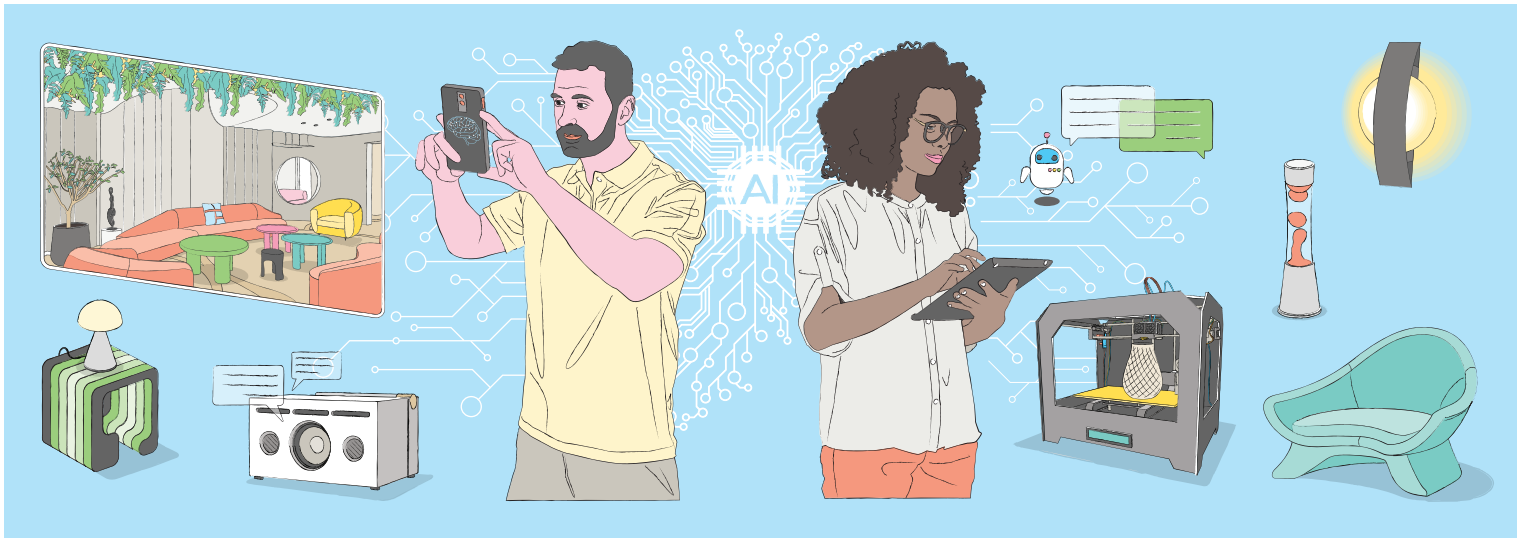


A FOCUS ON ARTIFICIAL INTELLIGENCE



The following data is based on the results of an online questionnaire sent out from March 25 to April 8, 2024 to 1,090 international decor, design, and lifestyle professionals.

RETAILERS

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

SPECIFIERS

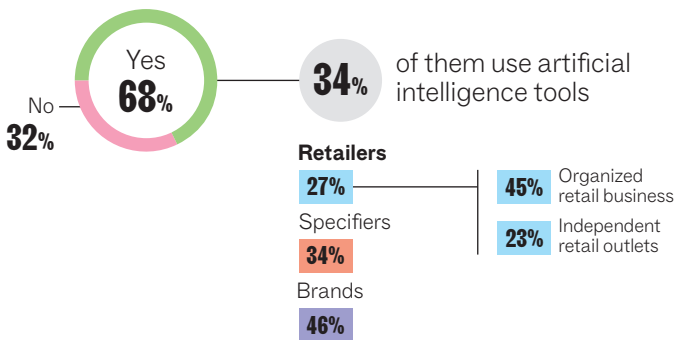
Interior designers, architects, real estate developers, landscape architects, etc.

BRANDS

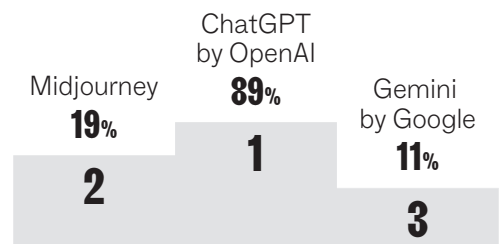
Manufacturers, designers, decor, design or lifestyle product makers

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



is impacting creativity



runs the risk of substituting itself for human beings



is too complex or costly for small businesses



...MARVELOUS OPPORTUNITIES ARE ON THE HORIZON

will become an essential working tool in the future



helps us save time and be more productive



allows for cost optimization or reduction



Yes No

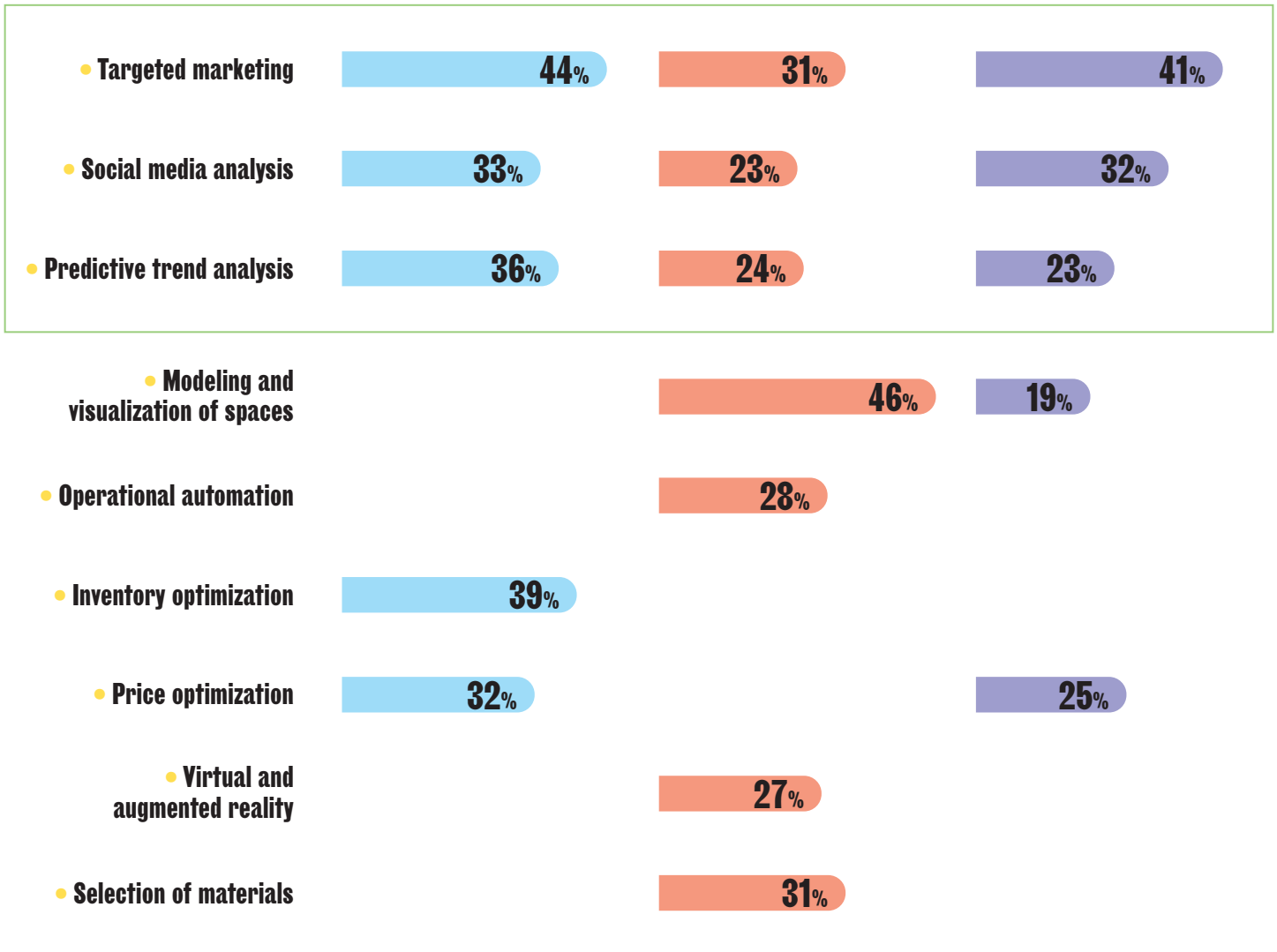
ARTIFICIAL INTELLIGENCE: A DESIRE TO TAKE THINGS A STEP FURTHER

KEY EXPECTATIONS

RETAILERS

SPECIFIERS

BRANDS



• 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

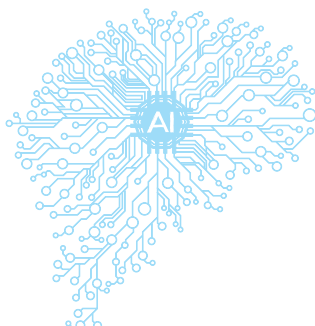
(analysis of competitors' rates, price fluctuations, and purchasing behavior, in order to set prices)

• 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