

THE BAROMETER FOR THE DECOR, DESIGN, AND LIFESTYLE INDUSTRY

For its barometer, Maison&Objet surveys industry stakeholders twice a year on market indicators or current issues facing the industry. The following data is based on the results of an online questionnaire conducted from October 3-21, 2024, involving 886 respondents – 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

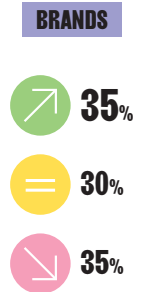
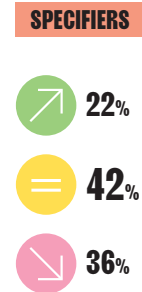
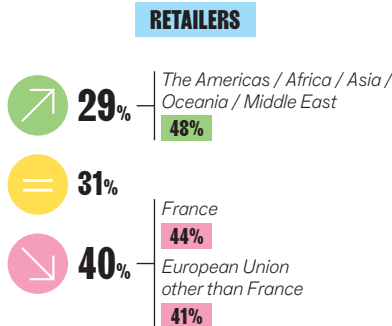
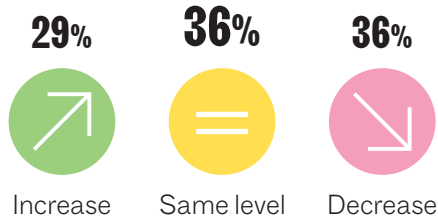
MAJOR MARKET INDICATORS

After resilience, optimism is in sight

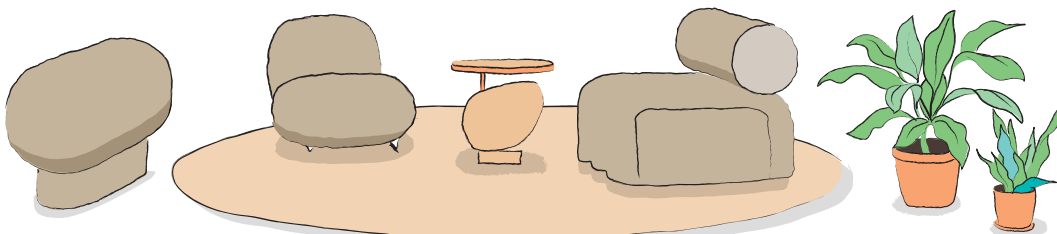
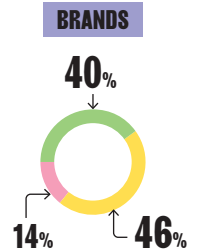
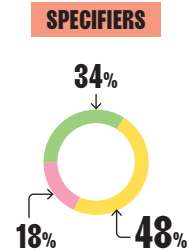
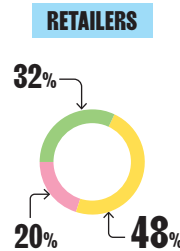
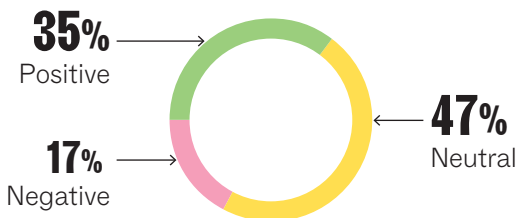
Circumstances are complex for industry stakeholders, particularly for retail within the European Union. Professionals remain fully mobilized, looking for solutions to help them adapt to shifts in the economic and geopolitical climate.

SALES TREND OVER THE PAST 6 MONTHS

Compared to the same period last year



SALES OUTLOOK FOR THE NEXT 6 MONTHS

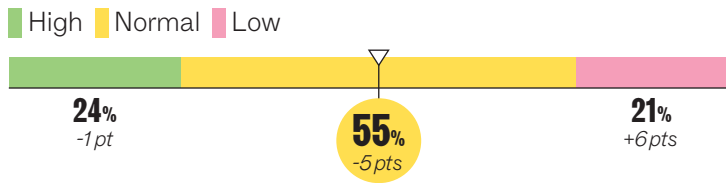


ON THE BRANDS' SIDE

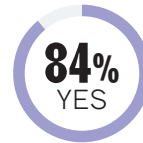
Brands are rising to the challenge of changing consumer habits and are focused on launching new products to boost their business.

MERCHANDISE INVENTORY LEVELS

October 2024 vs. October 2023



PRODUCT LAUNCH OUTLOOK FROM OCTOBER 2024 TO MARCH 2025



ON THE BUYERS' SIDE

RETAILERS

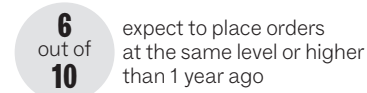
Always looking for ways to drive growth, retailers have adequately refreshed their assortments, and certain product categories are showing better results.

NEW BRANDS ADDED TO INVENTORY OVER THE PAST 6 MONTHS



ORDER OUTLOOK

From October 2024 through March 2025



NEW PROJECTS SIGNED OVER THE PAST 6 MONTHS



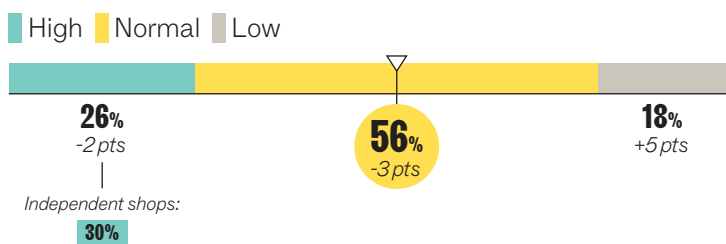
THE HIGHEST-PERFORMING PRODUCT CATEGORIES OVER THE PAST 6 MONTHS

(in terms of sales volume)



PRODUCT INVENTORY LEVELS

October 2024 vs. October 2023



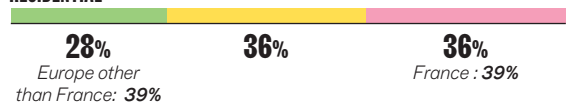
SPECIFIERS

The residential sector remains strong for specifiers. Office and shop projects are benefitting mid-sized and larger firms more.

DESIGN PROJECT MOMENTUM OVER THE PAST 6 MONTHS

More projects Same number of projects Less projects

RESIDENTIAL



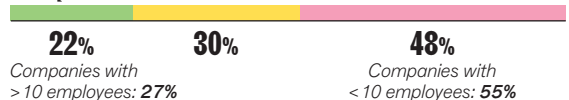
8 out of 10 specifiers are working on this type of project

OFFICES/WORKSPACES



1/2 of specifiers are working on this type of project

BOUTIQUES/RETAIL SPACES



4 out of 10 specifiers are working on these types of projects

HOTELS



1/3 of specifiers are working on these types of projects

RESTAURANTS



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