
ISSUE 9
OCTOB 2024

MAISON&OBJET BAROMETER

#MAISON
ETOBJET

MAJOR MARKET INDICATORS



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MAISON&OBJET BAROMETER

The barometer of the international decor, design and lifestyle industry

886

Respondents

226

Retailers

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

273

Specifiers

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

220

Brands

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

Our methodology

For its barometer, Maison&Objet surveys the community of key industry stakeholders twice a year about major market indicators and issues of current interest.

3 different populations are monitored:

RETAILERS

SPECIFIERS

BRANDS

The data in this report are based on the results of an online survey conducted from October 3rd to October 21st, 2024, of 886 respondents.

This report will reveal comparisons with some indicators from previous editions of the Maison&Objet Barometer.

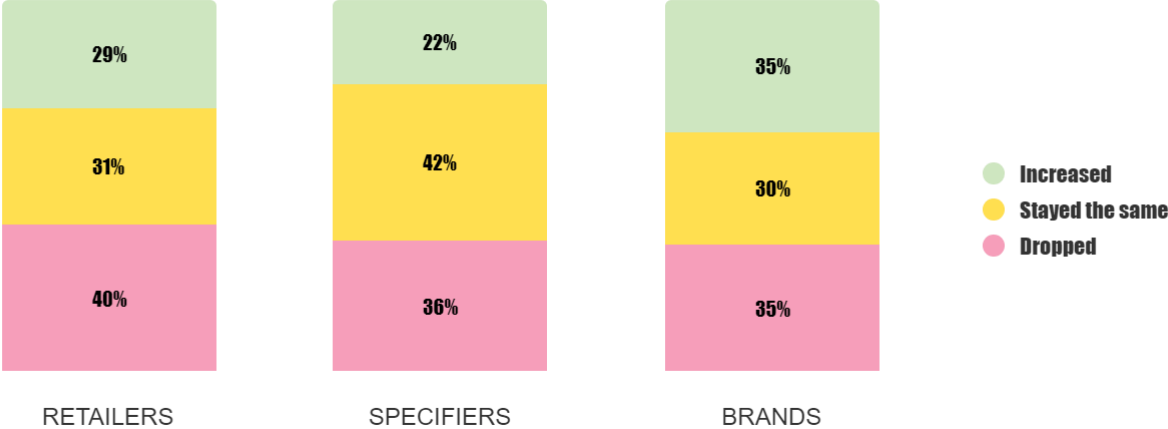
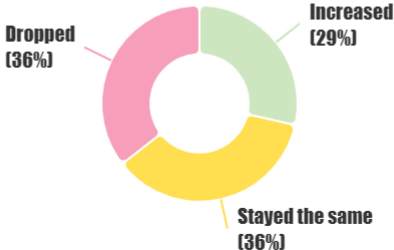
The respondents also includes 18 hotels & restaurants and 149 anonymous respondents but without specific analysis focused on these samples.

MAJOR MARKET INDICATORS

Sales revenue

Compared to the same period last year,
over the past 6 months, has your sales revenue...

Effective responses: 886

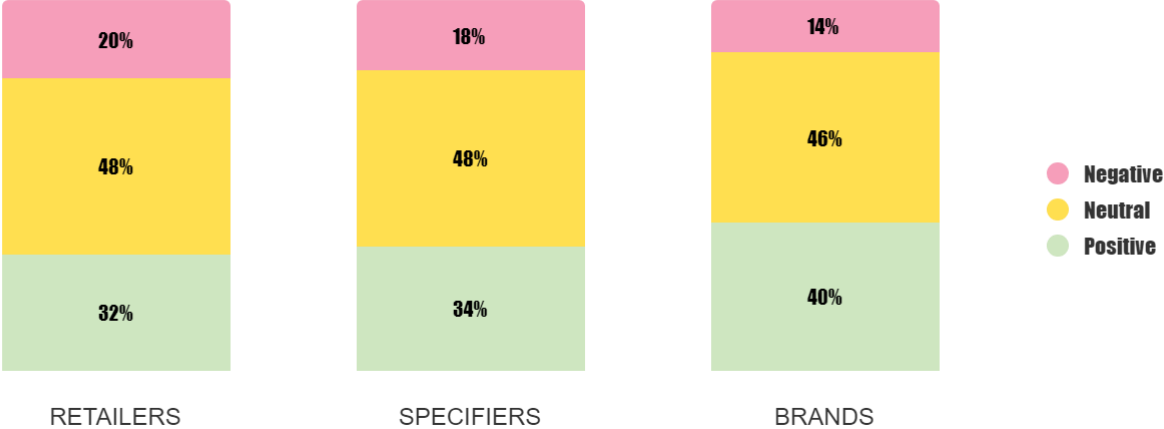
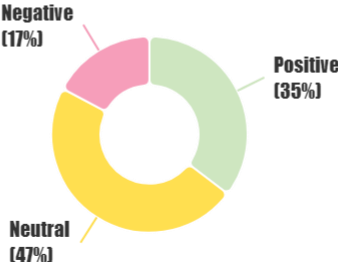


MAJOR MARKET INDICATORS

Sales outlook

Over the next 6 months,
your prospects in terms of sales revenue look:

Effective responses: 886

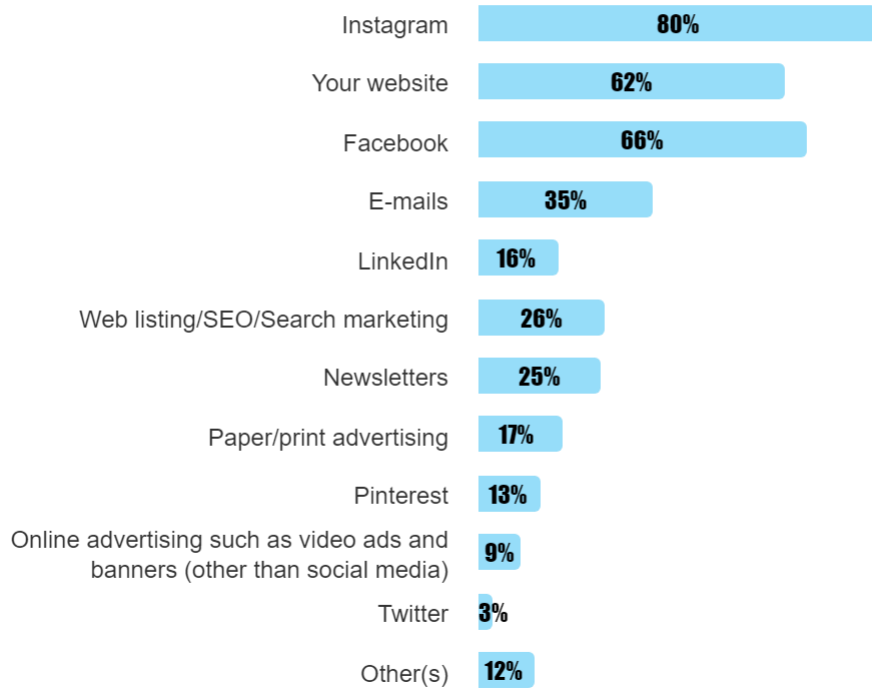


MAJOR MARKET INDICATORS

Channels of communication

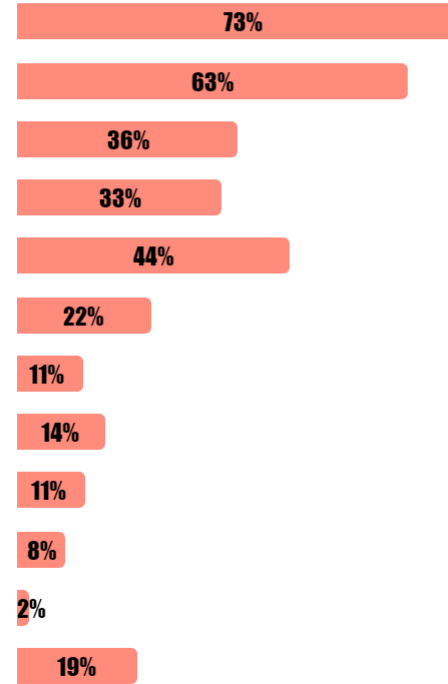
RETAILERS

Effective responses: 226



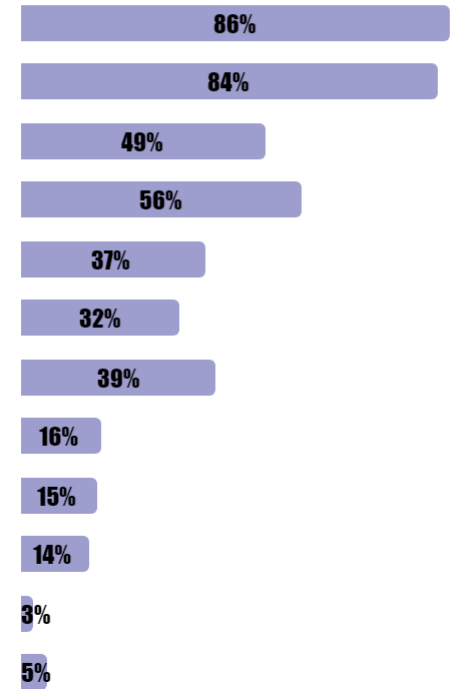
SPECIFIERS

Effective responses: 273



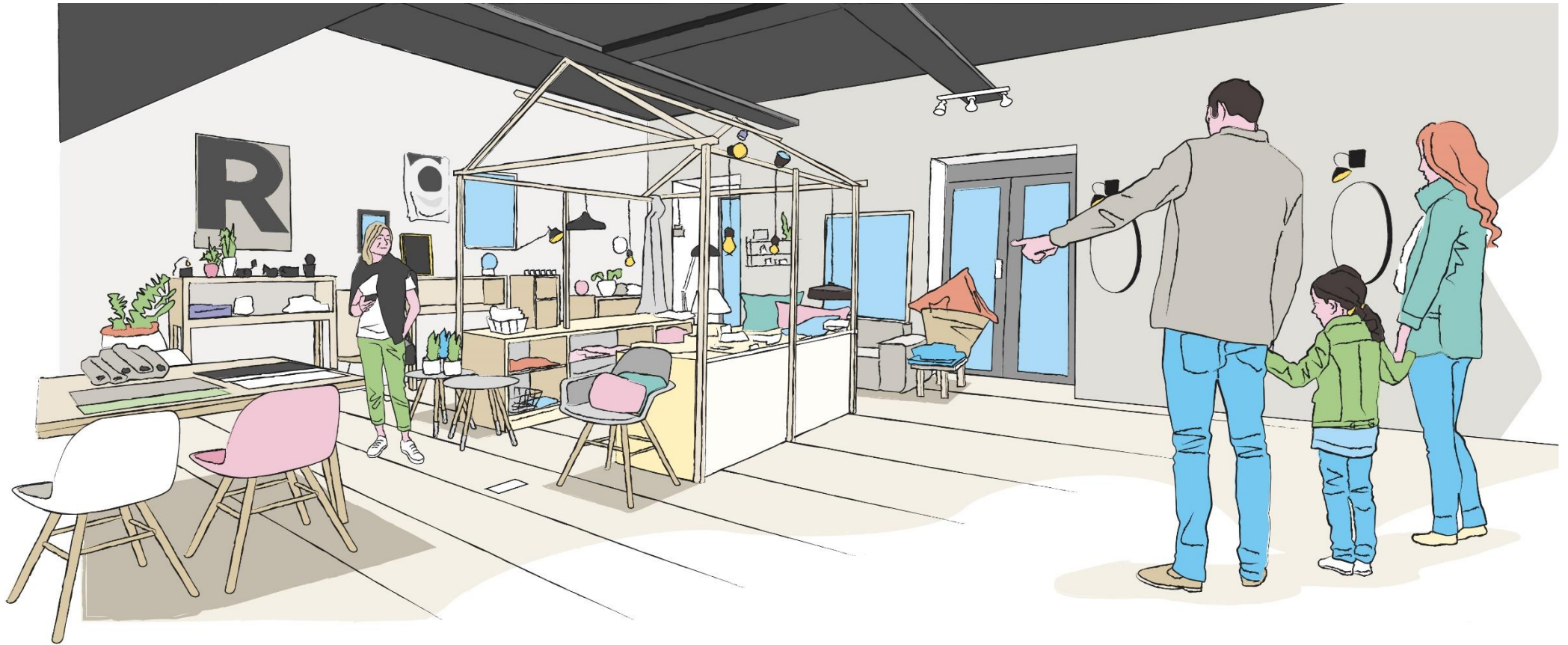
BRANDS

Effective responses: 220



Asked question : What online channels do you use to promote and communicate about your company?

RETAIL INDICATORS



RETAILERS include the following business profiles:

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

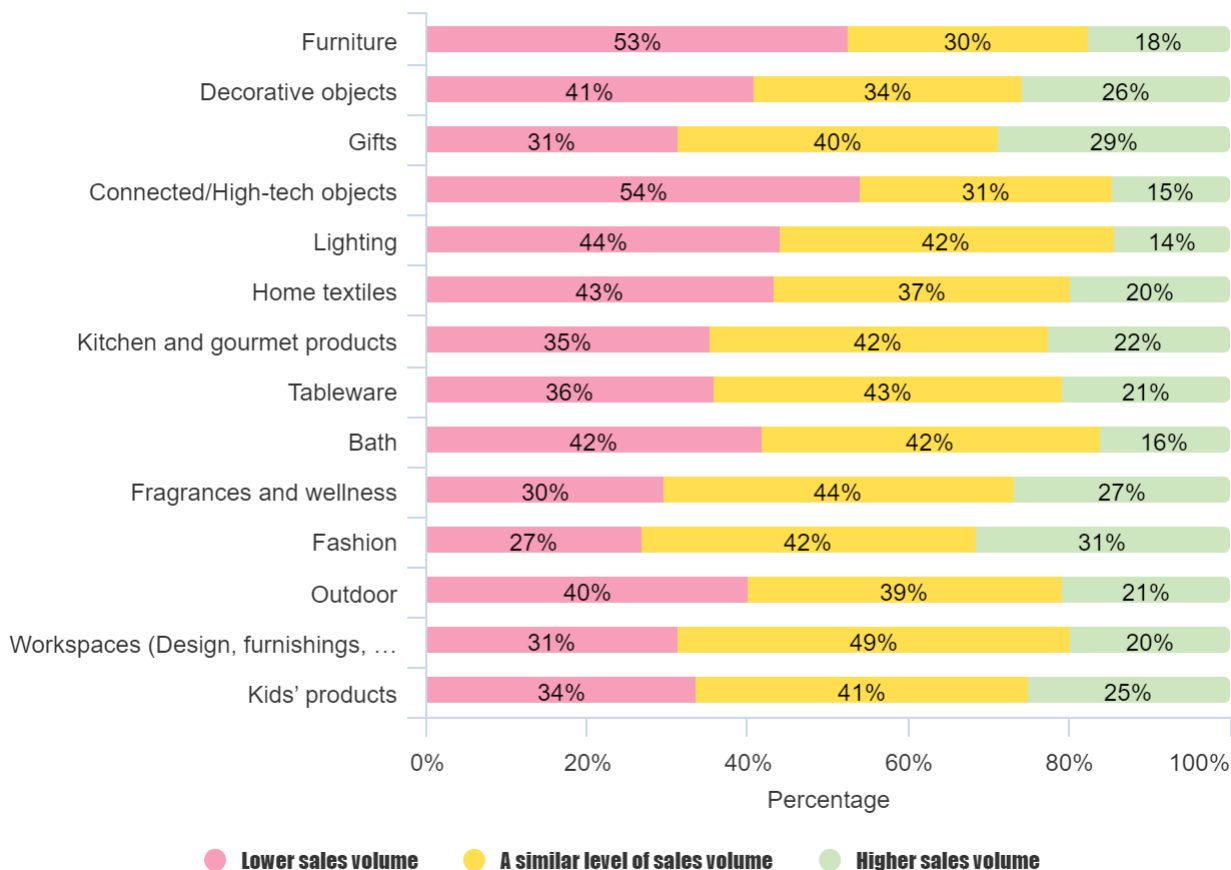


RETAIL INDICATORS

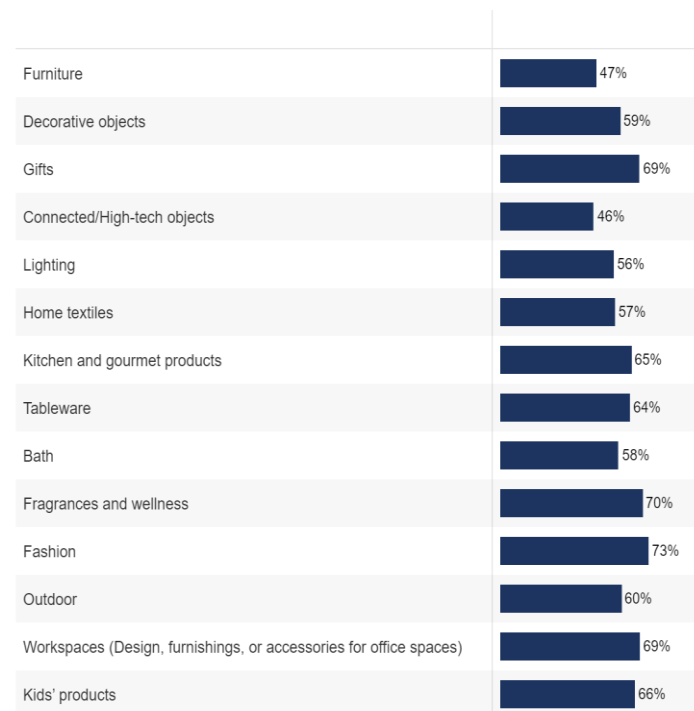
Performance per product categories



Compared to the same period last year,
what have your results been over the past 6 months, per product category?



Categories increasing or holding steady



* The question was asked only to retailers that declare selling the product category



RETAIL INDICATORS

Inventory



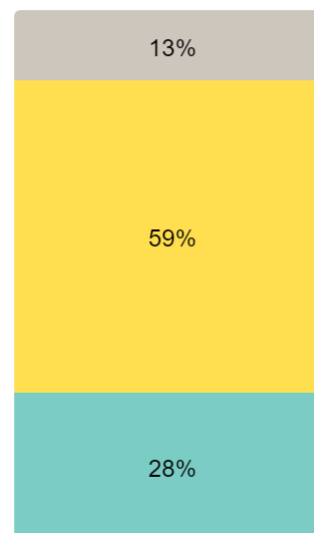
How many new brands have you selected for your assortment over the past 6 months?

5

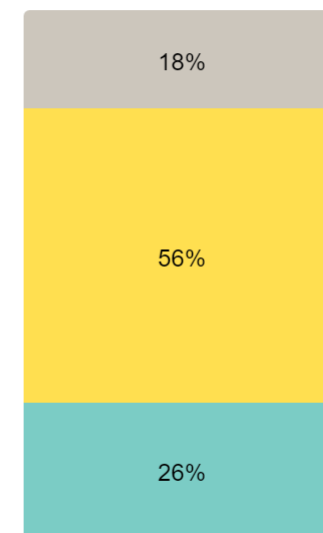
Mean

How would you describe your current level of product/merchandise inventory?

- Low
- Normal
- High



Barometer #7 October 2023



Baromètre #9 October 2024

population surveyed: Retailers from the Maison&Objet Barometer in October 2024



RETAIL INDICATORS

Orders & Promotions



Compared to the same period last year, over the next 6 months, do you plan to place orders with your suppliers (brands) that are...?



● Larger ● About the same size ● Smaller ● I don't plan to place any orders

Compared to the same period last year, over the next 6 months, do you plan to run promotional offers that are...?



● Larger ● About the same size ● Smaller ● I don't plan to run any promotional offers

population surveyed: Retailers from the Maison&Objet Barometer in October 2024



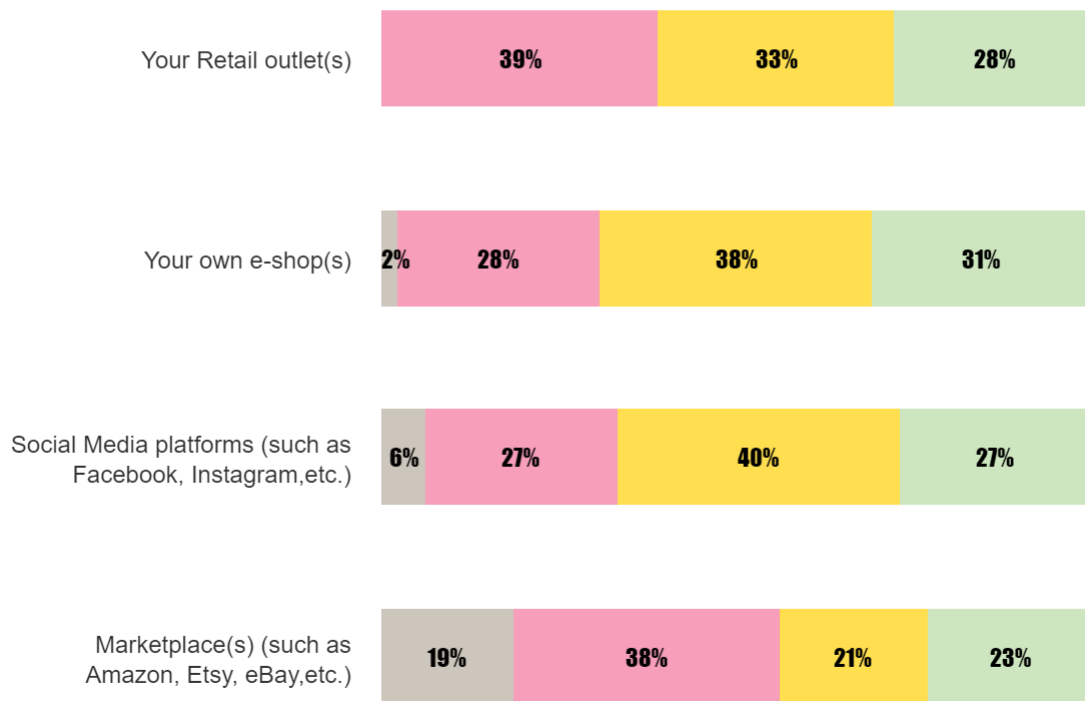
RETAIL INDICATORS

Sales channels performance



Compared to the same period last year, over the past 6 months, would you say that your sales volume from each respective sales channel...

● Has generated no sales whatsoever ● Has dropped ● Stayed the same ● Has increased



population surveyed: Retailers from the Maison&Objet Barometer in October 2024

SPECIFIERS' INDICATORS



SPECIFIERS include the following business profiles:

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



SPECIFIERS' INDICATORS

Project types

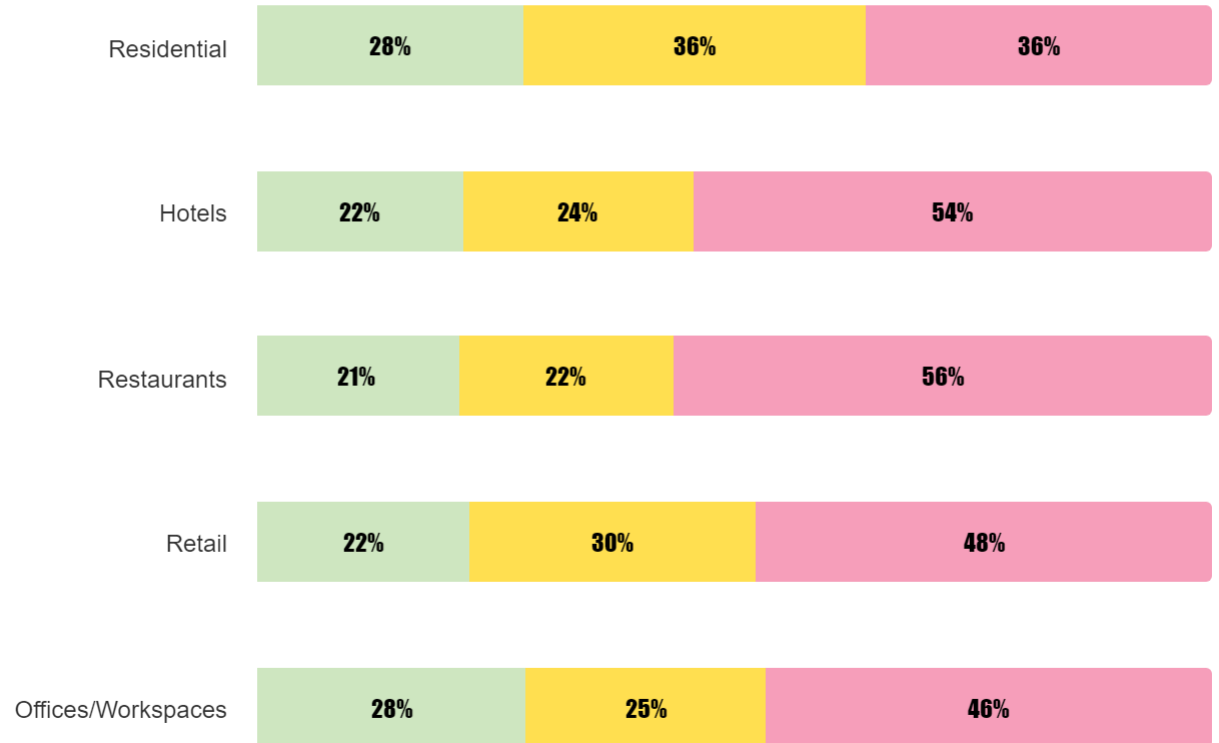


Compared to the same period last year, over the past 6 months, would you say that you've had

How many new projects have you obtained over the past 6 months?

5

More projects A similar number of projects Less projects



population surveyed: Specifiers from the Maison&Objet Barometer in October 2024



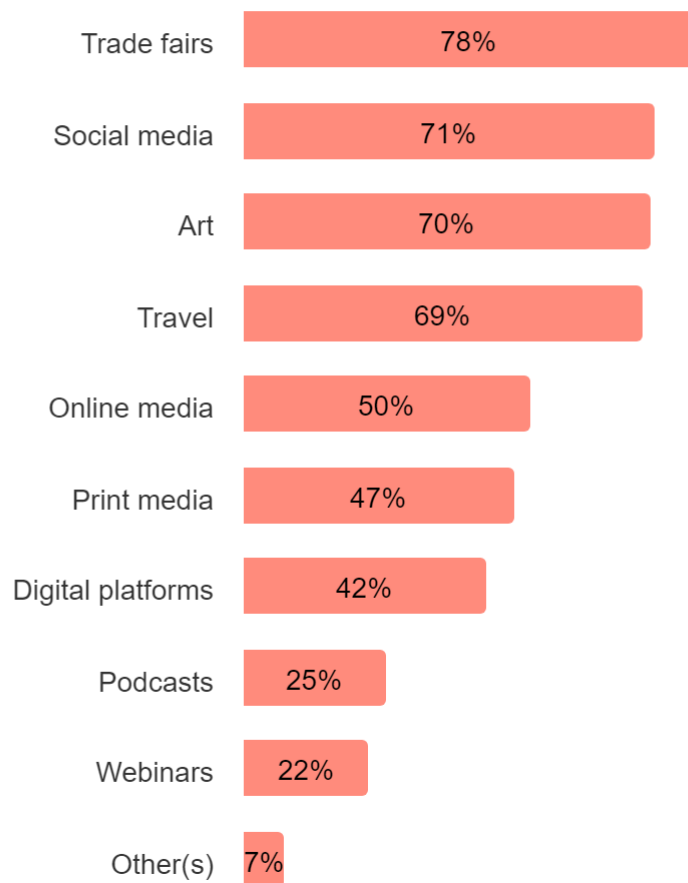
SPECIFIERS' INDICATORS

Sources of inspiration



Where do you get inspiration from?

Effective responses: 273



population surveyed: Specifiers from the Maison&Objet Barometer in October 2024

BRANDS' INDICATORS



BRANDS include manufacturers, designers, decor, design or lifestyle product makers



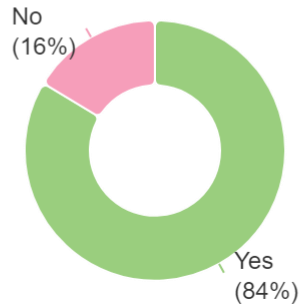
BRANDS' INDICATORS

Inventory levels & New product launches



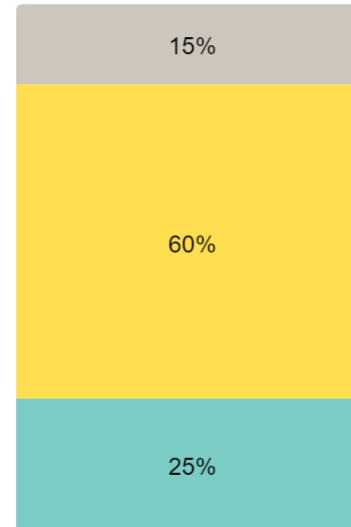
Do you plan to launch any new products over the next 6 months?

Effective responses: 220

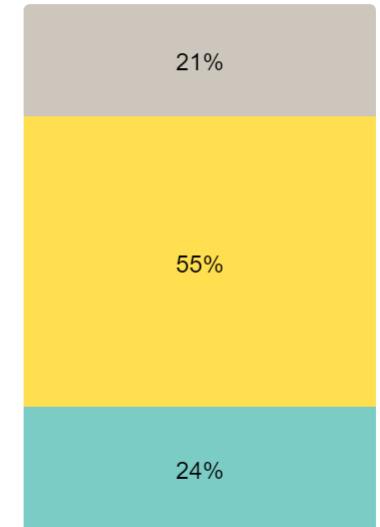


How would you describe your current level of product/merchandise inventory?

- Low
- Normal
- High



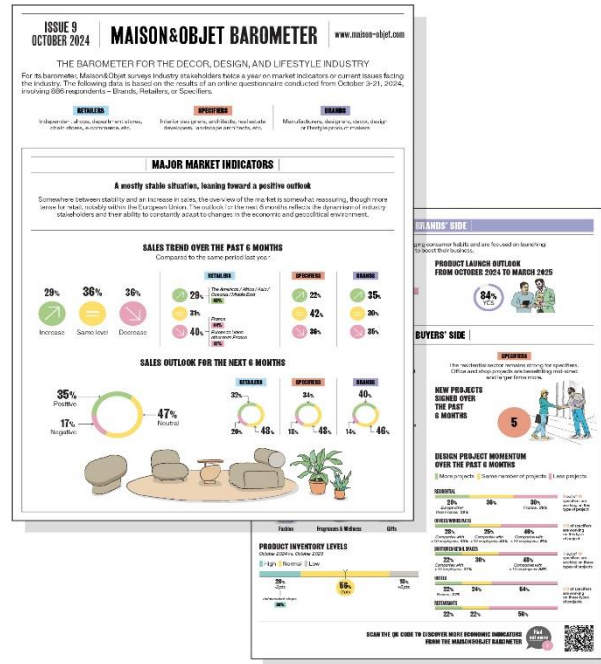
Barometer #7 October 2023



Baromètre #9 October 2024

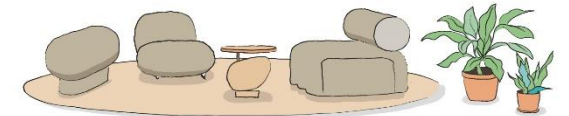
SYNTHESIS AT YOUR DISPOSAL

Discover all the figures from the Maison&Objet barometer in infographic form at www.maison-objet.com !



RETAILERS
6
out of
10

plan to place orders at the same level or higher than last year, between October 2024 and March 2025



MAISON&OBJET BAROMETER

The barometer of the international decor, design and lifestyle industry

Next barometer coming: APRIL 2025

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