

MAISON&OBJET BAROMETER



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THE BAROMETER OF THE DECOR, DESIGN, AND LIFESTYLE INDUSTRY

APRIL 2025

For its barometer, Maison&Objet surveys industry stakeholders twice a year on market indicators or matters of current interest.

The following data is based on an **online survey** administered between March 17th and April 4th, 2025 to 1,183 international respondents, which included **Brands**, **Retailers**, and **Specifiers** from 73 different countries.

WHO ARE THEY?

BRANDS



MANUFACTURERS, DESIGNERS,
DECOR, DESIGN OR LIFESTYLE
PRODUCT MAKERS

SPECIFIERS



INTERIOR DESIGNERS, ARCHITECTS,
REAL ESTATE DEVELOPERS,
LANDSCAPE ARCHITECTS, ETC.

RETAILERS

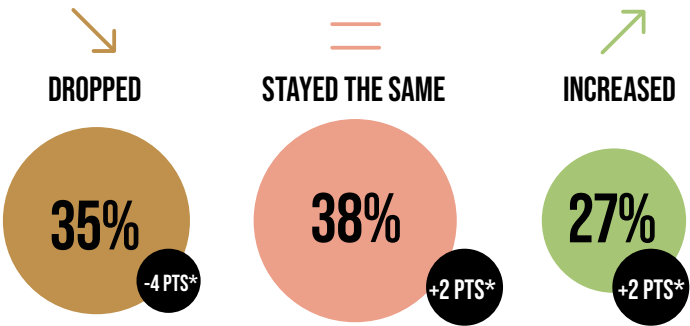


INDEPENDENT BOUTIQUES,
DEPARTMENT STORES, CHAIN
STORES, E-COMMERCE, ETC.

WHAT DO YOU NEED TO KNOW ABOUT THE INDUSTRY OVER THE PAST 6 MONTHS?

COMPARED TO THE SAME PERIOD LAST YEAR, OVER THE PAST 6 MONTHS, HAS YOUR SALES REVENUE:

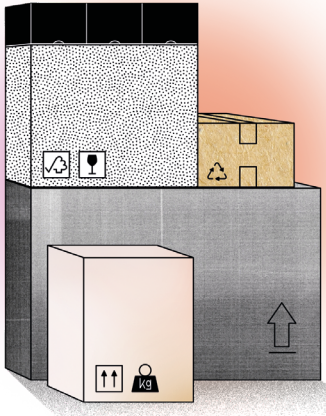
OCTOBER 2024 TO MARCH 2025



Planning ahead to stand strong

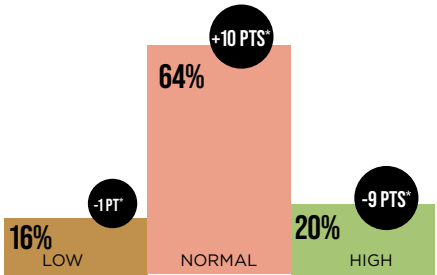
Between October 2024 and March 2025, 65% of respondents in all categories state that their sales have remained even with last year, or even higher, for 27% of them. After many months of multiple crises, the mood of industry stakeholders seems to be turning a corner. Though respondents expressed some anxiety over current challenges, they have reaffirmed their desire to innovate to adapt to a constantly evolving marketplace. They are showing resilience within the current environment, which we can see in all 3 of the categories of professionals we surveyed.

ON THE BRAND SIDE



PRODUCT/MERCHANDISE INVENTORY LEVELS

APRIL 2025



89% OF BRANDS

will maintain a steady flow of new products from April through September 2025

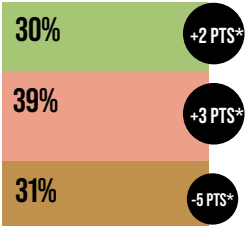
ON THE SPECIFIER SIDE

DESIGN PROJECT MOMENTUM BETWEEN OCTOBER 2024 AND MARCH 2025

RESIDENTIAL



8 OUT OF 10 SPECIFIERS ARE WORKING ON THIS TYPE OF PROJECT

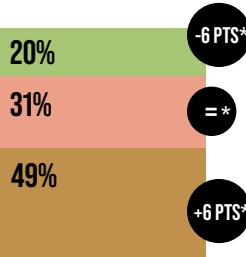


A greater number of projects than last year
The same number of projects as last year
Fewer projects than last year

OFFICES/WORKSPACES

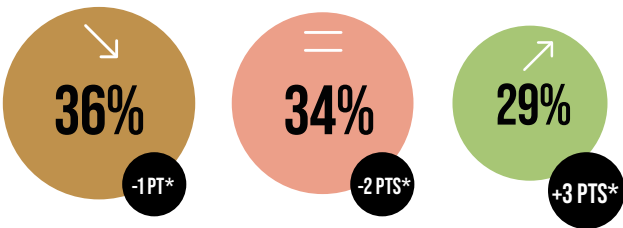


1/2 OF SPECIFIERS ARE WORKING ON THIS TYPE OF PROJECT



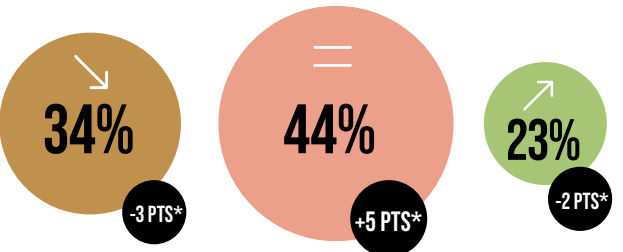
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BRANDS



It's a challenging environment that over 400 brands shared with us, faced with rising costs, competition from low-cost stakeholders, retail jitters, and more...but the thoughts they shared with us are proof of improved manufacturing agility and a determination to uphold and promote product quality.

SPECIFIERS

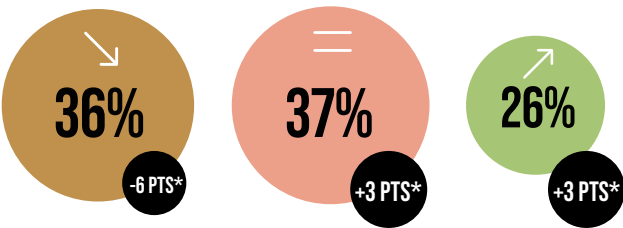


5 NEW PROJECTS

signed, on average, between October 2024 and March 2025

Design professionals have managed to maintain their level of business, buoyed by a dynamic international context for projects. Hospitality has made a comeback, and residential and retail spaces have been getting stronger, but the situation is somewhat less optimistic for workspace design.

RETAILERS



6 NEW BRANDS

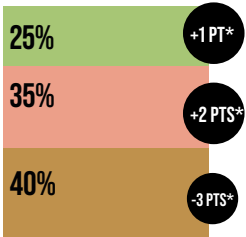
added to inventory over the past 6 months, on average, between October 2024 and March 2025

Retail is seeing shifts in the marketplace (cost increases, a more demanding clientele, new shopping patterns, etc.), but it remains mobilized to maintain or grow sales. Retailers are depending on more dynamic product categories and agile inventory management. The retailers surveyed continue to stock new brands and are sharpening their order outlook.

SHOPS/RETAIL SPACES

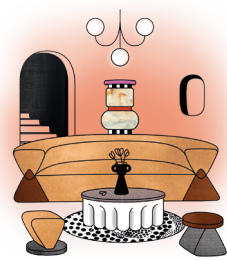


4 OUT OF 10 SPECIFIERS SURVEYED ARE WORKING ON THIS TYPE OF PROJECT

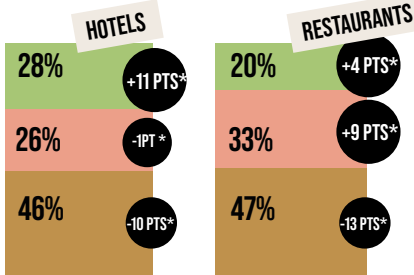


A greater number of projects than last year
The same number of projects as last year
Fewer projects than last year

HOTELS AND RESTAURANTS



4 OUT OF 10 SPECIFIERS SURVEYED ARE WORKING ON HOSPITALITY PROJECTS



A greater number of projects than last year
The same number of projects as last year
Fewer projects than last year



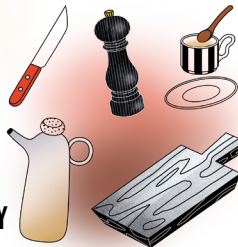
ON THE RETAIL SIDE

THE HIGHEST-PERFORMING PRODUCT CATEGORIES OVER THE PAST 6 MONTHS

SALES VOLUME BETWEEN OCTOBER 2024 AND MARCH 2025



1
FASHION AND ACCESSORIES



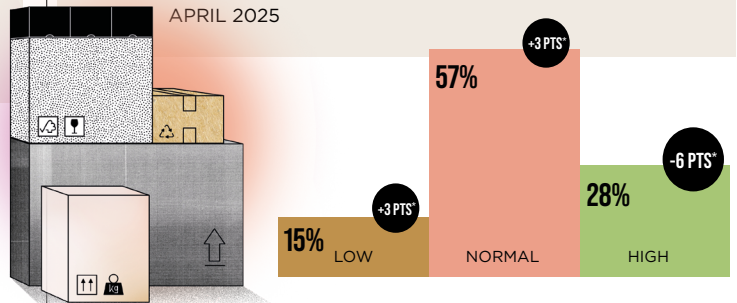
2
COOKING & GOURMET GROCERY



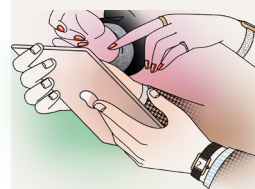
3
GIFTS

PRODUCT/MERCHANDISE INVENTORY LEVELS

APRIL 2025



EXPECTED LEVEL OF ORDERS BETWEEN APRIL AND SEPTEMBER 2025



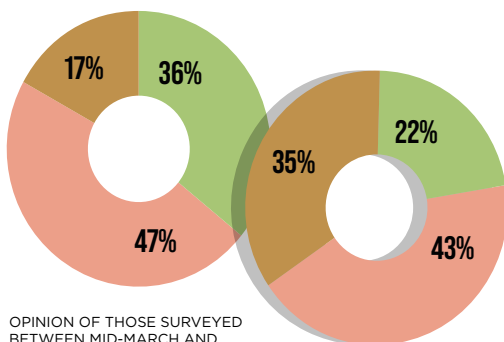
56%

of retailers expect to place orders **at the same level as or higher** than the previous year

WHAT'S NEXT IN 2025?

SALES OUTLOOK FOR THE NEXT 6 MONTHS

■ POSITIVE
■ NEUTRAL
■ NEGATIVE



OPINION OF THOSE SURVEYED BETWEEN MID-MARCH AND EARLY APRIL

OPINION OF THOSE SURVEYED AS OF LATE APRIL

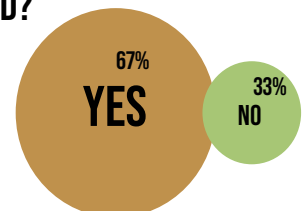
When we launched our survey in mid-March, 83% of the 1,183 professionals surveyed were expecting neutral or positive sales prospects for April through September 2025.

The announcement in early April by Donald Trump, President of the United States, of an increase in U.S. trade tariffs upended the financial markets as well as international trade relations, leading us to ask our respondents once again about their outlook.

Despite an environment full of uncertainties and unanswered questions, 6 out of 10 respondents still maintained their neutral or positive outlook for 2025, a sign of resilience from industry professionals.

IN VIEW OF THE CURRENT TENSIONS OVER CUSTOMS TARIFFS, DO YOU FEAR THAT YOUR BUSINESS WILL BE AFFECTED?

327 PROFESSIONALS SURVEYED IN LATE APRIL



ABOUT THE MAISON&OBJET ECOSYSTEM

Maison&Objet brings together and leads the international decor, design, and lifestyle community through two trade fairs each year for professionals only. In September, as a complement to the fair, Paris Design Week, taking place in the heart of the city, reveals the latest trends in international creative design. And finally, the MOM (Maison&Objet and More) platform allows buyers and brands to keep doing business year-round, including the option now to order products directly on the site.

MAISON&OBJET
NEW+NOW

WANT MORE ECONOMIC INDICATORS FROM THE MAISON&OBJET BAROMETER?



*compared to the April 2024 barometer