MAISON&OBJET BAROMETER

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THE BAROMETER OF THE DECOR, DESIGN, AND LIFESTYLE INDUSTRY

OCTOBER 2025

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

The following data are based on **the results of an online survey** administered from October 2-30, 2025, with 1,458 international respondents, including **brands, retailers, and specifiers** from 82 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?

Staying the course and keeping things under control

2025 began with a struggling global economy: in France, the acceleration of inflation at the end of last year weighed heavily, followed by a decline in purchasing power and a slowdown in new housing construction. On the international front, the introduction of customs duties has reshaped the landscape for exports to the United States. Only the Middle East and Southeast Asia stand out with strong potential, driven by dynamic real estate and tourism development.

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

APRIL TO SEPTEMBER 2025

DROPPED	STAYED THE SAME	INCREASED
35% (-1 PT*)	40% (+4 PTS*)	25% (-4 PTS*)

BRANDS

Dropped	Stayed the same	Increased
39% (+4 PTS*)	35% (+5 PTS*)	26% (-9 PTS*)

The 438 brands surveyed describe a challenging context, marked by rising costs and demand that has remained stable, without any notable evolution. These challenges, which were already perceptible in April 2025, in a tense international trade environment, are inviting stakeholders to review their strategies.
Though issues surrounding exports, taxes, logistics, and customer loyalty remain present, professionals are focusing on promising areas of opportunity: innovation, highlighting product origin ("Made In..."), commitment to sustainability, and agility in terms of inventory management.

SPECIFIERS

Dropped	Stayed the same	Increased
32% (-4 PTS*)	45% (+3 PTS*)	23% (+1 PT*)

5 NEW PROJECTS

signed, on average, between April and September 2025

Specifiers surveyed have underlined the importance of adapting offerings to the needs of a changing clientele by focusing on creativity, innovation, and product or brand differentiation. They are managing to maintain a solid project pipeline. The residential sector is showing positive indicators, particularly in major export markets. Commercial or office and hospitality projects are slightly down, yet nevertheless, major firms are keeping up a good pace of work.

RETAILERS

Dropped	Stayed the same	Increased
35% (-5 PTS*)	40% (+9 PTS*)	25% (-4 PTS*)

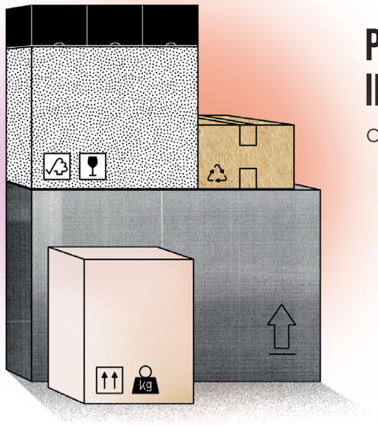
5 NEW BRANDS

added to inventory, on average, between April and September 2025

Retailers are facing several issues: pricing pressure, the fragile state of small shops facing perpetual promotional periods, market saturation, competition from big names and online platforms, and a drop in shop traffic. These challenges are reinforcing the need to go digital and diversify offerings. Despite this environment, retailers are sustaining their level of business and continue to refresh their assortments: they welcome five new brands, on average, into their offerings every six months, and order forecasts are stable compared to last year.

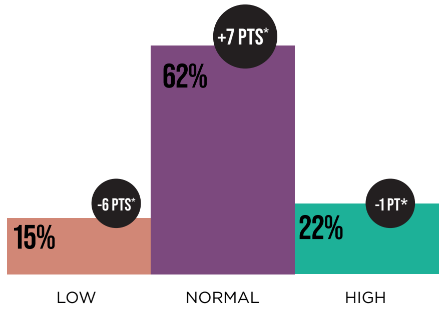
*compared to the October 2024 barometer

ON THE BRAND SIDE



PRODUCT/MERCHANDISE INVENTORY LEVELS

OCTOBER 2025



87%
OF BRANDS

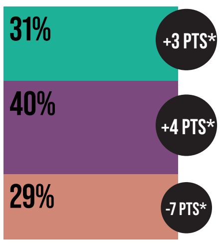
will maintain a steady flow of new products
from October 2025 through March 2026

ON THE SPECIFIER SIDE

DESIGN PROJECT MOMENTUM

BETWEEN APRIL AND SEPTEMBER 2025

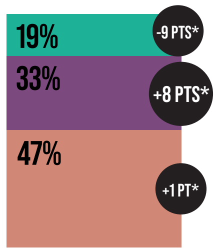
RESIDENTIAL



8 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

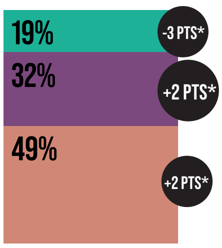
OFFICES/WORKSPACES



6 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

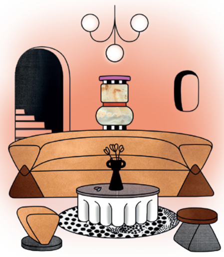
SHOPS/RETAIL SPACES

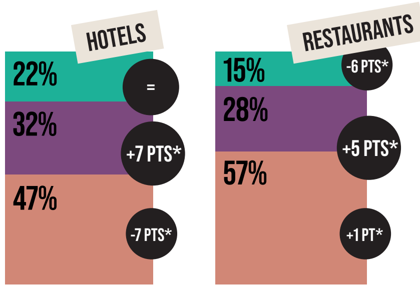


5 OUT OF 10
SPECIFIERS SURVEYED
ARE WORKING ON THIS TYPE OF PROJECT

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

HOTELS AND RESTAURANTS





5 OUT OF 10
SPECIFIERS SURVEYED
ARE WORKING
ON HOSPITALITY PROJECTS

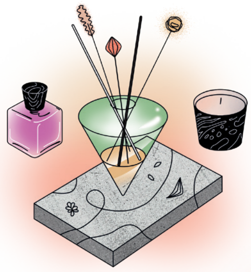
- A greater number of projects than last year
- The same number of projects as last year
- Fewer projects than last year

*compared to the October 2024 barometer

ON THE RETAIL SIDE

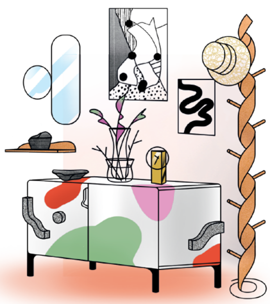
THE HIGHEST-PERFORMING PRODUCT CATEGORIES OVER THE PAST 6 MONTHS

SALES VOLUME BETWEEN APRIL AND SEPTEMBER 2025



1 FRAGRANCE & WELLNESS

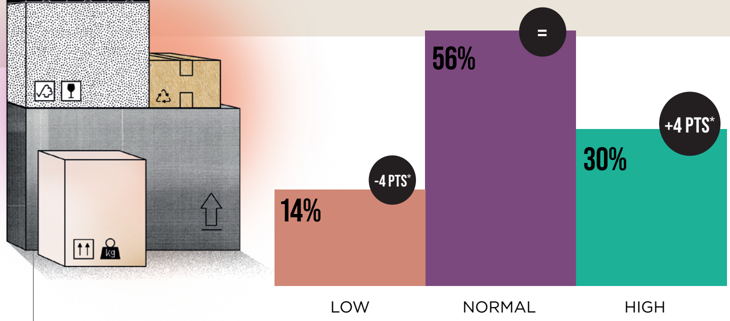
2 GIFTS



3 DECORATIVE ITEMS

PRODUCT/MERCHANDISE INVENTORY LEVELS

OCTOBER 2025

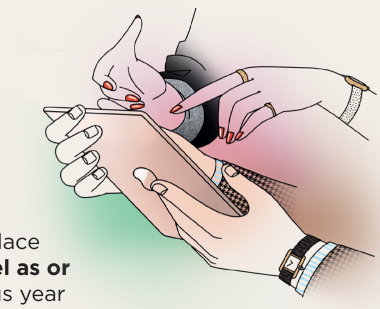


EXPECTED LEVEL OF ORDERS

BETWEEN OCTOBER 2025 AND MARCH 2026

55%

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

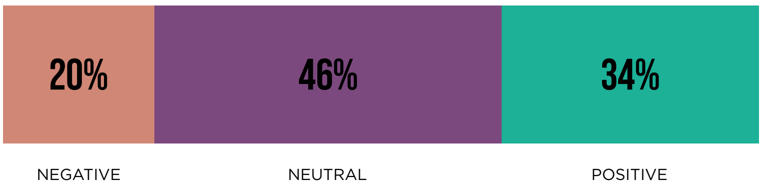


SETTING A COURSE FOR 2026

REVENUE OUTLOOK

FOR OCTOBER 2025 THROUGH MARCH 2026

80% of the 1,458 professionals surveyed are expecting neutral or positive sales figures for the period between October 2025 and March 2026.



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 yearround, including the option now to order products directly on the site.

WANT TO FIND OUT MORE?
HERE'S SOME ANALYSIS OF THE ECONOMIC INDICATORS LISTED IN THE MAISON&OBJET BAROMETER

*compared to the October 2024 barometer

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