

# Sector Barometer

The barometer  
for the decor,  
design,  
and lifestyle industry.

## 2026 | Barometer #12

As part of its annual barometer, Maison&Objet surveys industry players on market indicators and topics of current interest.

The following results have been compiled from responses to an online questionnaire issued in April 2026 to 1,323 respondents.

**This infographic summarizes the results for each of the target areas in question.**

### WHO ARE THE 1,323 RESPONDENTS?

#### Distributors

Retailers, independent boutiques, chains and department stores, e-commerce, wholesalers, buying offices, etc.

#### Specifiers

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

#### Brands

Manufacturers, designers, publishers of decoration, design or lifestyle items.

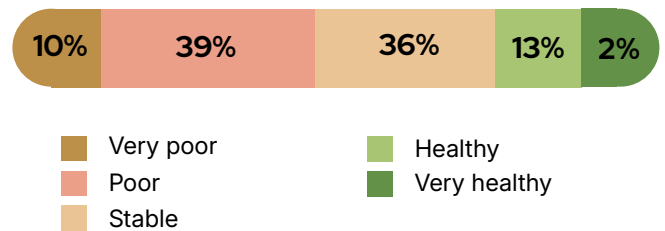


# Key figures

## A sector holding steady under pressure

The outlook from the sector is mixed: only 15% of respondents feel that the situation is favourable, while 36% described it as stable. Conversely, 49% felt that the situation was in decline; this was particularly the case among brands (52%).

HOW WOULD YOU DESCRIBE THE OVERALL HEALTH OF THE DECOR, DESIGN AND LIFESTYLE SECTOR OVER THE LAST 6 MONTHS?

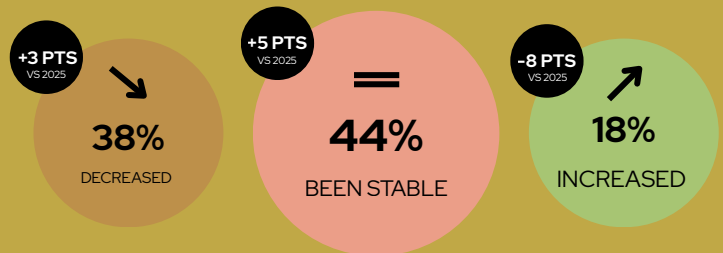


## Revenues have remained generally stable over the past 6 months

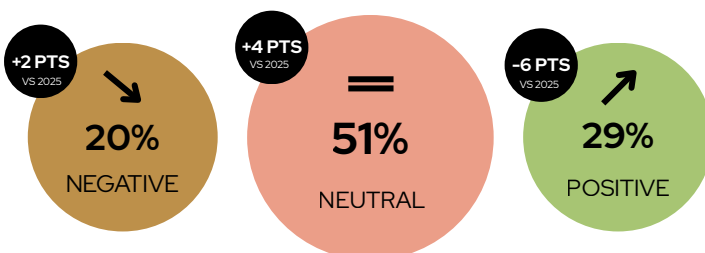
We observe highly stable activity among stakeholders in the sector, with 44% declaring stable revenues over the past 6 months; i.e. a five-point increase over the previous year.

**At the same time, the proportion of stakeholders who reported a rise in revenues was down by 8 points.**

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



FOR THE NEXT 6 MONTHS, YOUR REVENUE OUTLOOK IS:



## Stability set to continue over the next 6 months

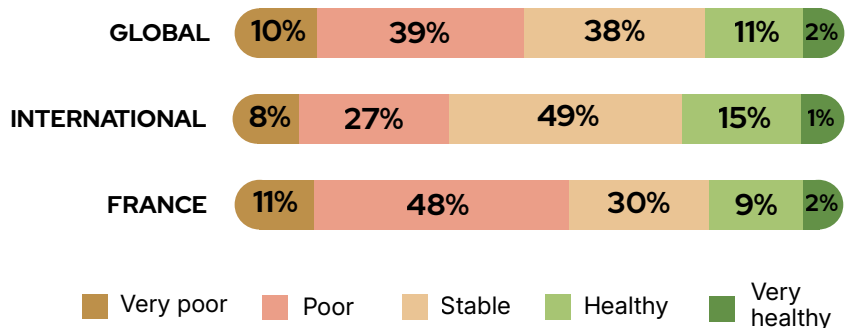
Prospects for the next six months are set to continue from the most recent period. Stability remains the primary trend, with a rise in neutral responses (+4 points), while positive outlooks are down by 6 points.

# The view from Distributors

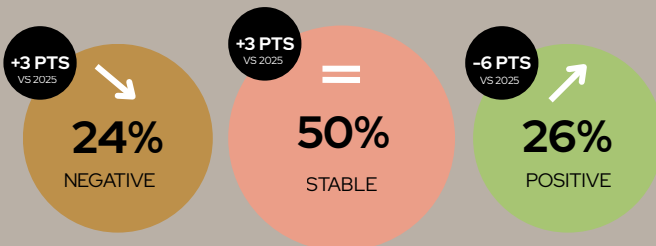
## Overall status of the sector

Almost half of respondents felt that the sector was stable or favourable despite a challenging context. Internationally this figure stands at 65%, which is notably higher than in France (41%).

HOW WOULD YOU DESCRIBE THE OVERALL HEALTH OF THE DECOR, DESIGN AND LIFESTYLE SECTOR OVER THE LAST 6 MONTHS?



HOW DO YOU FEEL ABOUT YOUR REVENUE PROSPECTS OVER THE NEXT 6 MONTHS?



## Revenue outlook

The outlook is relatively positive, as 76% of respondents expect revenues to at least remain stable over the coming 6 months.

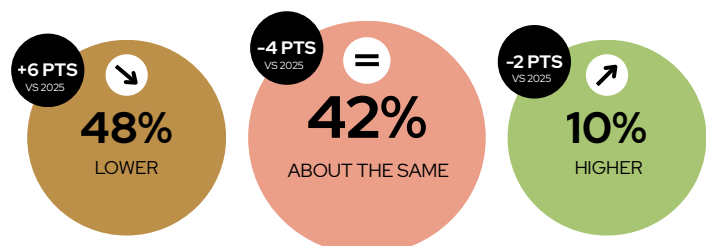
But the gap in perception between French respondents (67% positive) and international respondents (88%) was higher than in 2025.

## Number of orders

Despite a feeling of decline in the sector, 42% of respondents expect to maintain a similar number of orders as in 2025, and 10% expected to place higher numbers of orders.

Still, almost half of respondents expect to reduce their numbers of orders.

FOR THE NEXT 6 MONTHS, THE ORDERS YOU PLAN TO PLACE WITH YOUR SUPPLIERS (BRANDS) WILL BE:



## New brands listed



4

NEW BRANDS LISTED ON AVERAGE

The number of brands listed in the past 6 months is relatively stable compared to 2025. On average, there is a gap of one new brand between international respondents (4.8) and French respondents (3.8).

## Highest-performing product categories over the past 6 months

1

29%  
REPORT A RISE IN SALES



2

28%  
REPORT A RISE IN SALES

FRAGRANCES AND WELLNESS



3

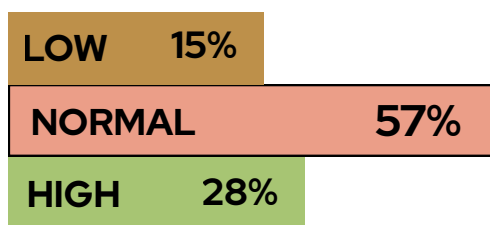
26%  
REPORT A RISE IN SALES

FASHION



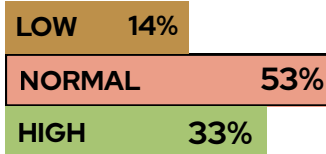
## Stock levels are still higher in France, but stable compared to 2025

WHAT IS THE CURRENT LEVEL OF YOUR OVERALL PRODUCT/MERCHANDISE STOCKS?

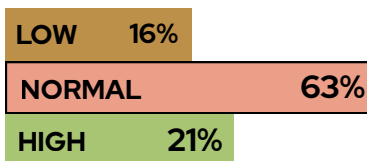


Overall stocks are at a similar level to 2025. They are higher in France than internationally, but are largely considered to be "normal".

FRANCE



INTERNATIONAL



# Business impact criteria

WHAT IS THE MAIN FACTOR CURRENTLY INFLUENCING YOUR BUSINESS ?  
(CATEGORIZATION OF OPEN-ENDED RESPONSES)

## 1 ECONOMIC AND FINANCIAL CONTEXT

65%



2

## 2 GEOPOLITICAL AND SOCIAL CONTEXT

40%



3

## 3 CONSUMER BEHAVIOURS

32%



# Tomorrow's new offerings

IN SEPTEMBER 2026, MAISON&OBJET WILL EXPLORE FUTURE DESIGN TRENDS.  
IN YOUR OPINION, WHAT ARE THE SELECTION CRITERIA FOR MUST-HAVE ITEMS IN STORES?  
(OPEN ANSWERS GROUPED INTO CATEGORIES)

DESIGN AND INNOVATION

46%

SUSTAINABILITY AND ECOLOGY

45%

ARTISANAL AND HANDCRAFTED DESIGN

32%

ETHICS AND TRANSPARENCY

27%



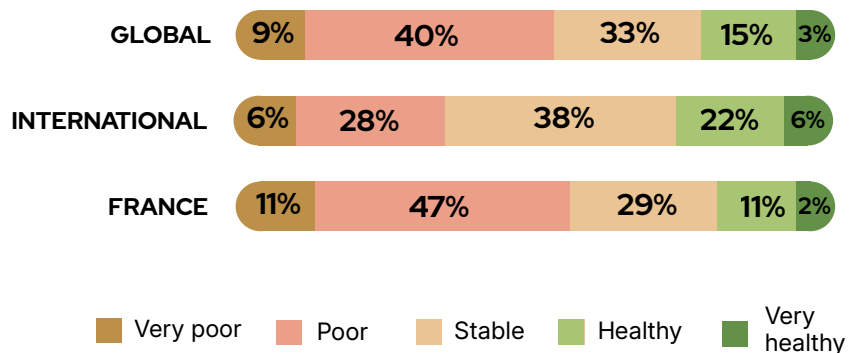
Maison&Objet

# The view from Specifiers

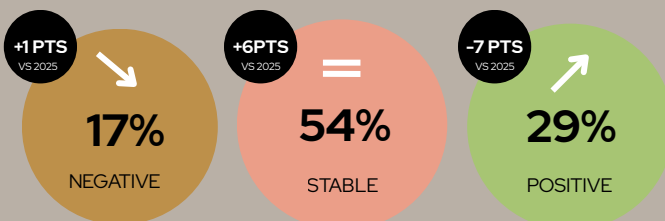
## Overall status of the sector

Despite a context of instability, the sector is perceived as stable or healthy by over half of respondents. Optimism is particularly strong in the international segment, where 66% of opinions were positive, compared to 42% in France

HOW WOULD YOU DESCRIBE THE OVERALL STATE OF THE DECORATION, DESIGN AND LIFESTYLE SECTOR OVER THE LAST 6 MONTHS?



FOR THE NEXT 6 MONTHS, YOUR REVENUE OUTLOOK IS:



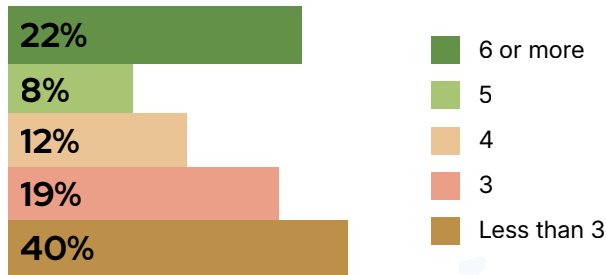
## Revenue outlook

Outlooks remain generally optimistic. 83% of respondents expect revenues to at least remain stable over the coming 6 months. But the gap in perception between French respondents (69% positive) and international respondents (90%) remains quite substantial.

# Trends in renovation projects

## Number of projects

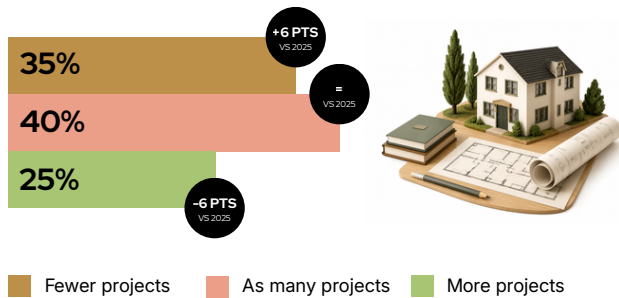
HOW MANY NEW PROJECTS/CONTRACTS HAVE YOU SIGNED IN THE LAST 6 MONTHS?



The number of design projects or renovations is fairly close between French and international respondents, with an average of 4.3 contracts over the past 6 months.

COMPARED TO THE SAME PERIOD LAST YEAR, OVER THE LAST 6 MONTHS, WOULD YOU SAY YOU HAVE HAD:

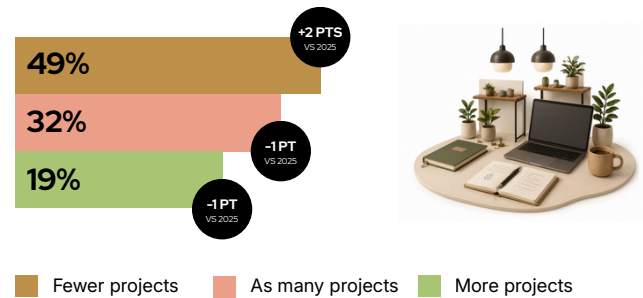
## Residential projects



Fewer projects As many projects More projects

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

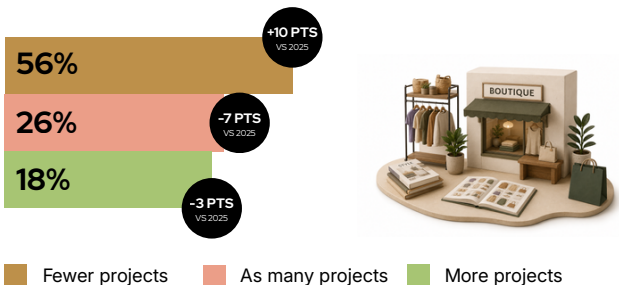
## Workspace projects



Fewer projects As many projects More projects

**6 out of 10 specifiers** working on this type of project

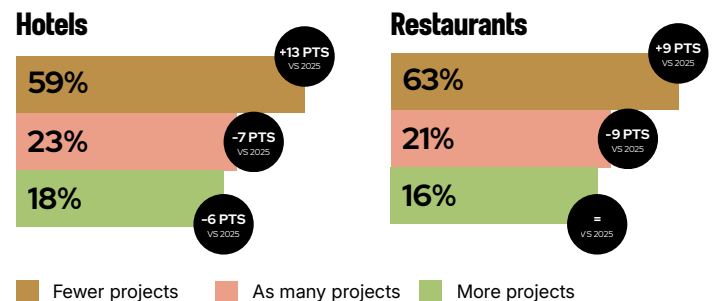
## Retail / boutique projects



Fewer projects As many projects More projects

**6 out of 10 specifiers** working on this type of project

## Hotel & restaurant projects

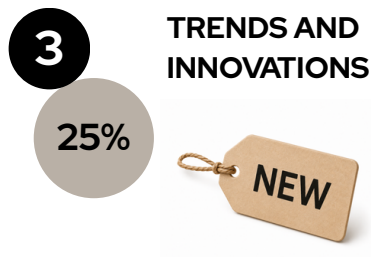


Fewer projects As many projects More projects

**4 out of 10 specifiers** working on this type of project

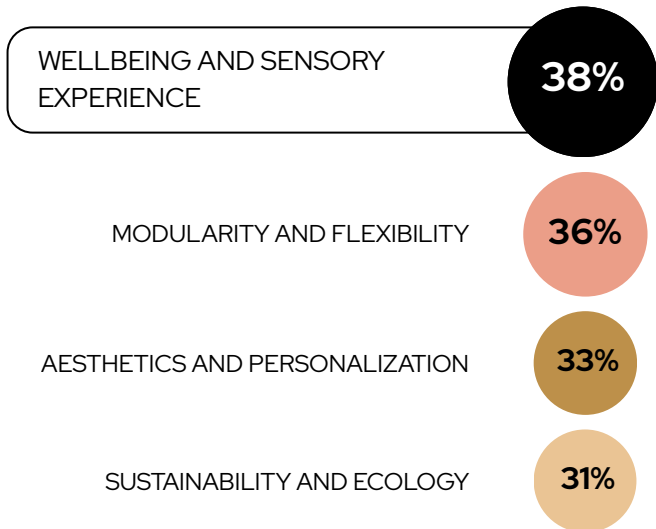
# Client requests

WHAT ARE YOUR CUSTOMERS ASKING YOU TODAY THAT YOU WEREN'T HEARING A YEAR AGO?  
(OPEN ANSWERS GROUPED INTO CATEGORIES)



# Spaces of the future

IN SEPTEMBER 2026, MAISON&OBJET WILL EXPLORE THE EVOLUTION OF TOMORROW'S DESIGN.  
IN YOUR OPINION, WHAT WILL TOMORROW'S SPACES LOOK LIKE?  
(OPEN ANSWERS GROUPED INTO CATEGORIES)

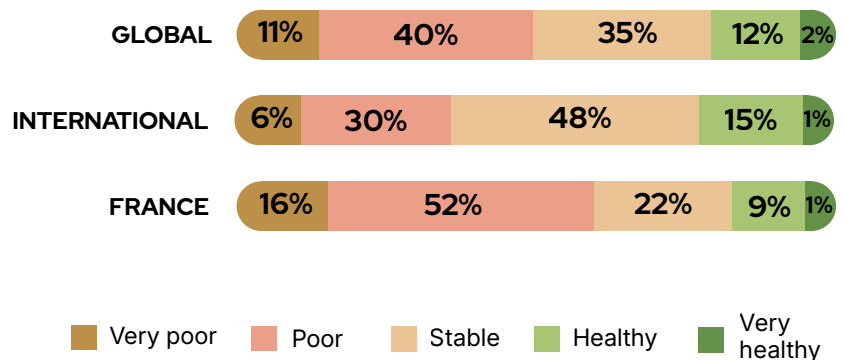


# The view from Brands

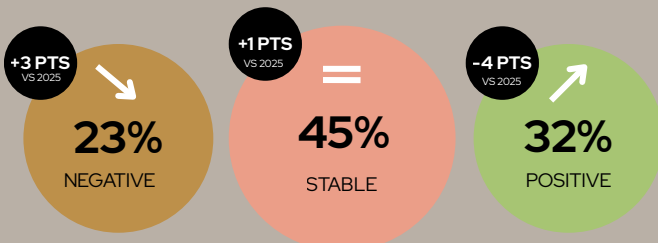
## Overall status of the sector

Almost half of brands feel that the sector is stable or healthy. Once again, international players stand apart in terms of the optimism they express (64%).

HOW WOULD YOU DESCRIBE THE OVERALL STATE OF THE DECORATION, DESIGN AND LIFESTYLE SECTOR OVER THE LAST 6 MONTHS?



FOR THE NEXT 6 MONTHS, YOUR REVENUE OUTLOOK IS:



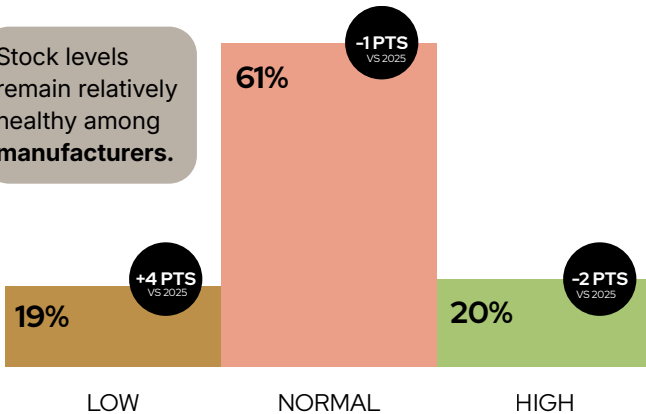
## Revenue outlook

Revenue prospects also remain noteworthy, with 77% reporting optimistic outlooks (stable + positive).

The gap in outlook between French (69%) and international respondents (83%) is quite striking, and is higher than in 2025.

## Level of product / merchandise stock

Stock levels remain relatively healthy among manufacturers.



89%

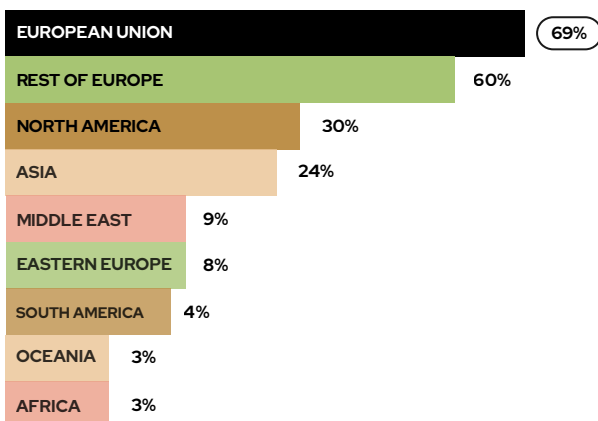
BRANDS PLANNING NEW PRODUCT LAUNCHES OVER THE NEXT 6 MONTHS

+1 PT  
VS 2025



## Market identification

WHICH GEOGRAPHIC MARKET REPRESENTS THE MAIN GROWTH OPPORTUNITY FOR YOUR BRAND?



## New offers in the future

WHAT WILL TOMORROW'S DESIGN OBJECTS LOOK LIKE? (CATEGORIZATION OF OPEN-ENDED RESPONSES)

ARTISANAL AND HANDCRAFTED DESIGN

53%

SUSTAINABILITY / ECO-RESPONSIBILITY

39%

DESIGN AND AESTHETICS

33%

EXPERIENCE AND EMOTION

29%

## About the Maison&Objet ecosystem

Maison&Objet brings together and galvanises the international decor, design and lifestyle community through its two annual trade fairs dedicated to industry professionals. In September, in addition to the fair, Paris Design Week unveils the latest trends in international creativity. Finally, the online platform MOM (Maison&Objet and More) enables purchasers and brands to continue their interactions throughout the year, and now makes it possible to order products directly online.

Would you like more economic indicators from the Maison&Objet barometer?

FIND OUT MORE



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