

# The growing opportunity for peel-and-stick interior décor, floor and wall products

Americans often struggle with mechanical fasteners such as nails and screws. Integrating pressure-sensitive adhesives (PSAs) into home improvement products can provide the peel-and-stick functionality they overwhelmingly prefer.

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## Executive summary

This white paper explores the opportunity for manufacturers of interior décor, floor and wall products to offer peel-and-stick functionality by integrating pressure-sensitive adhesives (PSAs) into their designs. Examples include peel-and-stick wallpaper, LVT flooring squares, and functional items such as wall sconces and light shelving.

It's intended for manufacturers of professional- and DIY-grade products for areas such as kitchens, bathrooms and living areas, and others interested in those segments.

It covers the following topics:

- New research showing Americans' attitudes toward home improvement projects and strong interest in peel-and-stick décor, floor and wall products
- An overview of PSA technology, including its diversity, versatility and durability
- The benefits of PSA solutions for the DIY and professional contractor segments, and for manufacturers of interior décor, floor and wall products
- Resources for manufacturers interested in integrating PSAs into their products

## Why traditional methods often provide a drawback in the design of interior décor, floor and wall products

Nails, screws and wet glue systems have a long history. But these traditional bonding systems are often a drawback in the design of many modern home improvement materials, including interior décor, floor and wall products.

There's usually a need for additional, often specialized, tools; and the effectiveness of those tools depends on the user's skill and expertise. And even an experienced contractor may find it challenging to install a product with nails and screws in tight spaces such as corners, under eaves or between rafters. Mistakes can be costly, if not embarrassing.

*Worse for the manufacturer, a product might be faulted for being difficult to install, when, in fact, it's the fastening system that deserves the blame.*

## Americans often struggle with home improvement

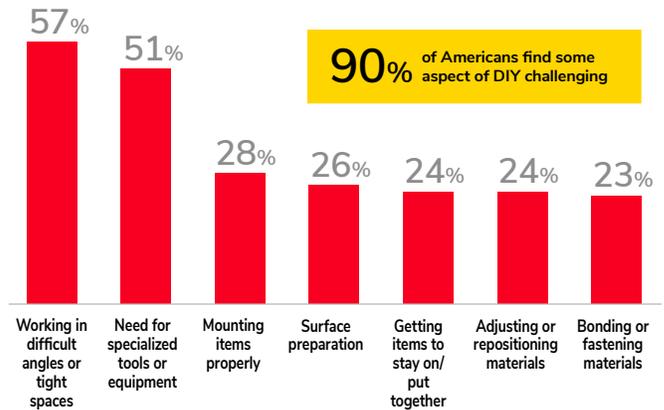
Avery Dennison Performance Tapes conducted a survey of 1,000 Americans in August 2025, fielded by the market research firm, Wakefield.<sup>1</sup>

It revealed:

- 90% of respondents find some aspect of home improvement projects challenging
- 57% say working in tight spaces is the most frustrating aspect of home improvement projects
- 51% say it's the need for specialized tools, while 28% say it's mounting items properly
- 33% of respondents say the most challenging bonding or fastening material is the nail and plastic fastener

### Aspects of DIY installation that Americans find most difficult or frustrating

N=1,000



## Most Americans welcome peel-and-stick functionality for home improvement products

Newer bonding technology is rendering these challenges irrelevant, however, by reducing the need for traditional methods. More of today's interior décor, floor, and wall products are designed to be bonded with integrated, easy-to-use, peel-and-stick PSAs.

*In fact, the Avery Dennison survey revealed that **84% of Americans** would use a peel-and-stick product for a home improvement project, including **92% of Gen Z and Millennials**.*

Specific examples include:

- Decorative and accessory items — frames, towel racks, and mirrors
- Interior wall surfaces — paneling, ceiling tiles, wallpaper
- Interior trim — chair rails, molding, baseboards
- Flooring — laminate, vinyl, hardwood
- Tile — flooring, shower, kitchen

### The bottom line?

Americans often struggle with home improvement products, even as the market for those products is strong and growing.<sup>2</sup>

Many of these challenges are related not to the products themselves, but to the challenges associated with the traditional tools and fasteners needed to bond them into place — using a hammer to hit a nail in a tight space, for example.

Americans, *especially younger adults*, find great appeal in interior décor, floor and wall products that feature the peel-and-stick ease offered by PSAs.

Gen Z and Millennials are open to trying DIY home projects with a peel-and-stick product.

92%  
of Millennials



## What are PSAs? An overview of this diverse, versatile, and durable technology

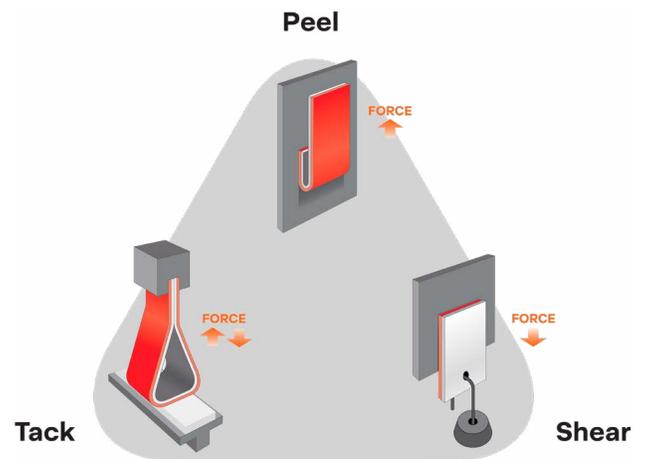
While it doesn't have as long of a history as mechanical fastening, pressure-sensitive adhesive (PSA) technology *is* very mature. And this technology is what allows for peel-and-stick functionality: The user simply removes the liner from the object (peel) and attaches the adhesive to the substrate with a bit of pressure (stick).

PSAs are relied on across many industries: aerospace, automotive, appliance, building and construction, consumer packaged goods, electronics, energy, marine, medical, the military, personal care, print and packaging, and transportation, to name just a few.

Building and construction applications range from HVAC, to metal buildings, to building envelope and roofing materials, to interior décor, floor and wall products.

The applications for PSAs are thus very broad, thanks to the technology's great versatility and diversity. PSA chemical formulations can be customized in countless ways to meet end user needs.

- A formulation's holding power (measured in terms of peel, tack and shear) can be balanced and fine-tuned to provide varying levels and combinations of repositionability, long-term durability and ease of removal.
- Formulations can be modified with fire retardancy additives to make them compliant with standards such as UL<sup>®</sup> 723. They can also be made to minimize output of VOCs.
- Adhesives can be formulated for installation in extremely cold, hot and humid conditions, for long-term resistance to UV light and chemical exposure, plasticizer resistance and more.

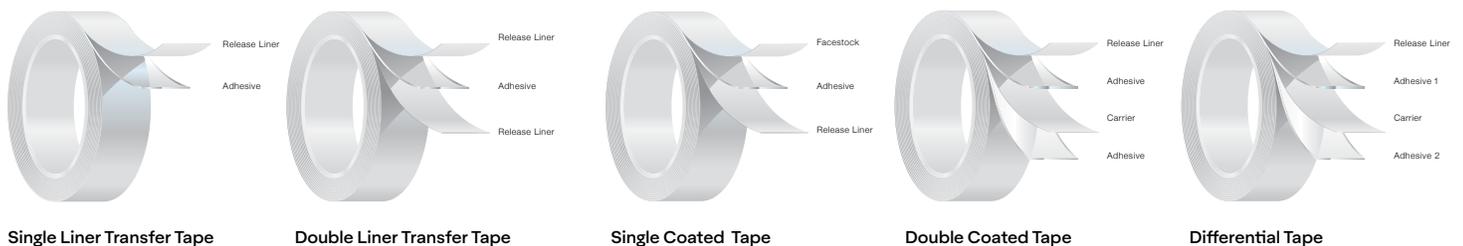


## Integrating PSAs into product designs

When used in industrial applications, PSAs are typically provided as part of a tape. Tapes can take on any of several multilayer constructions, depending on the needs of the application.

Layers may include:

- One or two liners, which protect the adhesive until its application
- The PSA itself
- The facestock/carrier, which adds stability and functionality. In the case of transfer tapes, the facestock/carrier is omitted



Companies adopting PSAs have multiple options for integrating tapes into their manufacturing processes. These include the purchase and use of inline or offline application equipment, or working with third-party providers who can add the tape offsite.



## Why PSAs appeal to the DIY marketplace

Integrating PSAs into the design of an interior décor, floor or wall product directly addresses the main challenges faced by respondents to the Avery Dennison survey. Above all, it makes the installation experience easier, faster and more likely to be successful.

Typically, once a peel-and-stick product is “dry fit” into its intended position, the user has only to remove the protective liner and secure it into place with a bit of hand-applied pressure.

There’s no need for a pilot hole or plastic anchors. There’s no need for a drill, hammer or other tools, and no need to struggle to fit those tools into cramped or awkward spaces. There’s no need for messy glues, and — apart from the liner — very little to clean up. And in many cases, a PSA can be removed and reapplied before it fully cures, allowing the position of the product to be adjusted.

The DIYer enjoys not only a sense of accomplishment, but a sense of confidence. Properly installed, PSAs have the durability to stay adhered for years. Conversely, PSAs can also be designed to be removable: This is an additional benefit for renters, who often must leave a property in its undecorated state.

The DIY community is taking notice. A 2025 article in *Better Homes & Gardens*, for example, extolled the virtues of peel-and-stick wallpaper: “First, there’s no messy glue or paste to clean up since all you need to do is peel off the back liner and apply the paper to your surface. Second, it’s DIY-friendly and doesn’t require professional installation like traditional wallpaper typically does. Lastly, there’s no time pressure when working with peel-and-stick wallpaper.”<sup>3</sup>



## How PSAs can help the building industry address its labor shortage

In an August 2025 survey, the Associated General Contractors of America reported that 92% of construction firms are having a hard time finding workers, with 45% reporting the labor shortage is delaying work.<sup>4</sup> Anyone familiar with the industry knows this is a lingering problem.

It’s also a complex and difficult-to-solve problem. But peel-and-stick building materials, including décor, floor and wall products, can play a role in the solution.

Naturally, the benefits of peel-and-stick products that apply to the DIY market also apply to professional installers: ease, speed, less cleanup and a higher success rate. Because of that, contractors using these products can have greater confidence expanding their hiring pool to less experienced and *younger* workers — those with less of a track record working with traditional tools, fastening methods and techniques needed to complete these jobs.



## The benefits of PSAs for manufacturers of interior décor, floor and wall products

PSAs can help a manufacturer future-proof their interior décor, floor and wall products.

The Avery Dennison survey noted an overwhelming 92% of Gen Z and Millennial respondents indicated a willingness to use peel-and-stick products. This is a crucial point for manufacturers who need to stay relevant in a changing marketplace.

- These generations are an active and enthusiastic DIY market. In a September 2025 survey of 2,000 Gen Z and Millennial respondents by Talker Research, 83% agreed with the statement that “nothing is more satisfying than completing a home improvement or DIY project on my own.” The average respondent reported having completed eight DIY projects in their home.<sup>5</sup>
- These generations have tremendous economic influence that will grow in years to come. Gen Z and Millennials made up an estimated one-third of consumer spending in 2025, up from less than a quarter in 2020.<sup>6</sup> Gen Z alone is expected to have \$12T in spending power by 2030.<sup>7</sup>
- On the professional side, Gen Z workers now make up 14% of the construction workforce, according to the National Association of Home Builders. This is up from just 6.4% in 2019. This shift has happened as the industry has seen a sharp decline in older workers, especially Baby Boomers, whose share of presence in the construction industry workforce fell from 20.6% to 14.2%.<sup>8</sup>

Nails, screws and anchors, rivets, and wet glues may not be disappearing any time soon. But the market for peel-and-stick home improvement solutions is poised for growth on the professional and DIY side. It's thus imperative for manufacturers of interior décor, floor and wall products to explore the integration of PSAs into their designs.



## Resources for manufacturers interested in adopting PSAs

Manufacturers interested in pursuing a path to “future-proof” their products should understand the resources at their disposal.

PSA manufacturers themselves are the best place to start. These are the companies that have made the investment in PSA technology. They also have the resources and inclination to work with home improvement product manufacturers to take advantage of marketplace opportunities.

Consider the following questions when vetting PSA manufacturers.

- Does the company have experience in the building and construction industry?
- Does the company offer application expertise and support, including for determining the best process for laminating the PSA to your products? Will they collaborate as you move through the process?
- What are the company's R&D capabilities? If you need a custom PSA, can the company produce it?
- Can the company provide PSAs at the scales you need?
- Does the company manufacture domestically?
- What service options does the company offer?
- What would ongoing support look like? If you have a problem, will the company be able to help?

# Conclusion

A recent survey shows a broad majority of Americans are willing to use interior décor, flooring and wall products featuring the peel-and-stick functionality provided by PSAs. This majority includes 92% of the important Gen Z and Millennial age groups – those that will provide a market for building products for years to come.

It's thus imperative for makers of interior building material products to strongly consider integration of PSAs into their designs. Such a path will help future-proof those products, ensuring their long-term relevance.

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## Contact Avery Dennison to learn more

If you're an interior building materials manufacturer interested in the potential of future-proofing your products with PSAs, please contact me directly at [luke.johnson@averydennison.com](mailto:luke.johnson@averydennison.com).

To learn more about Avery Dennison Performance Tapes' solutions visit [www.tapes.averydennison.com/buildingandconstruction](http://www.tapes.averydennison.com/buildingandconstruction).

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## References:

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