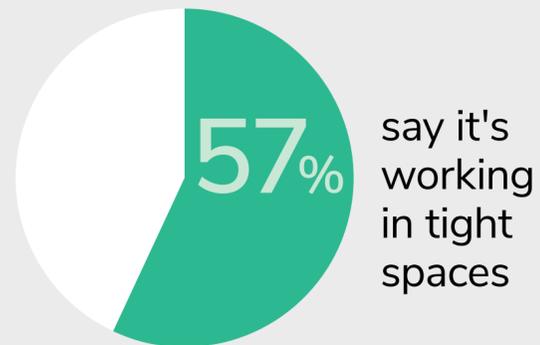


Peel-and-stick: Making interior projects easier and faster

In a recent consumer study*, Avery Dennison found peel-and-stick bonding solutions for decor, floor and wall products would help make these projects easier, faster and more successful, regardless of DIY or professional skill. Here's what the study revealed:

THE PROBLEM

90% of Americans find some aspect of home improvement projects challenging



28% say mounting items properly is a challenge

33% say the most challenging bonding material is the nail and plastic fastener



THE SOLUTION

There's a huge upside for products that incorporate peel-and-stick solutions

84% of Americans — including 92% of Millennials — would use a peel-and-stick product for a home improvement project

84%
of Americans



92%
of Millennials



Manufacturers have a tremendous opportunity to appeal to DIYers and professional contractors by integrating easy-to-use peel-and-stick tape solutions into their product designs. Visit tapes.averydennison.com/growwithpeelandstick or [click here](#) to learn how we can help.

*The Avery Dennison survey was conducted by Wakefield Research among 1,000 nationally representative Americans age 18 or older, between August 6 - 14, 2025, using an email invitation and an online survey. The data has been weighted.