
Adhesive & Sealant survey

Germany, Spain & Finland

Contents

METHODOLOGY

RESULTS

USAGE OF DIFFERENT GLUE TYPES

ZOOM ON REGULAR GLUE

ZOOM ON SPECIFIC GLUE TYPES

PARQUET GLUE

TILE GLUE

CARPET GLUE

WALLPAPER GLUE

ZOOM ON SEALANT

CONCLUSIONS





METHODOLOGY



Methodology

- **Method**

- Online questionnaire, via online panel
- Monthly field period, reported quarterly: 12/01/15 – 20/01/15.
- Countries: Germany, Spain & Finland

- **Sample size:**



- **Population & Quota:**

- For each country, we have invited a **national representative gross sample** to participate to the survey.
 - The sample was representative on age & gender.
- From our gross sample, we have only selected our **target population**: people who have used at least one type of glue in the past year.
 - We have looked at the distribution of our target population on age & gender.
 - Participants who did not belong to our target population were then screened out of the sample.
- Our final ('net') sample is our **target group**.
 - This sample is reweighted so that it is representative of the target population age & gender nested.

- **Symbols used in the report:**

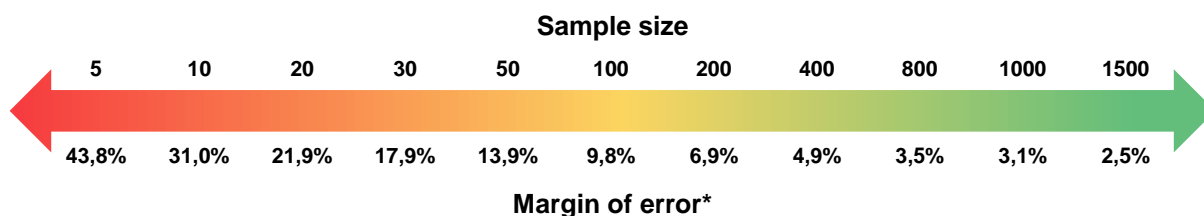
- Significance differences between countries: ★
- Low sample size (< 30): ⚠



Methodology





• Error margins

- The margin of error defines the radius of the confidence interval for a particular statistic, i.e. the maximum shift in the statistic when extrapolating to the whole population.
- As exemplified below, a lower sample size for a particular statistic results in a higher margin of error:



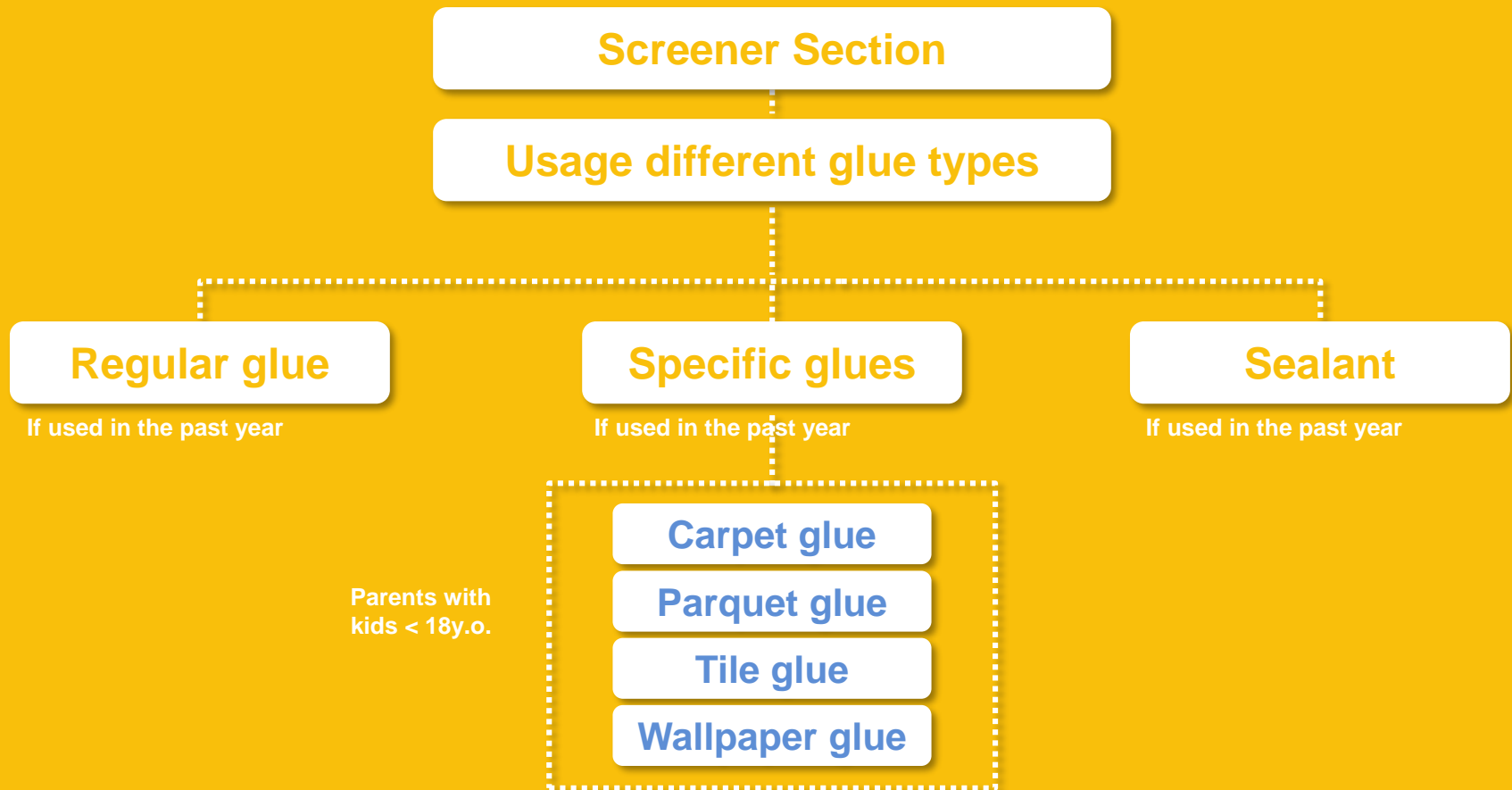
*considering a 95% confidence level and a sample percentage on 50%

- Considering the samples used in the study:

	Regular glue	Parquet glue	Carpet glue	Tile glue	Wallpaper glue	Sealant
	n=1456 2,6%	n=111 9,3%	n=121 8,9%	n=254 6,1%	n=365 5,1%	n=688 3,7%
	n=495 4,4%	n=54 13,3%	n=53 13,5%	n=67 12,0%	n=147 8,1%	n=227 6,5%
	n=469 4,5%	n=47 14,3%	n=53 13,5%	n=164 7,7%	n=162 7,7%	n=317 5,5%
	n=492 4,4%	n=10 ⚠️ 31,0%	n=16 ⚠️ 24,5%	n=23 ⚠️ 20,4%	n=57 13,0%	n=144 8,2%



Questionnaire Structure





USAGE OF DIFFERENT GLUE TYPES



Regular glue was used by the most people in the past year. Penetration is the highest in Germany. Spain has a higher penetration of tile glue compared to other countries. Wallpaper glue is less used in Finland.

Usage of all glue types | Past 12 months penetration

Q2: Have you ever used any of the following glue types? n (total) = 1870 / n (DE) = 574/ n (SP) = 643 / n (FI) = 653 | Filter = Gross Sample

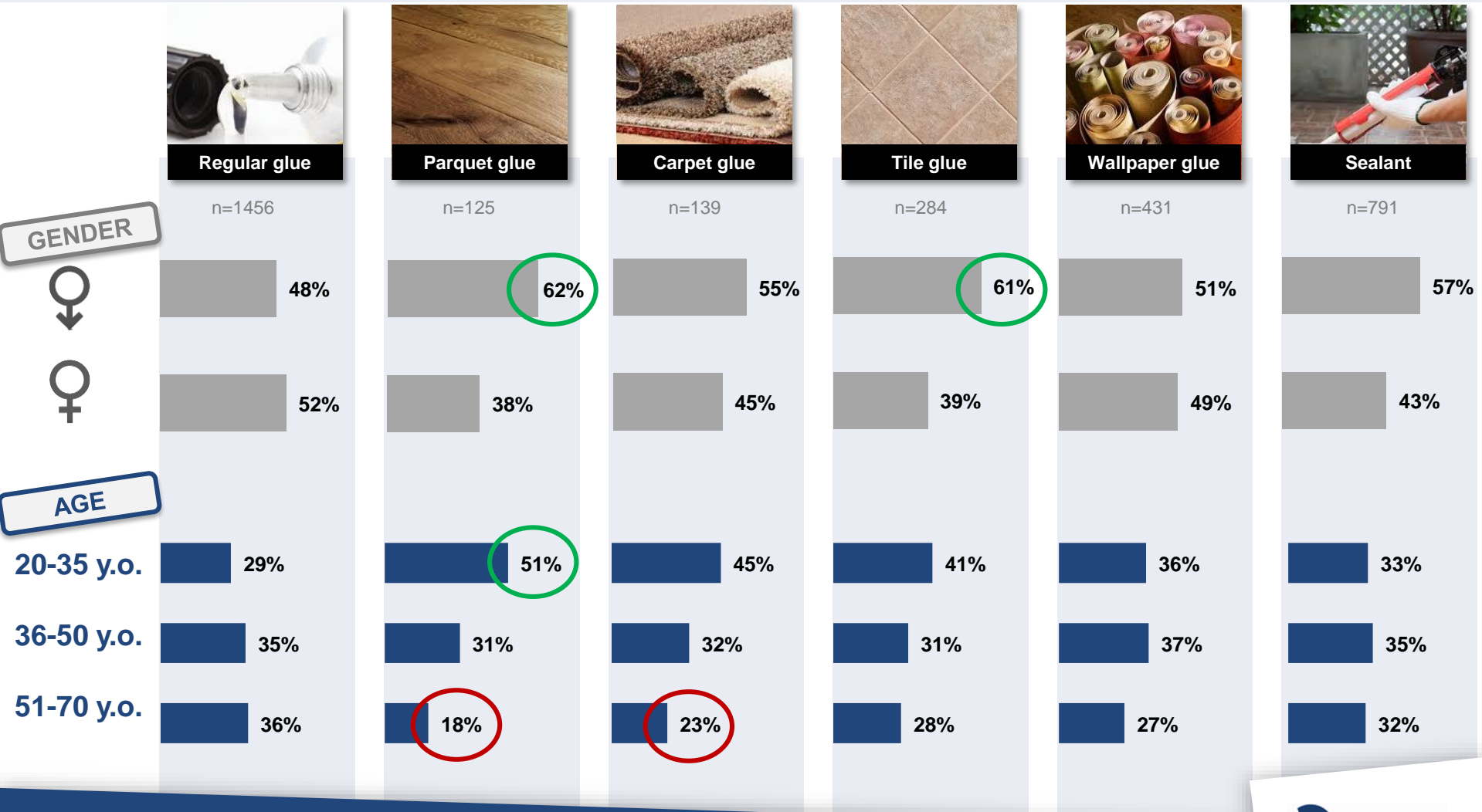




In Europe, parquet glue, tile glue and carpet glue are more used by men and 20-35y.o.
Wallpaper glue and regular glue are used by both gender groups.

Usage of all glue types | Profile of the EU users

Q: Have you ever used any of the following glue types? Q: Have you used a sealant in the last 12 months?
Filter = net sample



For most of the glue types, there is no clear winning type of container, except for the sealant where we see that 6 in 10 are using the medium cartridge.



Overview of the most used containers per type of glue | EU



When using regular glue, only a minority of the Europeans is using tools or protective clothing. Specific glue types and sealant are more often combined with tools and protective clothing.



Attitudes towards safety | EU

	 Regular glue n=1456	 Parquet glue n=111	 Carpet glue n=121	 Tile glue n=254	 Wallpaper glue n=365	 Sealant n=688
Used at least once a month	64%	41%	31%	29%	26%	23%
Use tools	16%	78%	82%	91%	88%	78%
Brush	3%	14%	15%	7%	50%	7%
Trowel / Spatula	7%	43%	56%	76%	29%	30%
Glue (sealant) gun	4%	19%	13%	8%	6%	44%
Use protective clothing	9%	53%	52%	48%	37%	29%
Protective gloves	6%	38%	37%	38%	24%	24%
An overall or smock	1%	24%	21%	19%	18%	10%
Protective glasses	1%	16%	11%	10%	5%	4%
Used in a ventilated space	44%	82%	84%	84%	68%	77%
Skin contact	48%	50%	53%	46%	63%	46%



In Germany, it's mainly men who are using the more specific types of glue. Compared to parquet, carpet and tile glues, wallpaper glue and sealant are more popular amongst the 50+ group.

Usage of all glue types | Profile of the German users

Q: Have you ever used any of the following glue types? Q3: Have you used a sealant in the last 12 months?
Filter = net sample



In Germany, parquet glue is mostly bought in bucket and tile glue in bags. The jar is used by a minority for carpet glue, as well as the can for wallpaper glue and the tube for sealant.



Overview of the most used containers per type of glue | Germany





Most of the specific glue types are used with tools: especially the trowel for carpets and tiles and the brush for wallpaper. Only 1 in 3 and 1 in 4 is using protective clothing when applying wallpaper glue or sealant.

Attitudes towards safety | Germany

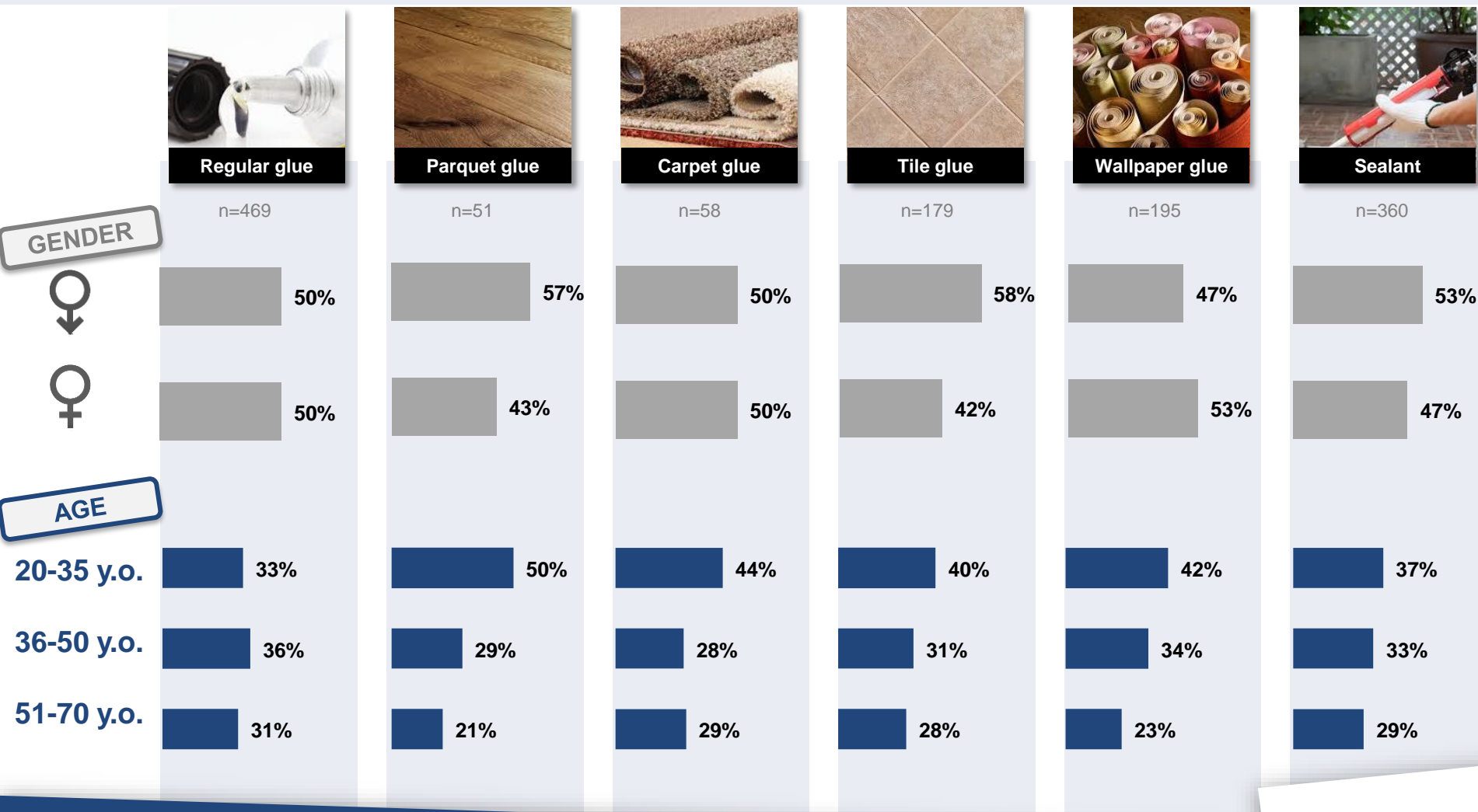
	 Regular glue n=495	 Parquet glue n=54	 Carpet glue n=53	 Tile glue n=67	 Wallpaper glue n=147	 Sealant n=227
Used at least once a month	74%	43%	26%	22%	11%	19%
Use tools	12%	77%	82%	94%	97%	79%
Brush	2%	13%	13%	7%	73%	4%
Trowel / Spatula	6%	47%	62%	81%	14%	31%
Glue (sealant) gun	5%	15%	11%	11%	4%	46%
Use protective clothing	7%	60%	58%	46%	32%	23%
Protective gloves	4%	42%	39%	31%	13%	16%
An overall or smock	2%	29%	32%	25%	21%	11%
Protective glasses	1%	16%	9%	10%	4%	3%
Used in a ventilated space	52%	91%	89%	82%	67%	81%
Skin contact	44%	56%	56%	68%	82%	59%



In Spain, we see that more specific types of glues are rather used by 20-35y.o. than elderly people. Especially men are more using the parquet and tile glues.

Usage of all glue types | Profile of the Spanish users

Q: Have you ever used any of the following glue types? Q3: Have you used a sealant in the last 12 months?
Filter = net sample



In general, we see quite a good spread over the different types of container per type of glue. Less used though are the tube for regular glue & sealant and the bucket for carpet and wallpaper glues.



Overview of the most used containers per type of glue | Spain



Almost 1 in 4 spanish has used tools with regular glue. For specific glue types, usage of tool is much bigger. Less than half of the people have used protective clothing.



Attitudes towards safety | Spain

	 <div>Regular glue</div> <div>n=469</div>	 <div>Parquet glue</div> <div>n=47</div>	 <div>Carpet glue</div> <div>n=53</div>	 <div>Tile glue</div> <div>n=164</div>	 <div>Wallpaper glue</div> <div>n=162</div>	 <div>Sealant</div> <div>n=317</div>
Used at least once a month	66%	38%	43%	33%	43%	28%
Use tools	23%	77%	79%	88%	77%	81%
Brush	5%	15%	15%	7%	28%	9%
Trowel / Spatula	12%	36%	49%	73%	44%	30%
Glue (sealant) gun	5%	26%	19%	7%	8%	48%
Use protective clothing	15%	43%	45%	45%	40%	31%
Protective gloves	9%	30%	30%	37%	30%	25%
An overall or smock	2%	17%	13%	13%	14%	9%
Protective glasses	2%	15%	10%	9%	6%	4%
Used in a ventilated space	60%	74%	77%	85%	77%	81%
Skin contact	46%	47%	51%	37%	43%	38%

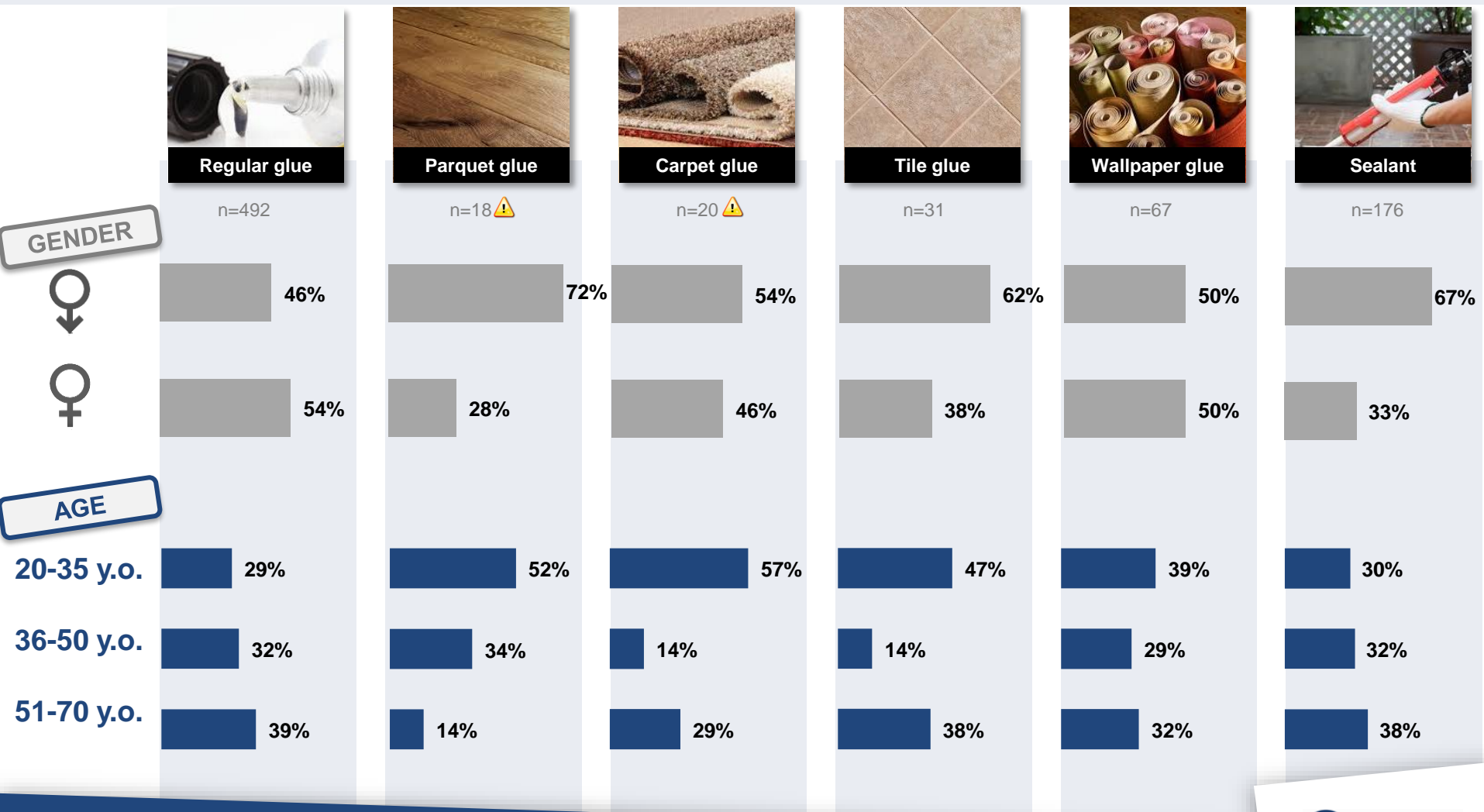


In Finland, all specific glues except wallpaper glue are mostly used by men. Usage of parquet, carpet and tile glue is mainly amongst 20-35y.o., while other types of glue are more equally spread over age groups.

Usage of all glue types | Profile of the Finish users

Q: Have you ever used any of the following glue types? Q3: Have you used a sealant in the last 12 months?

Filter = net sample



Compared to other countries, the stick is more used in Finland as a container for regular glue.
The box is almost never used for wallpaper glue.



Overview of the most used containers per type of glue | Finland

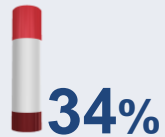


Regular glue

n=492



38%



34%



26%



Parquet glue

n=10 ⚠



64%



36%



Carpet glue

n=16 ⚠



41%



35%



12%



Tile glue

n=23 ⚠



53%



27%



20%



Wallpaper glue

n=57



44%



37%



16%

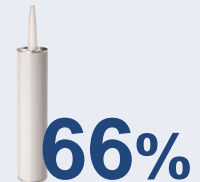


3%



Sealant

n=144



66%



22%



13%

In Finland, the vast majority of those using specific glues have used tools. But only 3 to 4 in 10 have used protective clothing when applying wallpaper glue or sealant.



Attitudes towards safety | Spain

	 Regular glue n=492	 Parquet glue n=10 ⚠️	 Carpet glue n=16 ⚠️	 Tile glue n=23 ⚠️	 Wallpaper glue n=57	 Sealant n=144
Used at least once a month	53%	45%	11%	20%	11%	19%
Use tools	14%	83%	94%	100%	98%	70%
Brush	2%	19%	23%	12%	57%	8%
Trowel / Spatula	4%	54%	65%	76%	24%	26%
Glue (sealant) gun	2%	10%	0%	0%	3%	36%
Use protective clothing	6%	64%	59%	80%	41%	35%
Protective gloves	4%	56%	53%	64%	30%	32%
An overall or smock	0%	27%	11%	43%	19%	12%
Protective glasses	1%	28%	18%	20%	6%	4%
Used in a ventilated space	20%	64%	95%	83%	40%	59%
Skin contact	52%	27%	47%	47%	71%	45%



ZOOM ON REGULAR GLUE



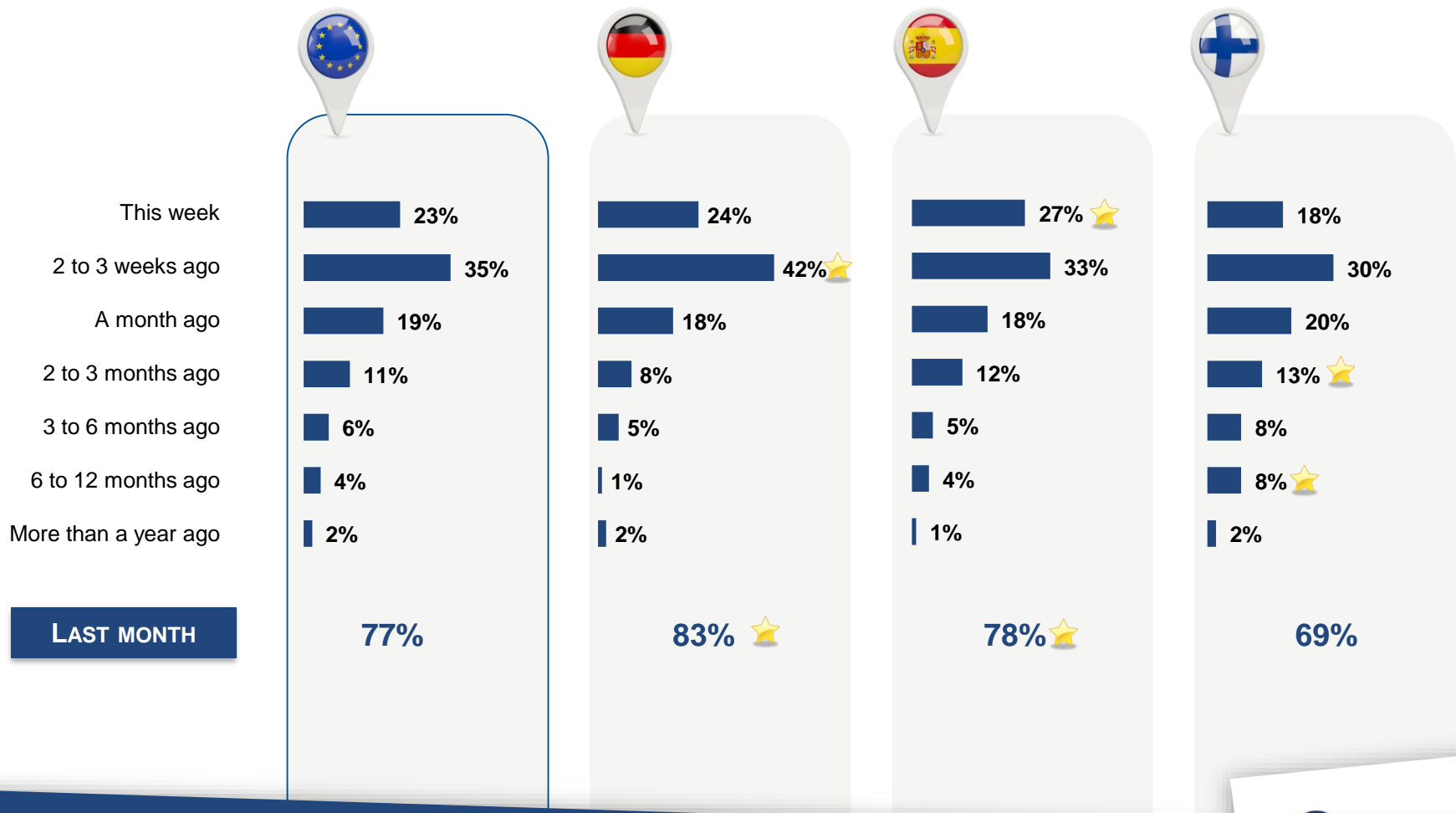
3 in 4 Europeans have used regular glue in the last month.
This is even bigger for Germans and Spanish.



Regular glue

Regular glue usage | Last time usage

Q: We now would like you to think back to the last time you have used any of those glues. When was this?
n (EU) = 1456 / n (DE) = 495 / n (SP) = 469 / n (FI) = 491 | Filter = Has used regular glue in the past year



In Europe, 2 in 3 are using regular glue at least once a month.
Especially Germans and Spanish are using it more frequently.

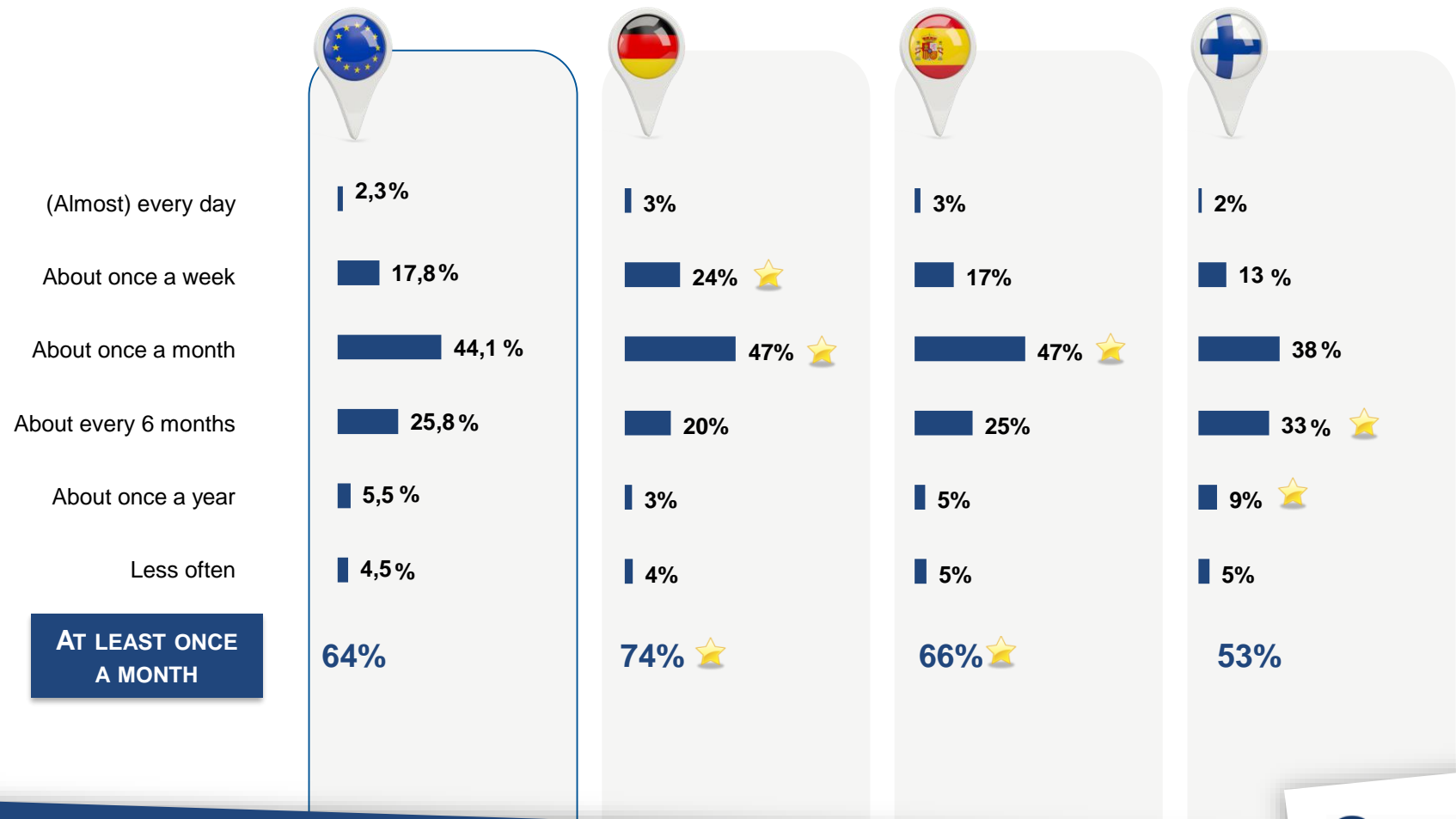


Regular glue

Regular glue usage | Frequency of usage

Q: How often do you use this type of glue?

n (EU) = 1456 / n (DE) = 495 / n (SP) = 469 / n (FI) = 492 | Filter = Has used regular glue in the past year

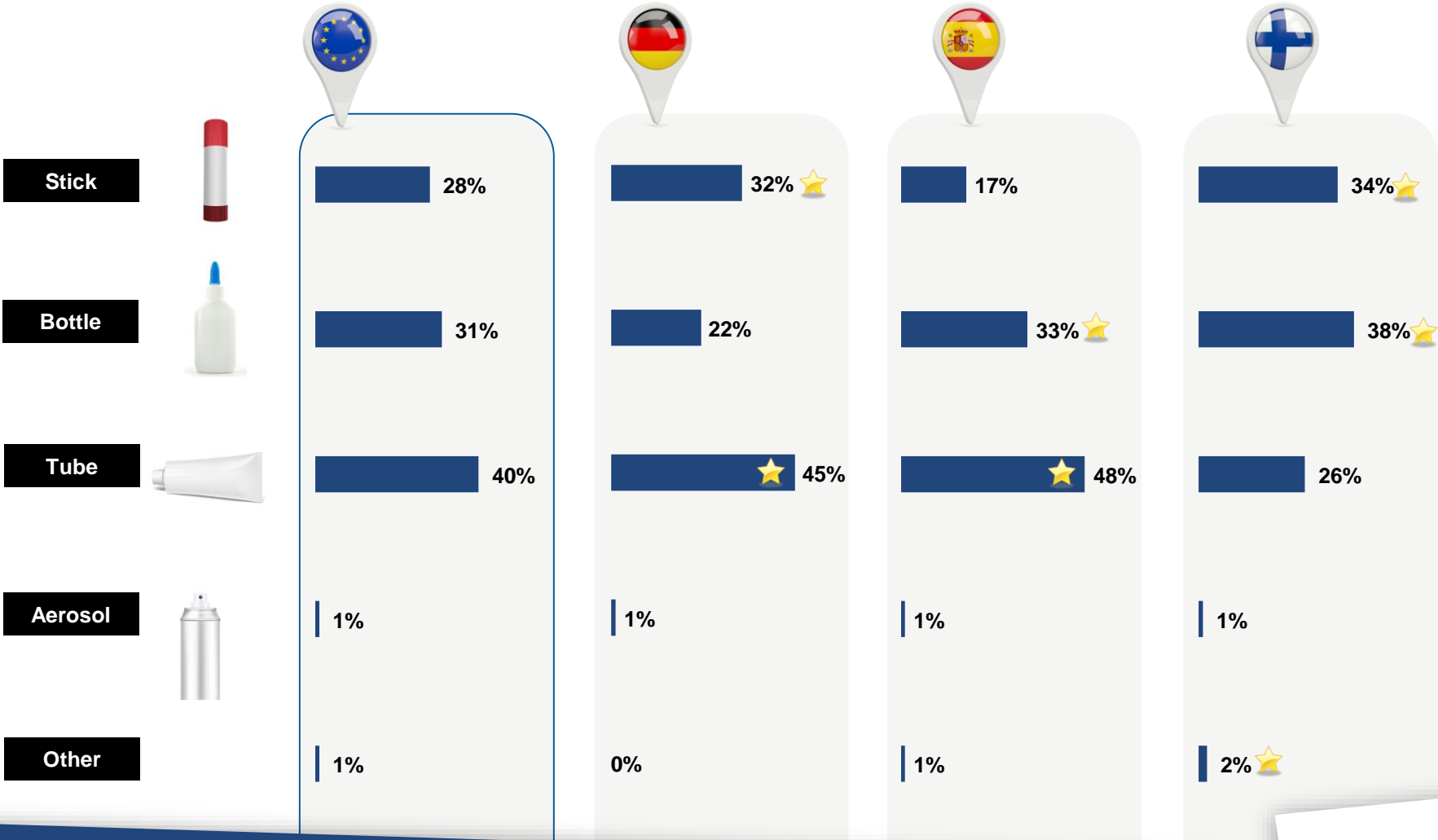


In EU, the tube is the most used container (by 4 in 10). The aerosol is only used by a minority. However, we see that in Finland, the bottle and the stick are more used over the tube.



Regular glue usage | Container used

Q: Could you please indicate the **type of container** the glue was in when doing your last glue job?
n (EU) = 1456 / n (DE) = 495 / n (SP) = 470 / n (FI) = 492 | Filter = Has used regular glue in the past year











Most of the time, Europeans opt for a medium-sized container, whatever the container is. The only exception is for the spanish using a bottle. They mostly take a small bottle.



Regular glue usage | Size of the container used

Q: Can you please indicate the **size of the container** you have used for your last glue job?
Filter = Has used regular glue in the past year & in the specific container

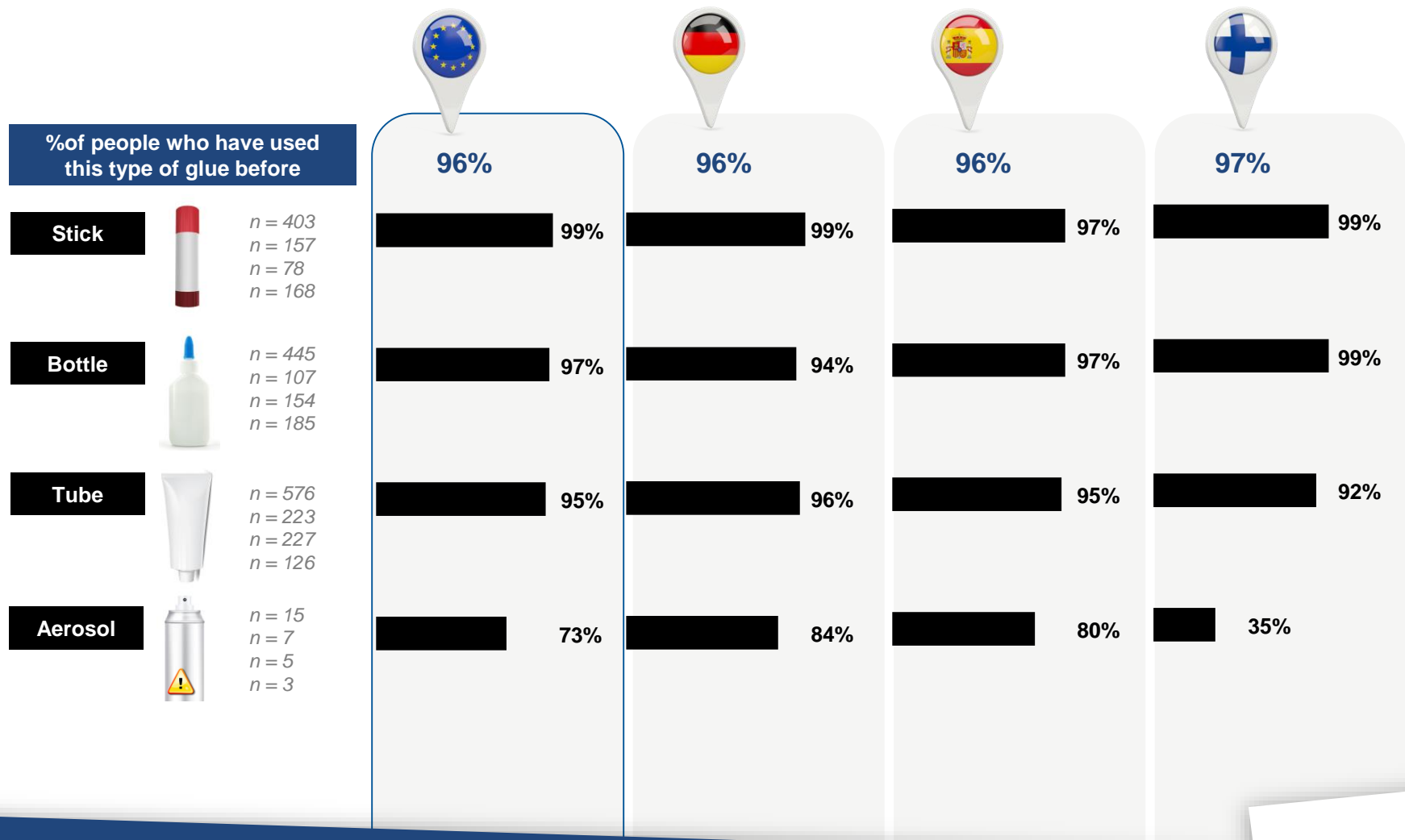
															
				Small	Medium	Large	Small	Medium	Large	Small	Medium	Large	Small	Medium	Large
Stick  Small: ca. 10g. Medium: ca. 20g. Large: ca. 40g.	n = 403 n = 157 n = 78 n = 168			16%	67%	17%	11%	69%	20%	12%	67%	22%	23%	66%	11%
Bottle  Small: ca. 100g. Medium: ca. 250g. Large: ca. 1Kg.	n = 445 n = 107 n = 154 n = 185			44%	46%	10%	38%	60%	2%	59%	35%	5%	35%	47%	18%
Tube  Small: ca. 10-20 ml. Medium: ca. 30-60 ml. Large: ca. 80-130 ml.	n = 576 n = 223 n = 227 n = 126			32%	46%	22%	28%	46%	26%	32%	47%	21%	39%	45%	16%
Aerosol  Small: ca. 100 g. Medium: ca.250g. Large: ca. 500g.	n = 15 n = 7 n = 5 n = 3			7%	60%	33%	0%	57%	43%	20%	40%	40%	0%	100%	0%

Almost all people already had a previous experience with this type of glue. Aerosol is the only type of container for which we see that people were less experienced with before using it.



Regular glue usage | Previous experience with the glue container

Q: Have you used the same type of glue before or was it the first time?
Total: n (EU) = 1456 / n (DE) = 495 / n (SP) = 469 / n (FI) = 492 | Filter: Has used regular glue in the past year & in the specific container



Especially when they use a stick to make the glue job, people use a small portion of the product.
In Europe people use a little bit more of the product when they use a tube.



Regular glue usage | Portion of the product used

Q: How much glue did you use for this glue job?
n (EU) = 1457 / n (DE) = 496 / n (SP) = 469 / n (FI) = 493 | Filter: Has used regular glue in the past year & the specific container









	EU				DE				SP				FI			
	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small
Stick EU n=403 DE n=158 SP n=78 FIN n=168	3%	6%	11%	80%	3%	4%	6%	87%	5%	13%	21%	62%	1%	3%	13%	83%
Bottle EU n=446 DE n=107 SP n=154 FIN n=185	4%	7%	18%	72%	2%	7%	19%	72%	8%	12%	26%	55%	2%	2%	10%	86%
Tube EU n=575 DE n=223 SP n=226 FIN n=126	5%	10%	22%	64%	3%	9%	13%	76%	7%	12%	32%	49%	4%	6%	19%	71%
Aerosol EU n=15 DE n=7 SP n=5 FIN n=3	7%	33%	36%	25%	0%	26%	61%	13%	0%	61%	20%	19%	35%	0%	0%	65%

In Europe, the amount of glue used does not really vary based on the size of the container.



Regular glue usage | Portion of the product used

Q: How much glue did you use for this glue job?
n (EU) = 1457 / n (DE) = 496 / n (SP) = 469 / n (FI) = 493 | Filter: Has used regular glue in the past year & the specific container

																
Stick																
					Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small
 Large (~40g) n=68 / 32 / 17 / 9 ⚠					9%	7%	12%	72%	13%	6%	0%	81%	6%	11%	42%	41%
Medium (~20g) n=270 / 109 / 52 / 111					2%	5%	13%	80%	1%	5%	8%	87%	6%	13%	13%	68%
Small (~20g) n=66 / 17 / 9 / 40 ⚠					0%	6%	6%	89%	0%	0%	0%	100%	0%	12%	21%	67%
Bottle																
 Large (~1kg) n=43 / 2 / 8 / 33 ⚠					11%	5%	7%	77%	0%	0%	0%	100%	25%	26%	12%	37%
Medium (~250g) n=205 / 65 / 55 / 86					4%	9%	22%	65%	3%	10%	25%	62%	11%	18%	33%	38%
Small (~100g) n=199 / 42 / 91 / 65					2%	4%	16%	78%	0%	2%	12%	86%	4%	6%	23%	66%
Tube																
 Large (~80-130ml) n=126 / 58 / 48 / 20 ⚠					9%	12%	19%	60%	6%	10%	16%	68%	15%	19%	29%	37%
Medium (~30-60ml) n=267 / 103 / 107 / 57					2%	8%	25%	65%	0%	9%	10%	81%	5%	8%	38%	49%
Small (~10-20ml) n=183 / 62 / 72 / 49					6%	10%	19%	65%	5%	8%	13%	74%	6%	14%	24%	56%
Aerosol																
 Large (~500g) n=5 / 3 / 2 / 0 ⚠					0%	40%	23%	38%	0%	31%	38%	31%	0%	52%	0%	48%
Medium (~300g) n=9 / 4 / 2 / 3 ⚠					11%	32%	36%	21%	0%	23%	77%	0%	0%	100%	0%	0%
Small (~100g) n=1 / 0 / 1 / 0 ⚠					0%	0%	100%	0%	-	-	-	-	0%	0%	100%	0%

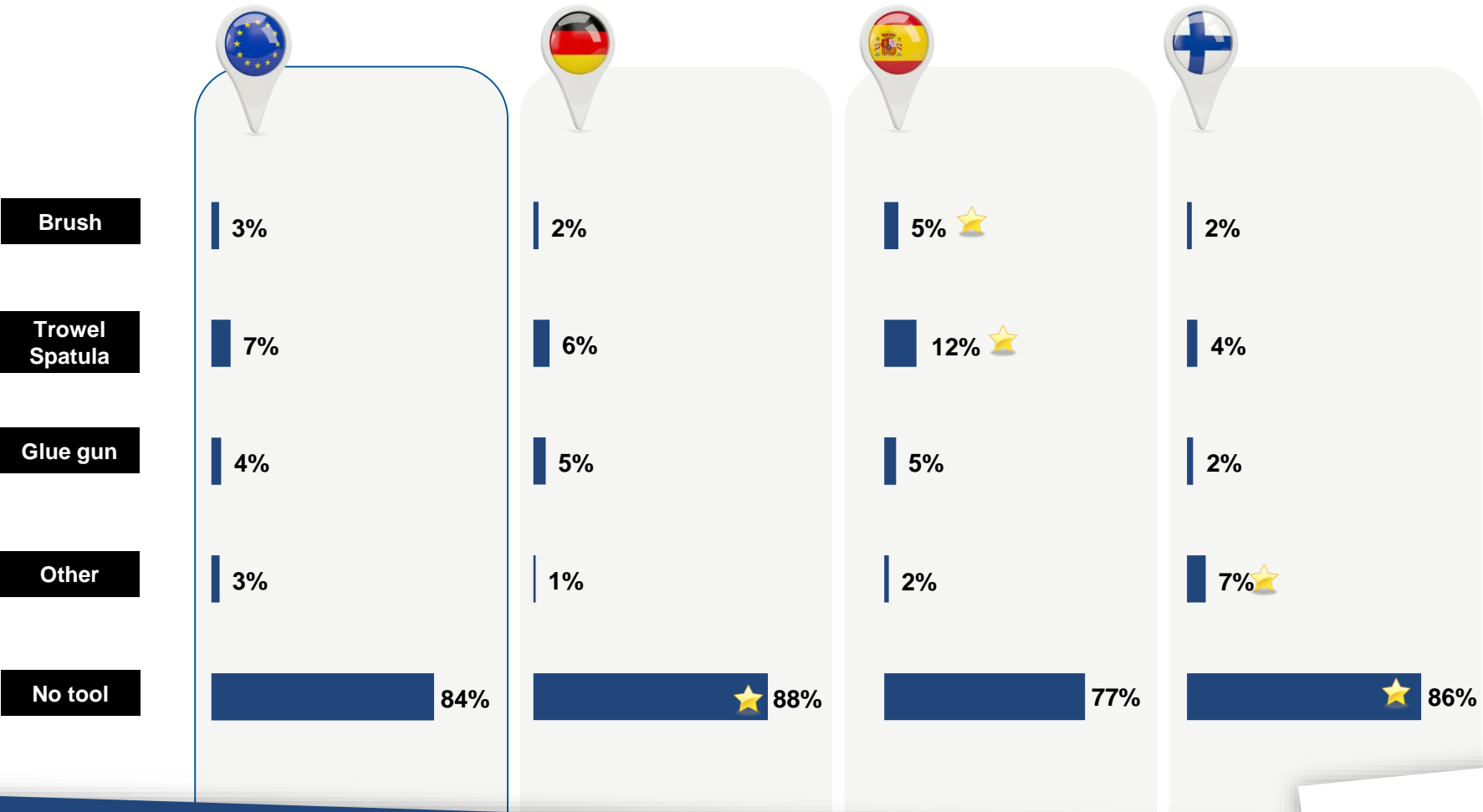
Regular glues are mostly used without tools.



Regular glue

Regular glue usage | Application tool

Q: Did you use a specific tool to apply the glue?
n (EU) = 1456 / n (DE) = 496 / n (SP) = 469 / n (FI) = 492 | Filter = Has used regular glue in the past year



The stick is used the least with tools. The bottle and the tube are sometimes combined with a trowel or a spatula.



Regular glue

Regular glue usage | Application tool

Q: Did you use a specific tool to apply the glue?
 Filter: Has used regular glue in the past year & in the specific container

		<div> </div>			<div> </div>			<div> </div>			<div> </div>		
		Brush	Trowel/ Spatula	Glue gun	Brush	Trowel/ Spatula	Glue gun	Brush	Trowel/ Spatula	Glue gun	Brush	Trowel/ Spatula	Glue gun
Stick EU n=403 DE n=157 SP n=78 FI n=168		1%	1%	3%	2%	1%	3%	2%	5%	6%	0%	0%	1%
Bottle EU n=445 DE n=107 SP n=154 FI n=185		4%	8%	4%	0%	7%	8%	8%	13%	5%	3%	4%	2%
Tube EU n=576 DE n=223 SP n=227 FI n=126		3%	11%	3%	2%	9%	4%	4%	14%	4%	2%	9%	1%
Aerosol EU n=15 DE n=7 SP n=5 FI n=3		19%	20%	13%	26%	13%	26%	20%	41%	0%	0%	0%	0%

Most of the time regular glue is used indoors, in a not really well-ventilated area.



Regular glue usage | Place of usage and Ventilation

Q: Was the glue job done indoors or outdoors? Filter: Has used regular glue in the past year
Q: Did you use the glue in a well-ventilated area (e.g. you opened the windows)? Filter: Glue job done indoors



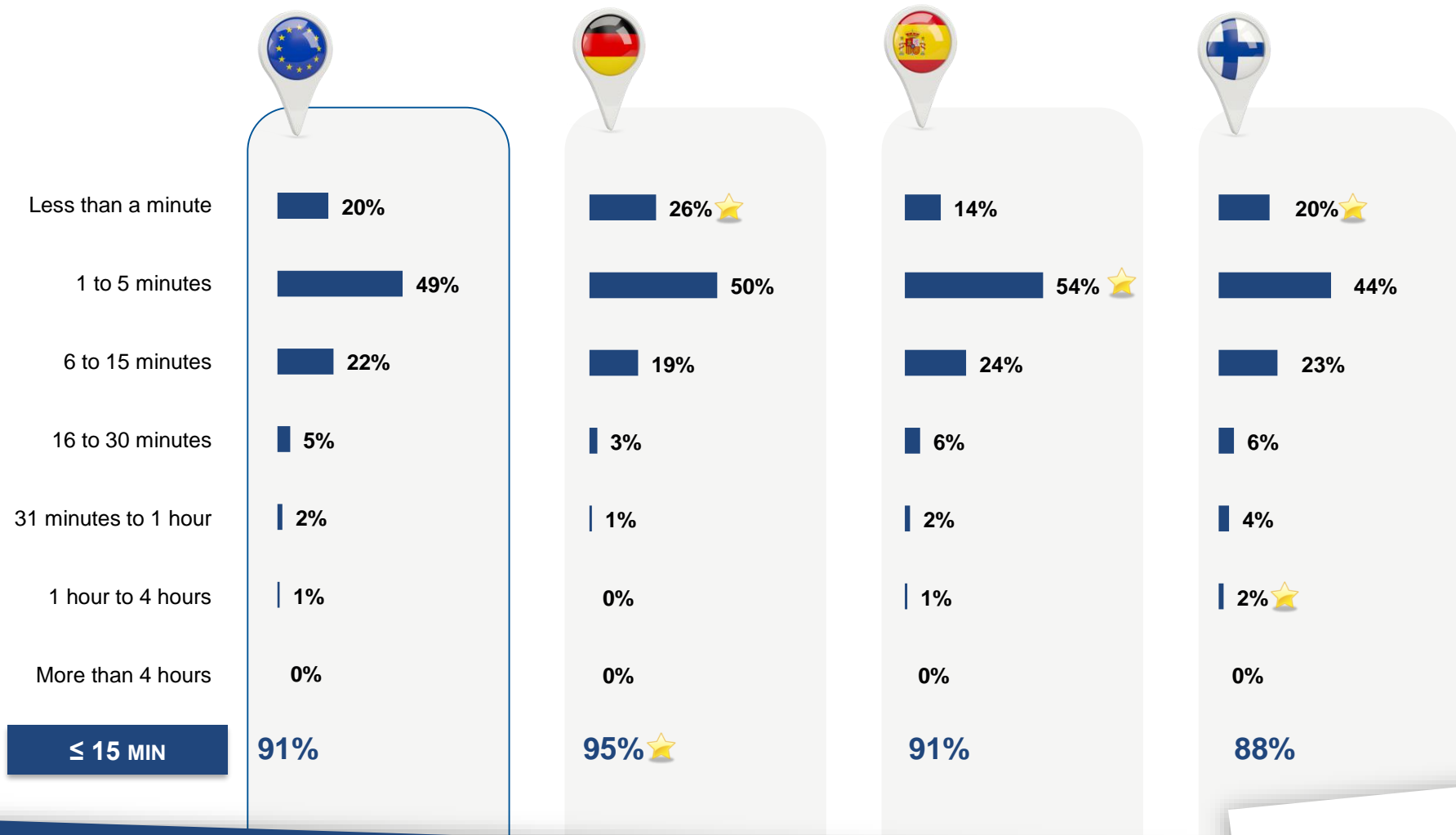
Using regular glue is mostly a quick job as it almost never last for more than 15 minutes.
For 1 in 5 European it even lasts less than a minute.



Regular glue

Regular glue usage | Duration

Q: In total, how long did it take you to do this glue job?
n (EU) = 1456 / n (DE) = 495 / n (SP) = 469 / n (FI) = 491 | Filter: Has used regular glue in the past year



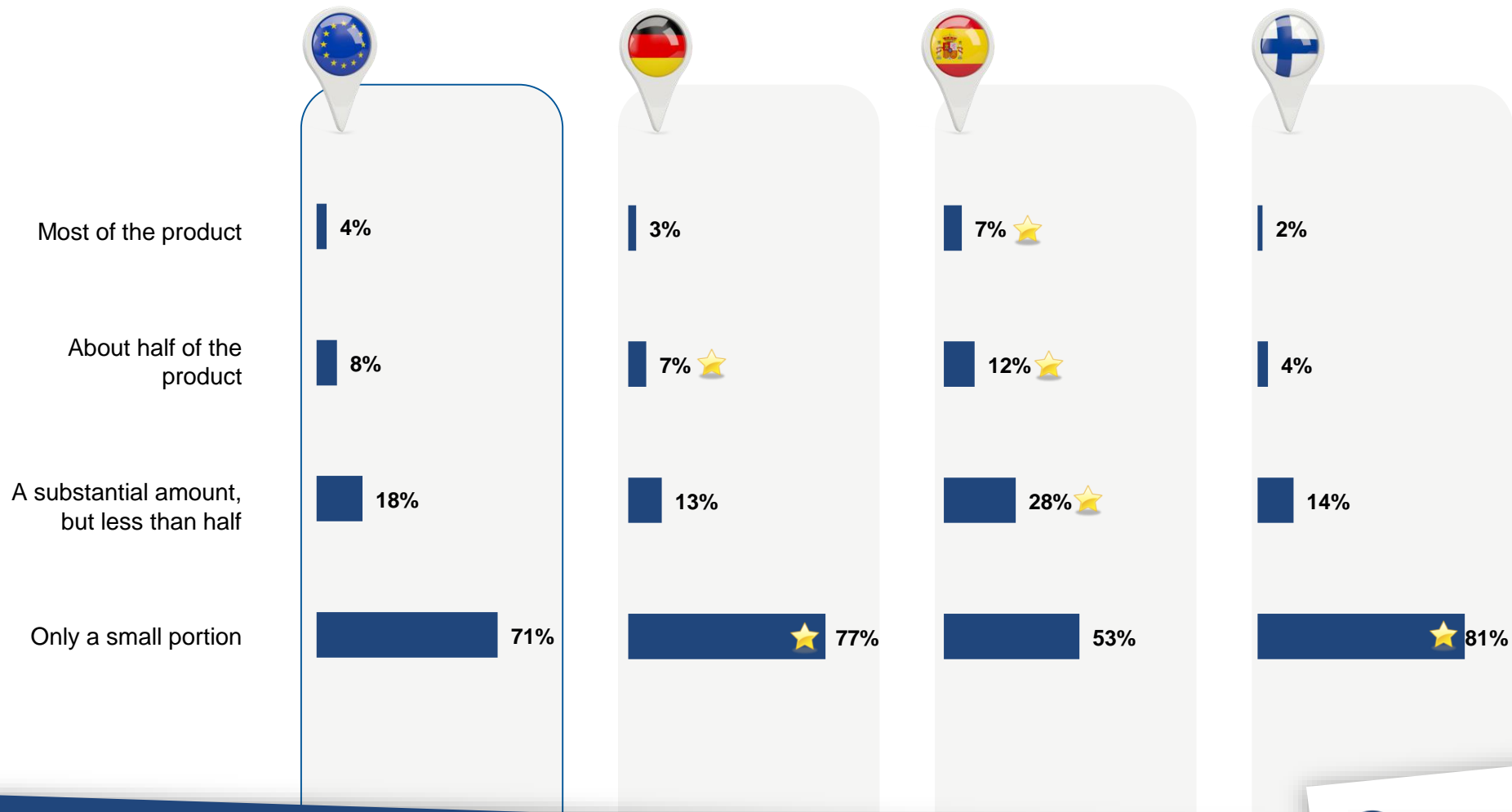
In line with a very quick glue job, the majority of the people only use a small portion of the glue. However, spanish consumers are using a bigger amount compared to germans and finish.



Regular glue

Regular glue usage | Portion of the product used

Q: How much glue did you use for this glue job?
n (EU) = 1456 / n (DE) = 495 / n (SP) = 469 / n (FI) = 491 | Filter: Has used regular glue in the past year

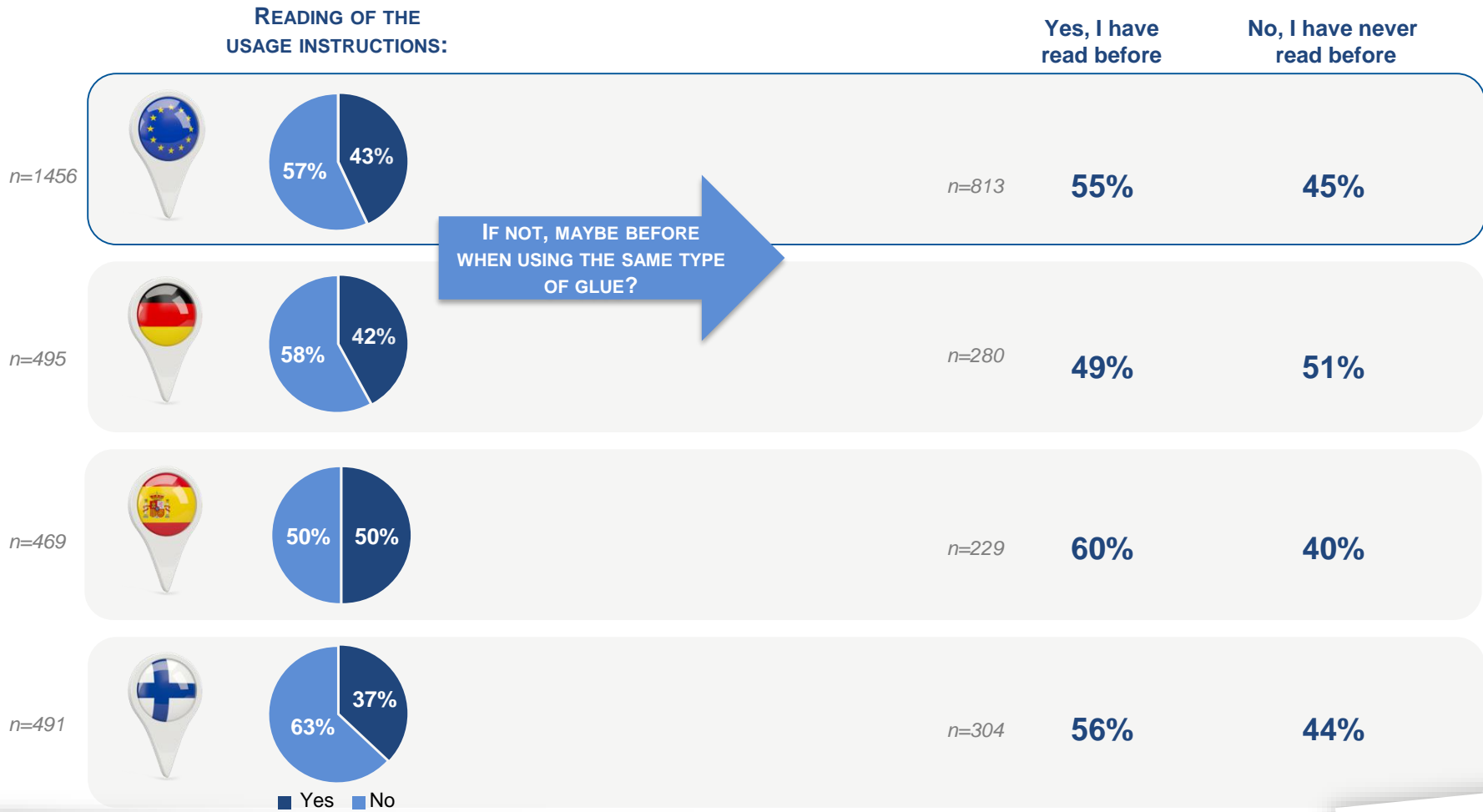


1 in 4 European has never read the usage instructions of the regular glue.
This does not really vary across countries.



Regular glue usage | Usage instructions reading

Q: Did you read the glue usage instructions before the glue job? Filter: Used this glue in the past year
Q: You mentioned having used this type of glue before. Have you ever read the usage instructions of this type of glue?
Filter = if used this type of glue before and did not read instructions in last glue job



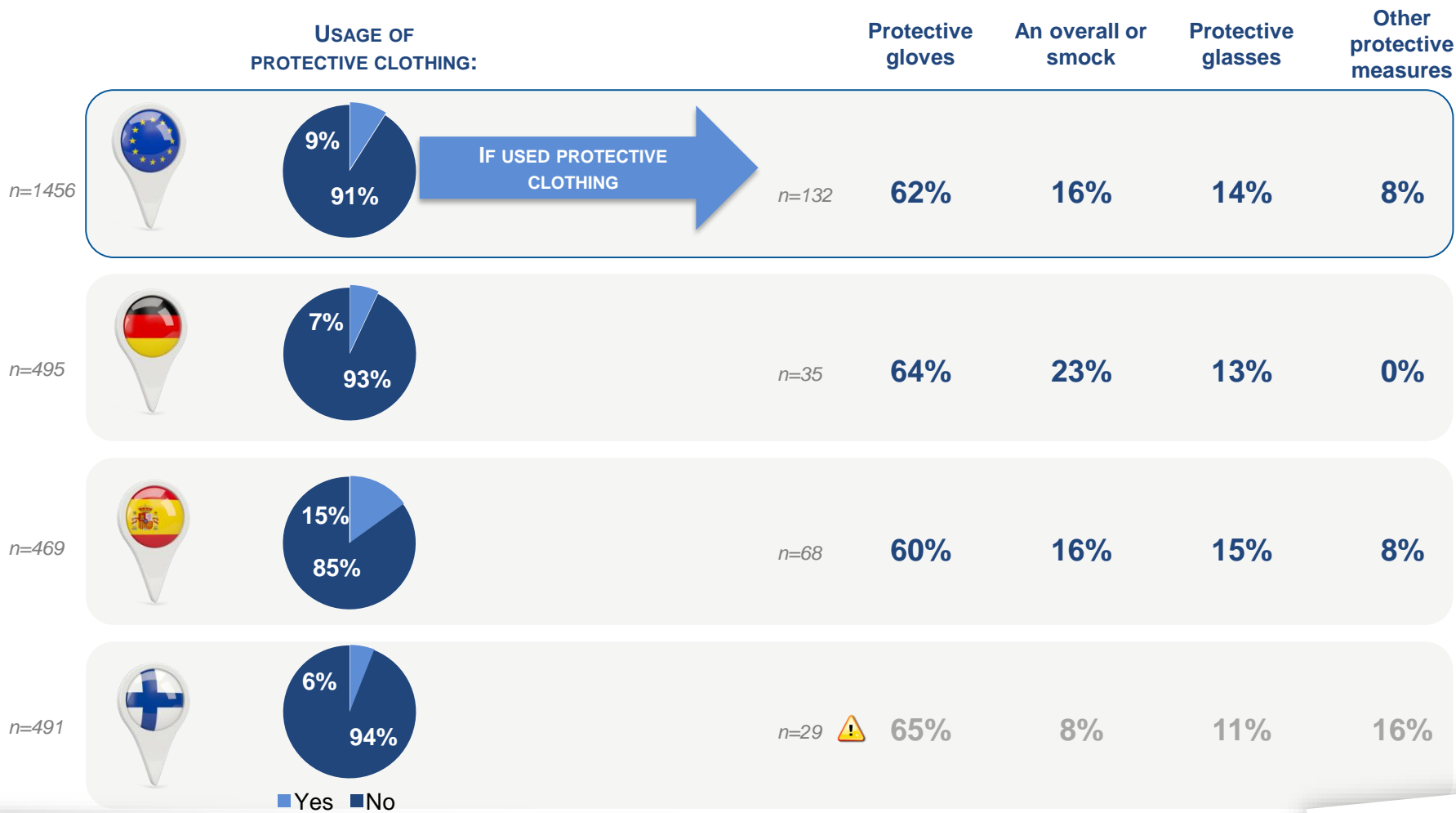


Regular glue

Less than 1 in 10 is wearing protective clothing when doing a regular glue job.
If they do, they mostly wear gloves. There are no differences between countries.

Regular glue usage | Protective clothing

Q: Did you wear any protective clothing during your glue job (e.g. gloves or an overall)? Filter: Has used regular glue in the past year
Q: What type of protective clothing did you use when doing your last glue job? Filter: Has used protective clothing

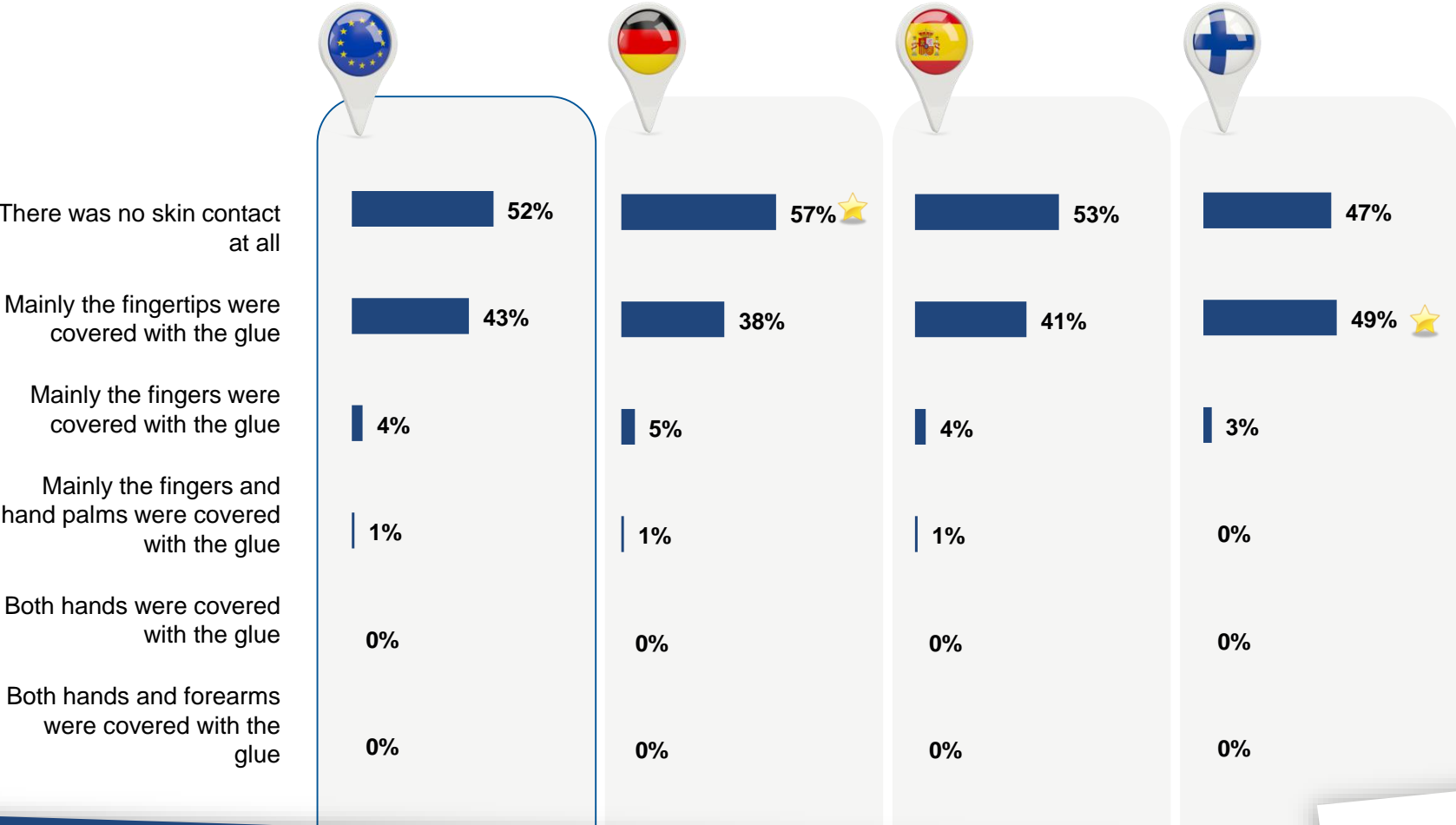


Given that 9 in 10 are not using protective clothing, we see that half of those using regular glue have had skin contact with the product. It's mainly the fingertips which were covered.



Regular glue usage | Skin contact

Q: When doing this last glue job, to what extent did your skin come in direct contact with the glue?
n (EU) = 1456 / n (DE) = 495 / n (SP) = 469 / n (FI) = 491 | Filter = Used this glue in the past year







In Germany, people using a glue stick have less skin contact with the product than in other countries. At the opposite, in Finland those using a bottle have more often their fingertips covered.



Last glue job | Skin contact

Q: When doing this last glue job, to what extend did your skin come in direct contact with the glue?
 n (EU) = 1439 / n (DE) = 495 / n (SP) = 465 / n (FI) = 482 | Filter = Used this glue in the past year & the specific container

																
	Stick n=403	Bottle n=445	Tube n=576	Aero sol n=15 ⚠	Stick n=158	Bottle n=107	Tube n=223	Aero sol n=7 ⚠	Stick n=79	Bottle n=154	Tube n=227	Aero sol n=5 ⚠	Stick n=168	Bottle n=185	Tube n=126	Aero sol n=3 ⚠
There was no skin contact at all	54%	51%	53%	41%	65%	58%	51%	46%	42%	58%	55%	39%	49%	41%	54%	30%
Mainly the fingertips were covered with the glue	43%	45%	40%	52%	32%	35%	43%	54%	53%	38%	38%	61%	48%	56% ⭐	41%	35%
Mainly the fingers were covered with the glue	2%	4%	5%	7%	3%	6%	5%	0%	3%	4%	6%	0%	2%	3%	4%	35% ⭐
Mainly the fingers and hand palms were covered with the glue	1%	0%	1%	0%	1%	0%	1%	0%	2%	0%	0%	0%	0%	0%	1%	0%
Both hands were covered with the glue	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Both hands and forearms were covered with the glue	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

⭐ Significantly higher (95%-level)





ZOOM ON SPECIFIC GLUE TYPES

PARQUET GLUE

TILE GLUE

CARPET GLUE

WALLPAPER GLUE



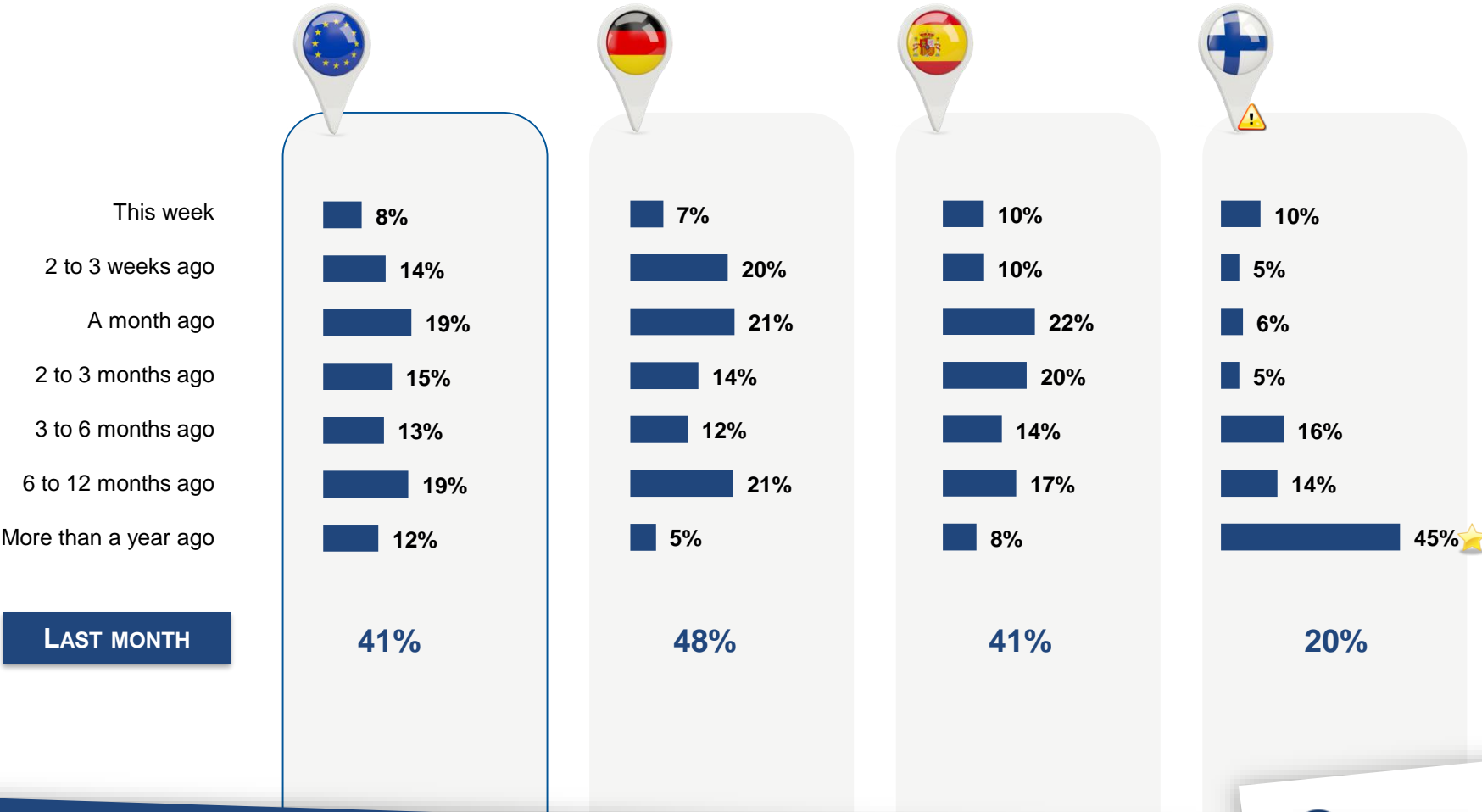


Parquet glue

41% of those who have use parquet glue in the past year, did it in the last month.
However, in Finland people did the job a longer time ago.

Parquet glue job | Last time usage

Q: We now would like you to think back to the last time you have used any of those glues. When was this?
n (EU) = 126 / n (DE) = 57 / n (SP) = 51 / n (FI) = 19 | Filter = Has used parquet glue

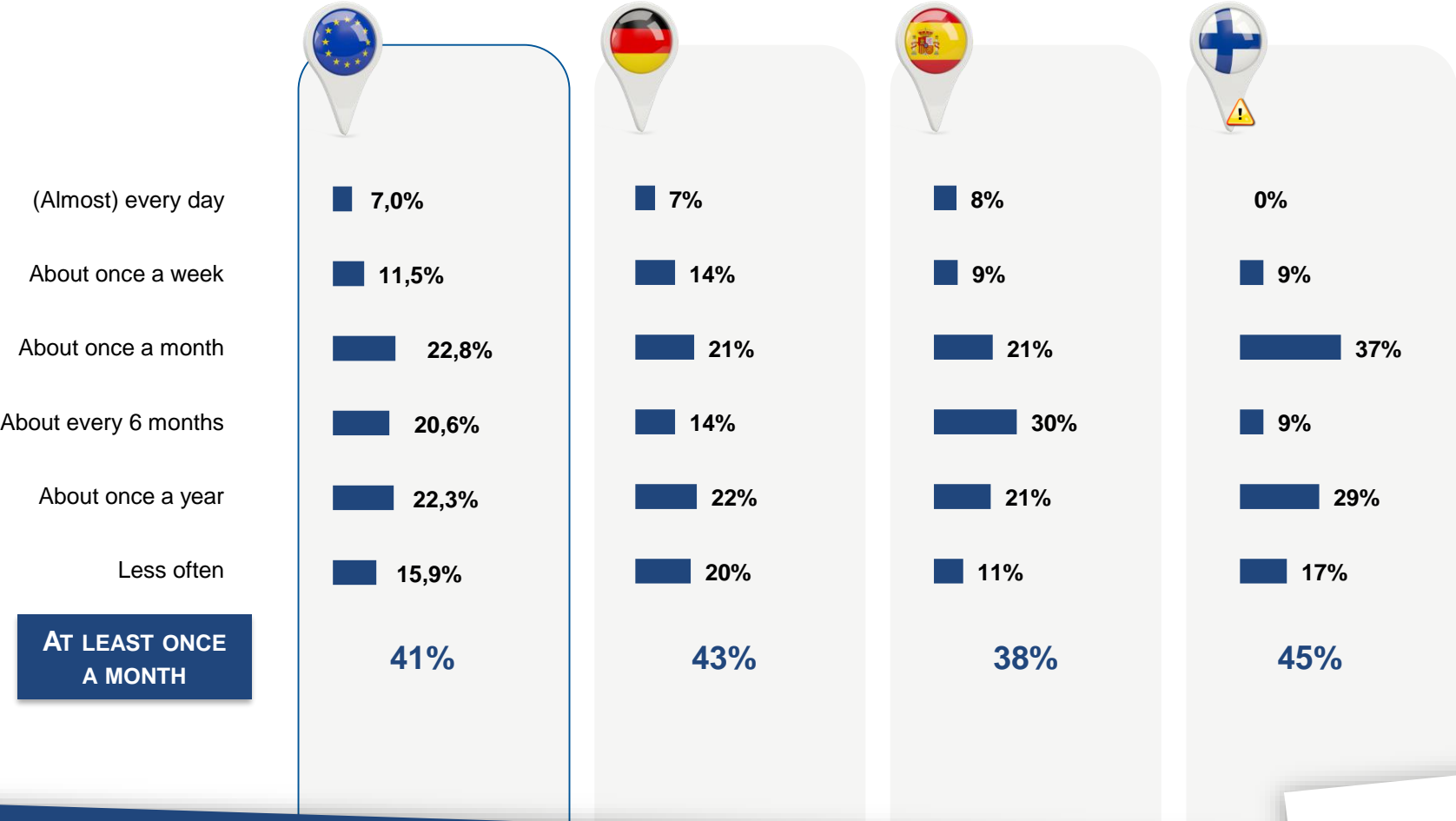


4 in 10 of those who have used parquet glue in the past year do it frequently.



Parquet glue job | Frequency of usage

Q: How often do you use this type of glue?
n (EU) = 110 / n (DE) = 54 / n (SP) = 47 / n (FI) = 10 | Filter = Has used parquet glue in the past year



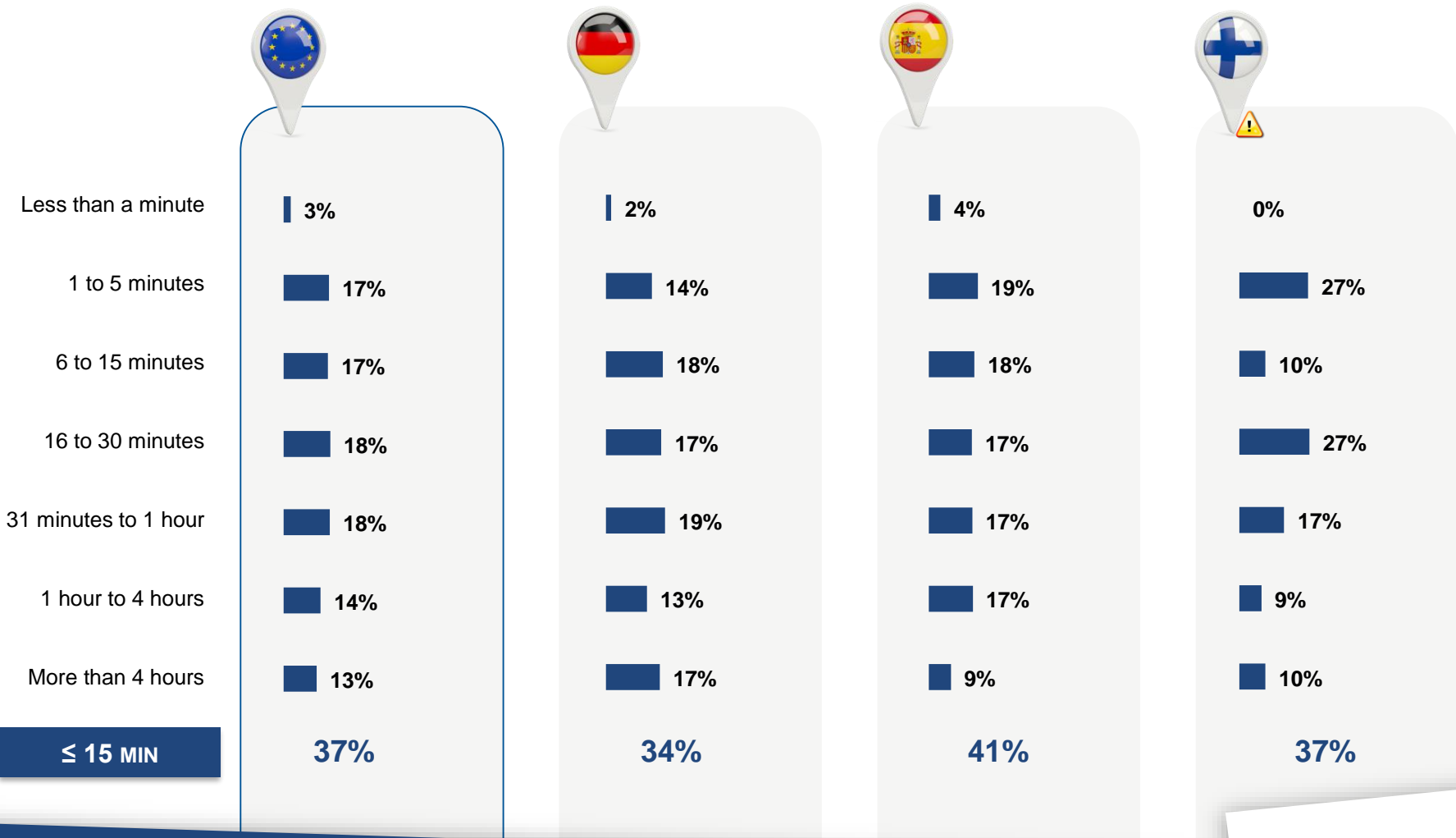


Parquet glue

A third of the European indicated it was a short job a max. 15 minutes.
Still, there is an important group of people who did a longer job of an hour or more.

Parquet glue job | Duration

Q: In total, how long did it take you to do this glue job?
n (EU) = 111 / n (DE) = 54 / n (SP) = 47 / n (FI) = 10 | Filter: Has used parquet glue in the past year

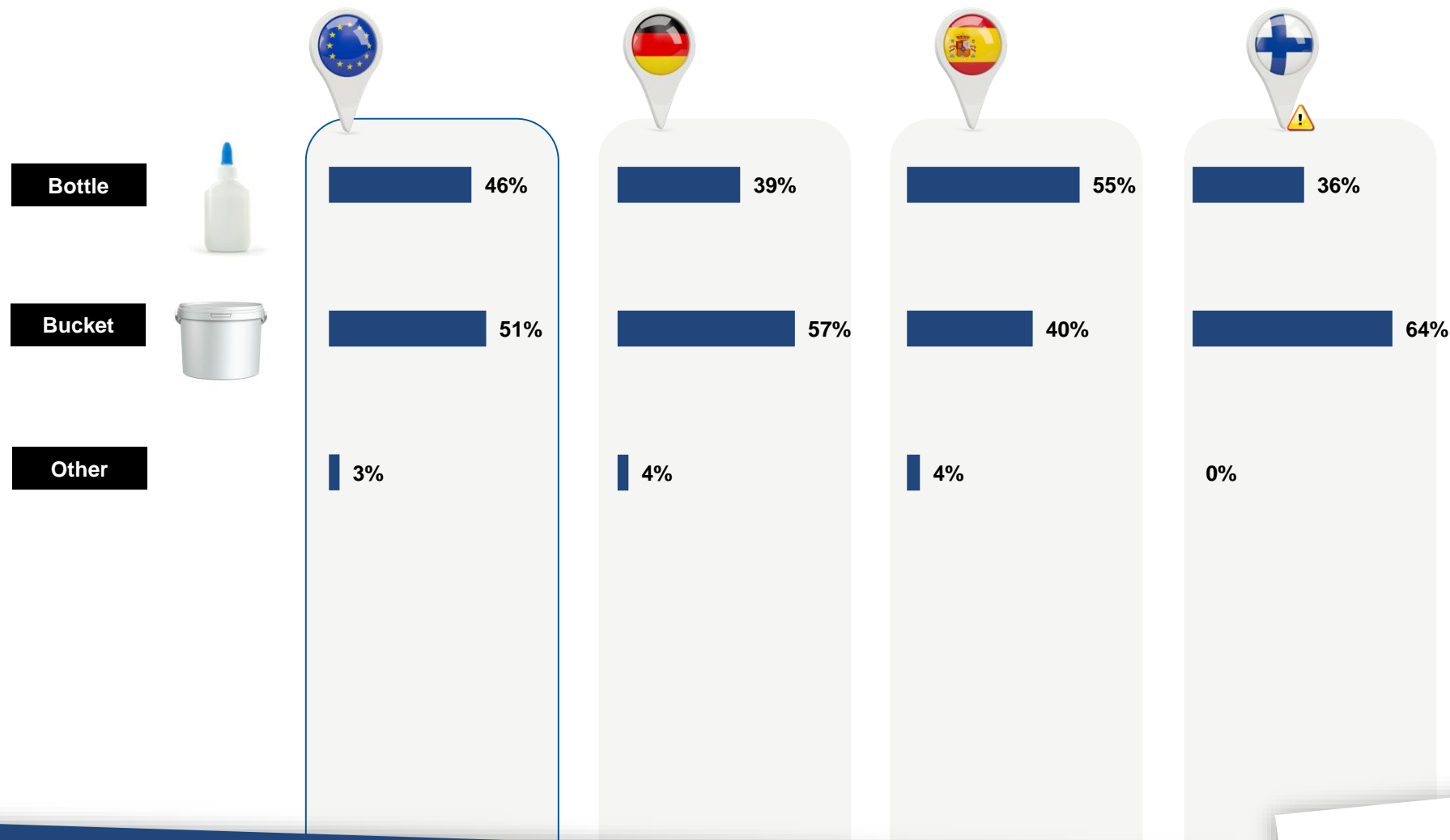


In Europe parquet glue is almost equally bought in bottle or bucket.
Bottle is more popular in Spain and Bucket in the other countries.



Parquet glue job | Container used

Q: Could you please indicate the **type of container** the glue was in when doing your last glue job?
n (EU) = 111 / n (DE) = 54 / n (SP) = 47 / n (FI) = 10 | Filter = Has used parquet glue in the past year





Parquet glue

Most of the time people buy medium-sized container.
This is true for both the bottle and the bucket.

Parquet glue job | Size of the container used

Q: Can you please indicate the **size of the container** you have used for your last glue job?
Filter = Has used parquet glue in the past year & in the specific container

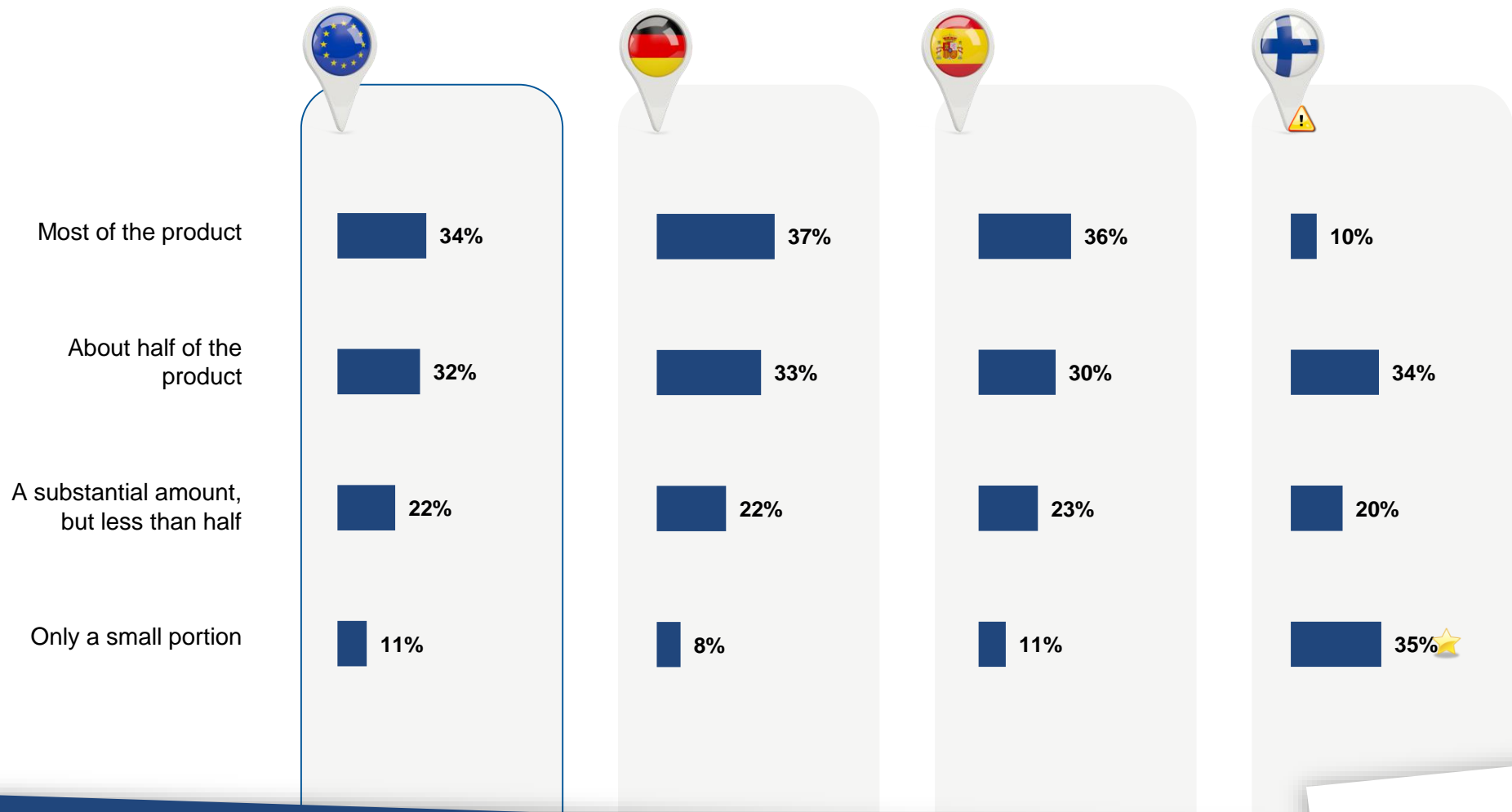


Two thirds of the Europeans have used at least half of the product in their last parquet glue job.
Finish people have used a relatively smaller amount of glue.



Parquet glue job | Portion of the product used

Q: How much glue did you use for this glue job?
n (EU) = 111 / n (DE) = 54 / n (SP) = 47 / n (FI) = 10 | Filter: Has used parquet glue in the past year

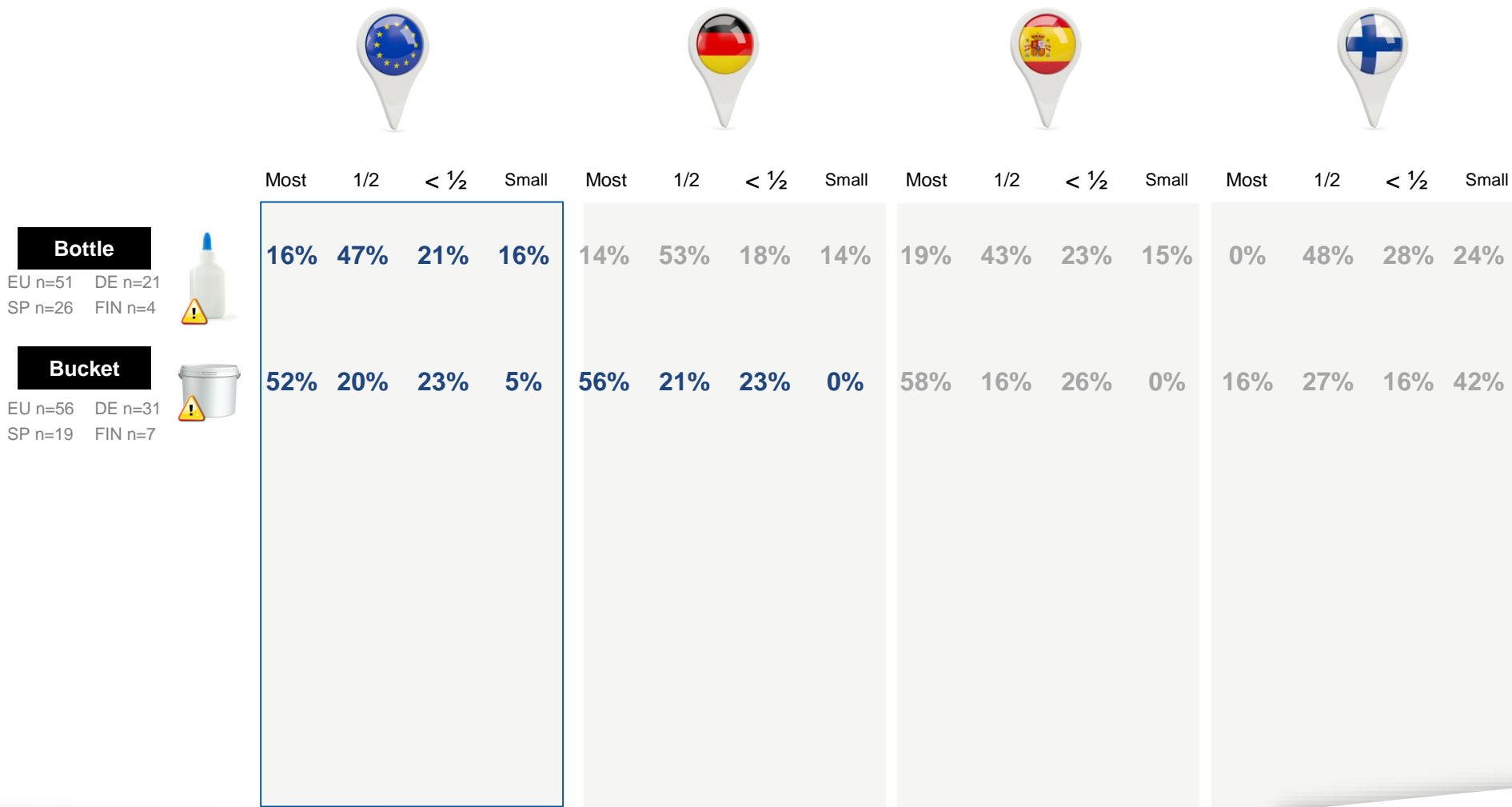


The portion of glue used varies with the type of container used. When the glue is stored in a bucket, the majority of the people use most of it. While once in the bottle, they just use about half of it.



Parquet glue job | Portion of the product used

Q: How much glue did you use for this glue job?
 Filter: Has used parquet glue in the past year & the specific container



Parquet glue job | Portion of the product used

Q: How much glue did you use for this glue job?

Filter: Has used parquet glue in the past year & the specific container



Bottle



Large (~1kg)
n=12 / 5 / 6 / 1

Medium (~750g)
n=24 / 11 / 12 / 1

Small (~500g)
n=16 / 6 / 8 / 2

Bucket



Large (~20kg)
n=13 / 9 / 3 / 1

Medium (~10kg)
n=27 / 16 / 8 / 3

Small (~5kg)
n=17 / 6 / 8 / 3

	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small
Large (~1kg) n=12 / 5 / 6 / 1	35%	40%	17%	8%	42%	58%	0%	0%	34%	17%	33%	16%	0%	100%	0%	0%
Medium (~750g) n=24 / 11 / 12 / 1	13%	54%	21%	12%	9%	53%	28%	9%	17%	58%	16%	8%	0%	0%	0%	100%
Small (~500g) n=16 / 6 / 8 / 2	6%	43%	25%	26%	0%	48%	16%	36%	12%	38%	25%	25%	0%	46%	54%	0%
Large (~20kg) n=13 / 9 / 3 / 1	71%	29%	0%	0%	69%	31%	0%	0%	100%	0%	0%	0%	0%	100%	0%	0%
Medium (~10kg) n=27 / 16 / 8 / 3	52%	22%	23%	3%	50%	18%	32%	0%	62%	25%	13%	0%	37%	31%	0%	32%
Small (~5kg) n=17 / 6 / 8 / 3	37%	12%	41%	11%	53%	15%	32%	0%	38%	13%	49%	0%	0%	0%	36%	64%

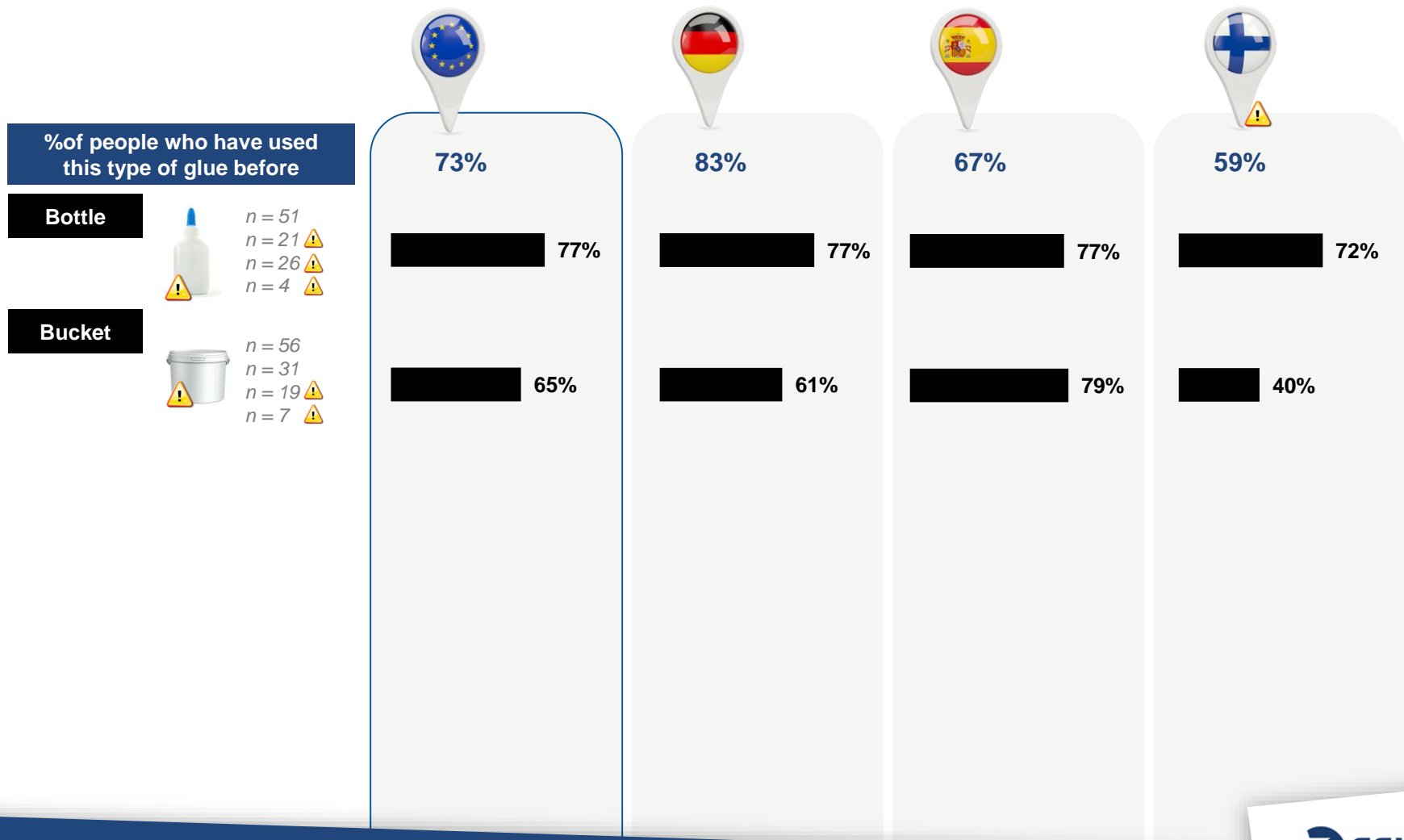


Almost 3 in 4 people already had an experience with parquet glue before.
Especially those who used a bottle.



Parquet glue job | Previous experience with the glue container

Q: Have you used the same type of glue before or was it the first time?
n (EU) = 111 / n (DE) = 54 / n (SP) = 47 / n (FI) = 10 | Filter: Has used parquet glue in the past year & in the specific container

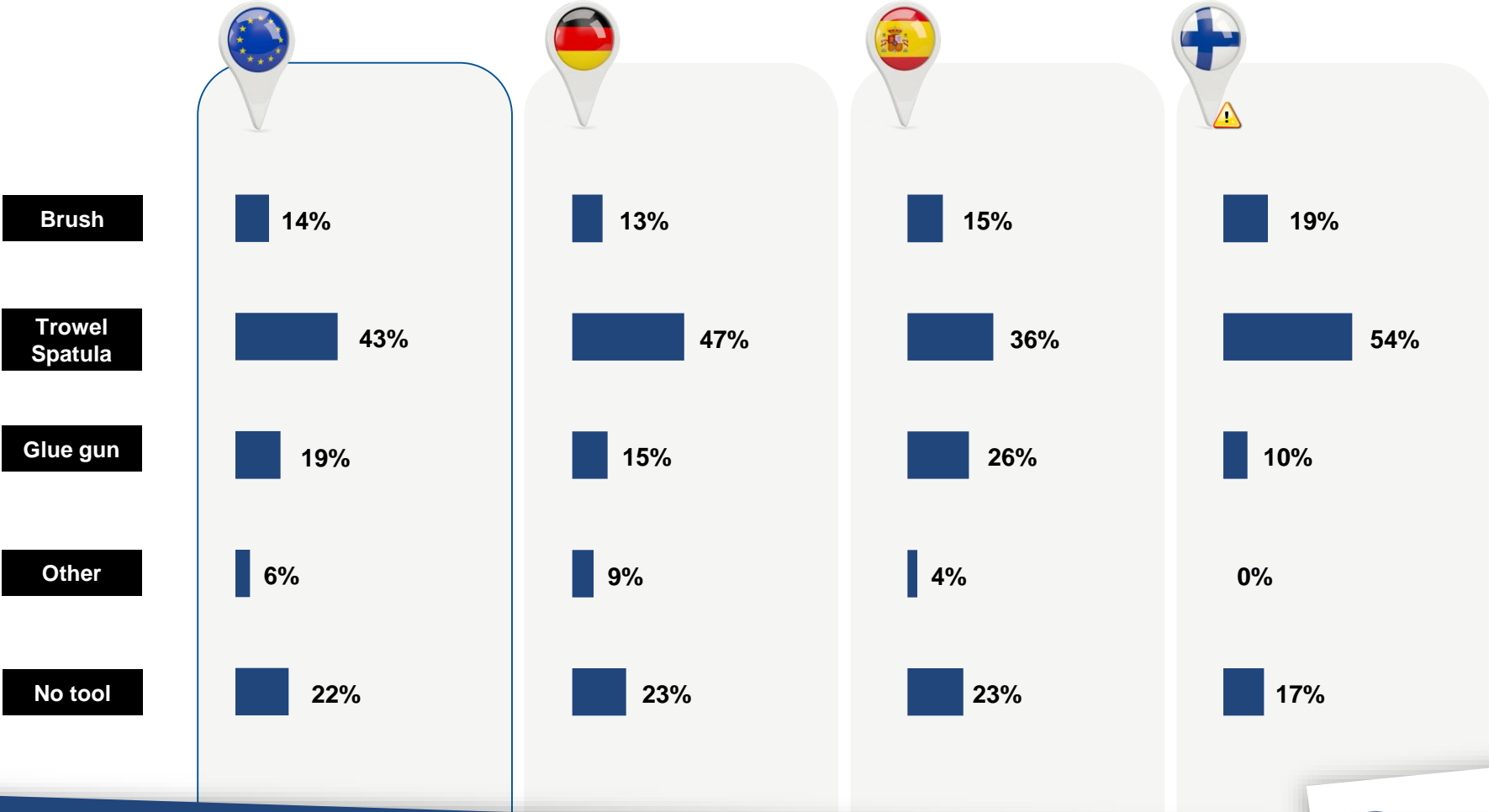


More than 1 in 5 did not use any application tool during their parquet glue job.
If they did use one, they mostly used a trowel or a spatula.



Parquet glue job | Application tool

Q: Did you use a specific tool to apply the glue?
n (EU) = 111 / n (DE) = 54 / n (SP) = 47 / n (FI) = 10 | Filter= Has used parquet glue in the past year















Parquet glue job | Application tool

Q: Did you use a specific tool to apply the glue?

Filter: Has used parquet glue in the past year & in the specific container

Parquet glue

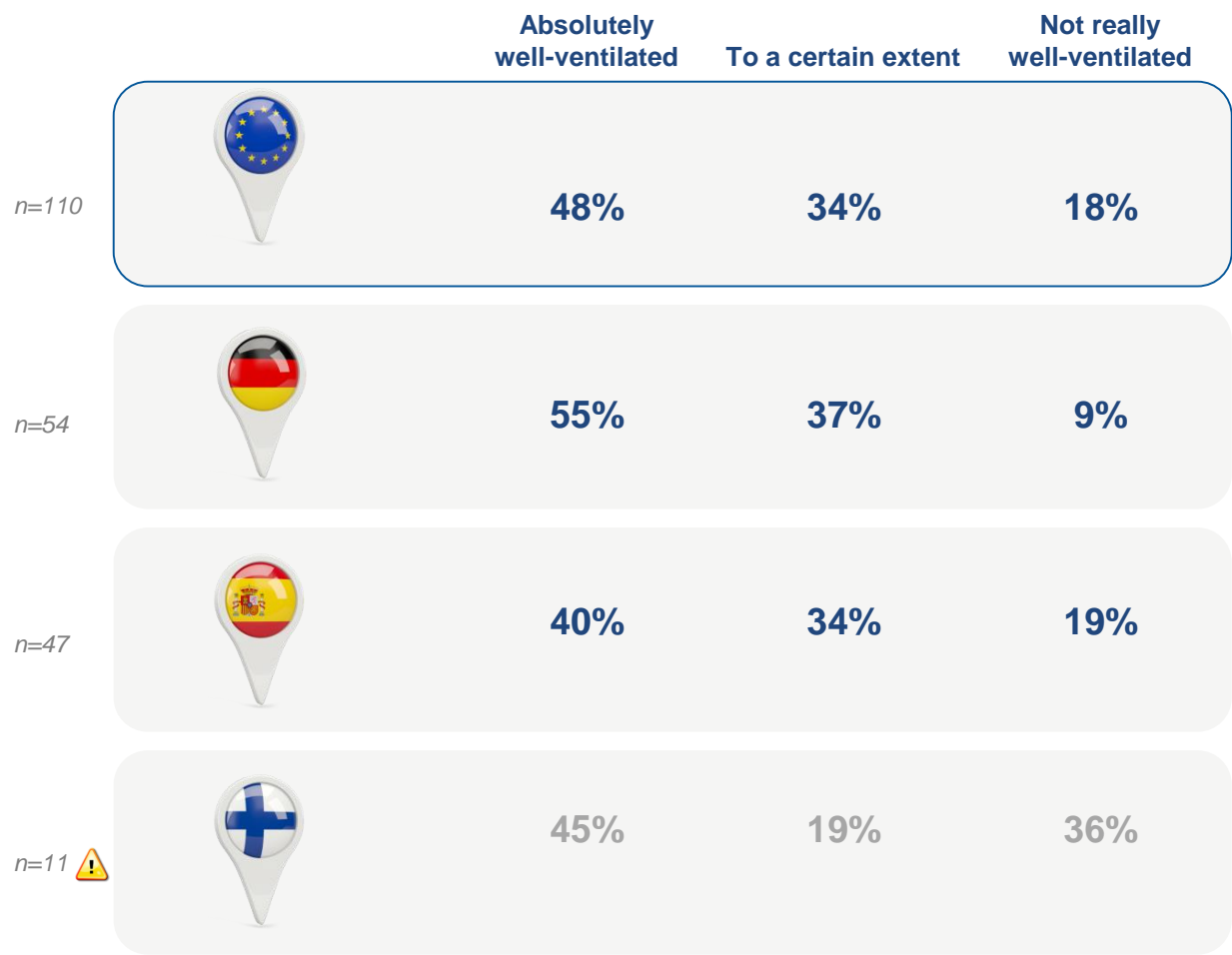
		EU			DE			SP			FI		
		Brush	Trowel/ Spatula	Glue gun	Brush	Trowel/ Spatula	Glue gun	Brush	Trowel/ Spatula	Glue gun	Brush	Trowel/ Spatula	Glue gun
Bottle		n = 51			n = 21			n = 26			n = 4		
													
		15%	33%	18%	13%	37%	14%	19%	23%	23%	0%	76%	0%
Bucket		n = 56			n = 31			n = 19			n = 7		
													
		14%	55%	20%	13%	56%	16%	11%	57%	27%	29%	42%	16%

Most of the European have done their parquet glue job in a place which was ventilated at least to some extent.



Parquet glue job | Place of usage and Ventilation

Q: Did you use the glue in a well-ventilated area (e.g. you opened the windows)?
Filter: Has used parquet glue in the past year



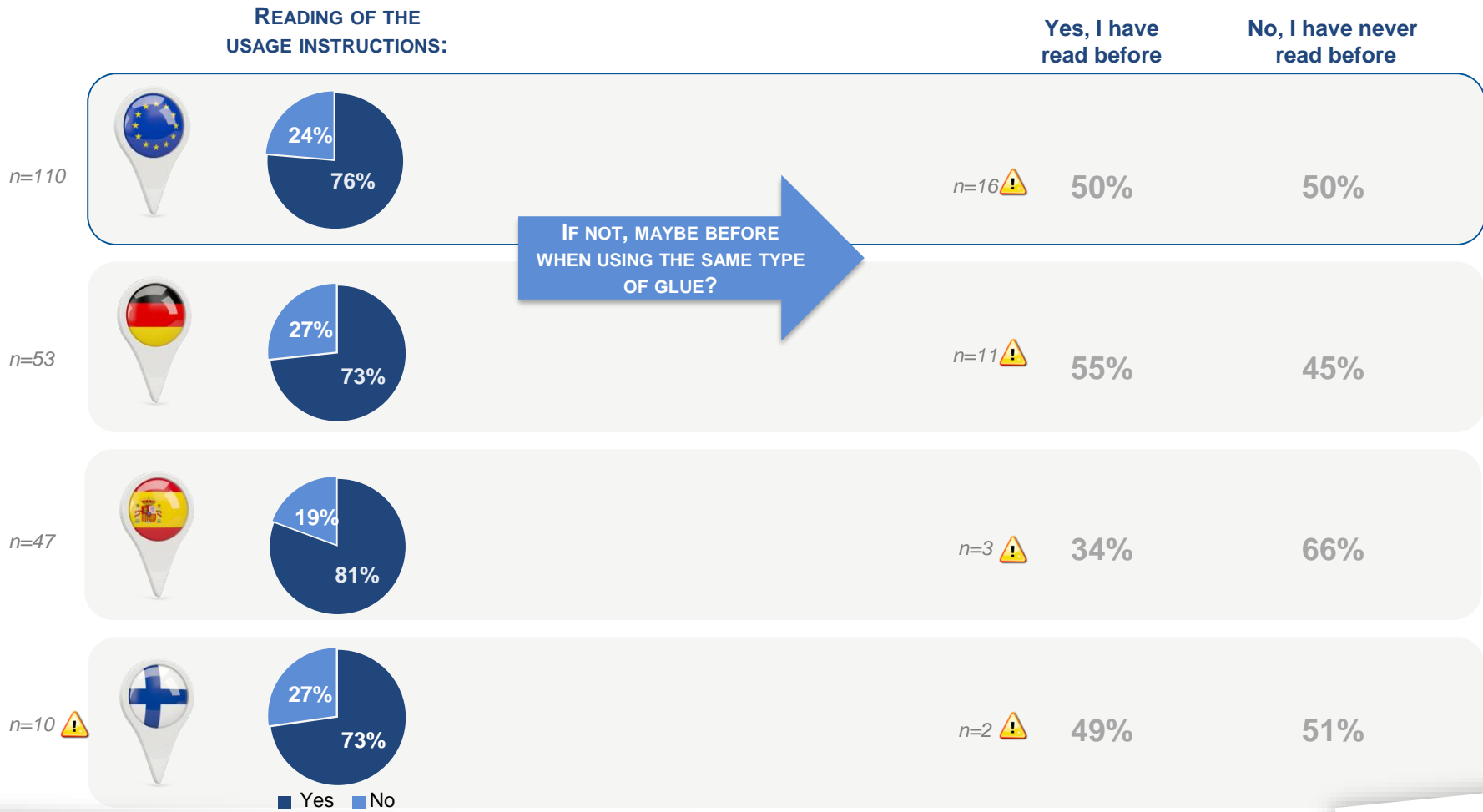


Parquet glue

About 1 in 10 European who use parquet glue, never read the usage instructions.
There is no major differences between countries.

Parquet glue job | Usage instructions reading

Q: Did you read the glue usage instructions before the glue job? Filter: Used this glue in the past year
Q: You mentioned having used this type of glue before. Have you ever read the usage instructions of this type of glue?
Filter = if used this type of glue before and did not read instructions in last glue job



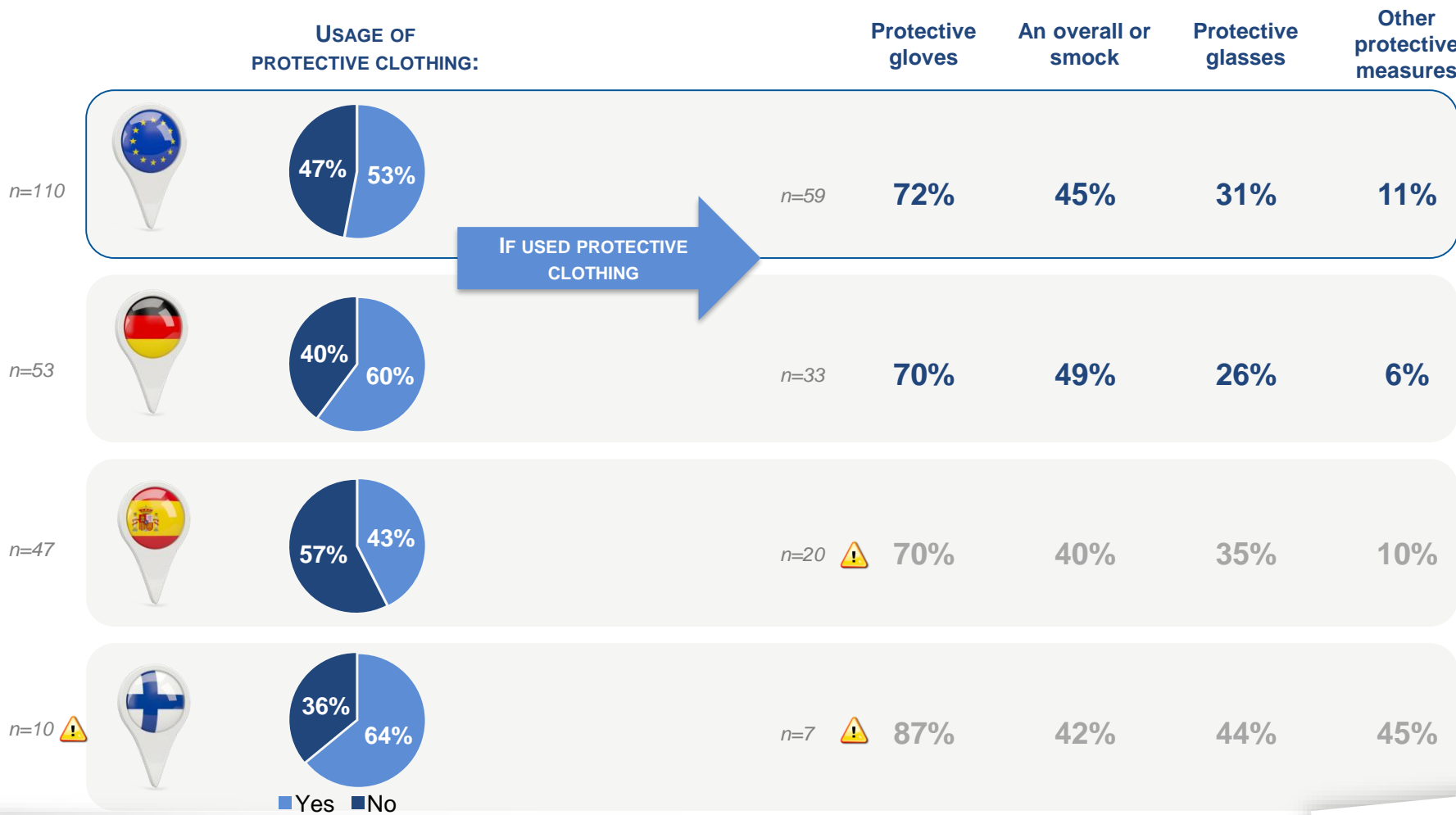


Parquet glue

1 in 2 European did not wear any protective clothing when doing the glue job.
Those who did mainly used globes.

Parquet glue job | Protective clothing

Q: Did you wear any protective clothing during your glue job (e.g. gloves or an overall)? Filter: Has used parquet glue in the past year
Q: What type of protective clothing did you use when doing your last glue job? Filter: Has used protective clothing



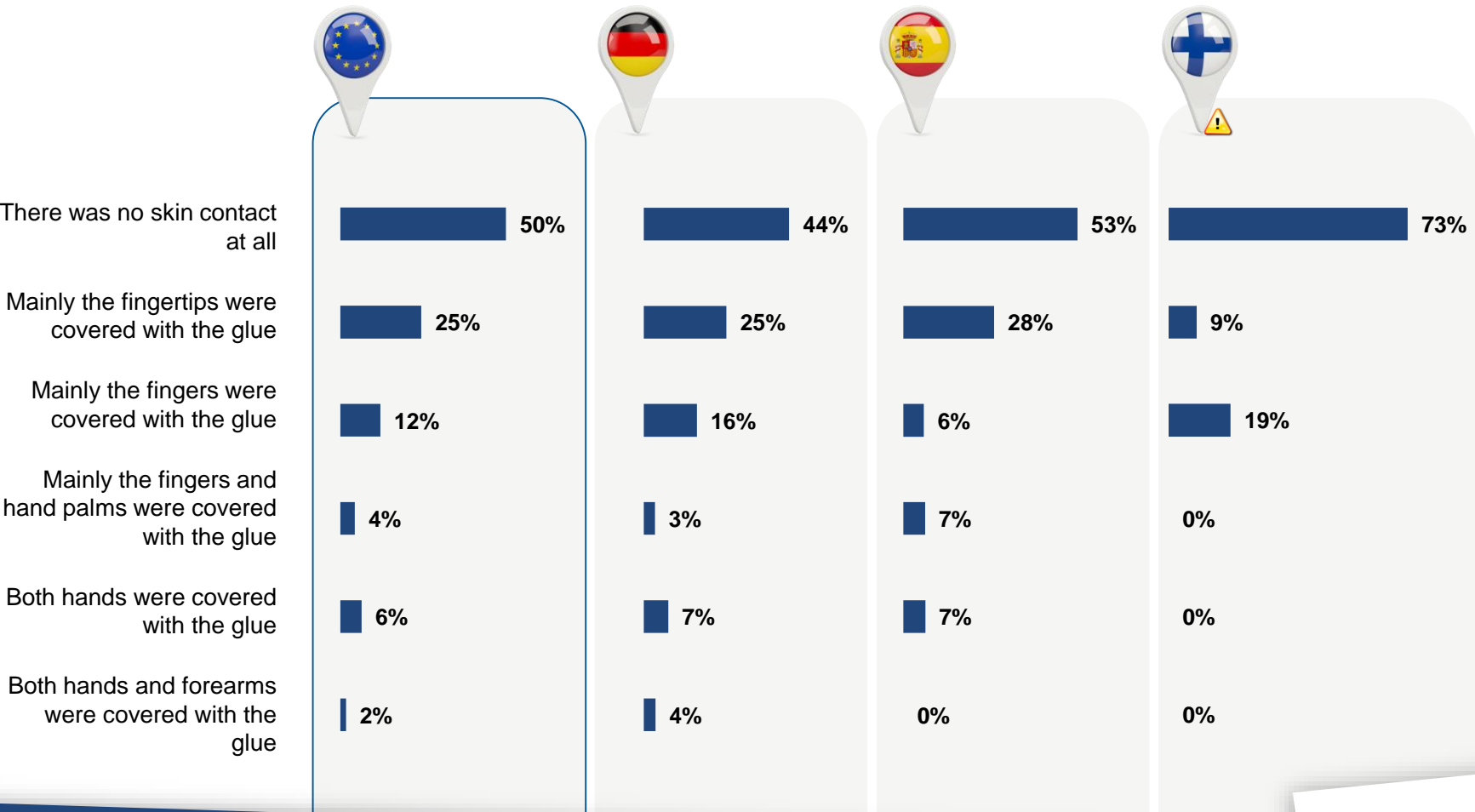


Parquet glue

Half of the people did not have any skin contact with the parquet glue.
For those who had, it was mainly the fingertips which were covered with the glue.

Parquet glue job | Skin contact





Q: When doing this last glue job, to what extent did your skin come in direct contact with the glue?
n (EU) = 111 / n (DE) = 54 / n (SP) = 47 / n (FI) = 10 | Filter = Has used parquet glue in the past year





Parquet glue job | Skin contact

Q: When doing this last glue job, to what extend did your skin come in direct contact with the glue?
Filter = Has used parquet glue in the past year & the specific container

	 Bottle Bucket n=51 n=45		 Bottle Bucket n=22 ⚠️ n=31		 Bottle Bucket n=26 ⚠️ n=19 ⚠️		 Bottle Bucket n=4 ⚠️ n=7 ⚠️	
There was no skin contact at all	49%	52%	42%	45%	50%	57%	76%	71%
Mainly the fingertips were covered with the glue	25%	23%	22%	26%	27%	27%	24%	0%
Mainly the fingers were covered with the glue	13%	12%	18%	16%	11%	0%	0%	29%
Mainly the fingers and hand palms were covered with the glue	4%	5%	4%	3%	4%	11%	0%	0%
Both hands were covered with the glue	6%	7%	4%	10%	8%	6%	0%	0%
Both hands and forearms were covered with the glue	4%	0%	9%	0%	0%	0%	0%	0%

★ Significantly higher (95%-level)





ZOOM ON SPECIFIC GLUE TYPES

PARQUET GLUE

TILE GLUE

CARPET GLUE

WALLPAPER GLUE



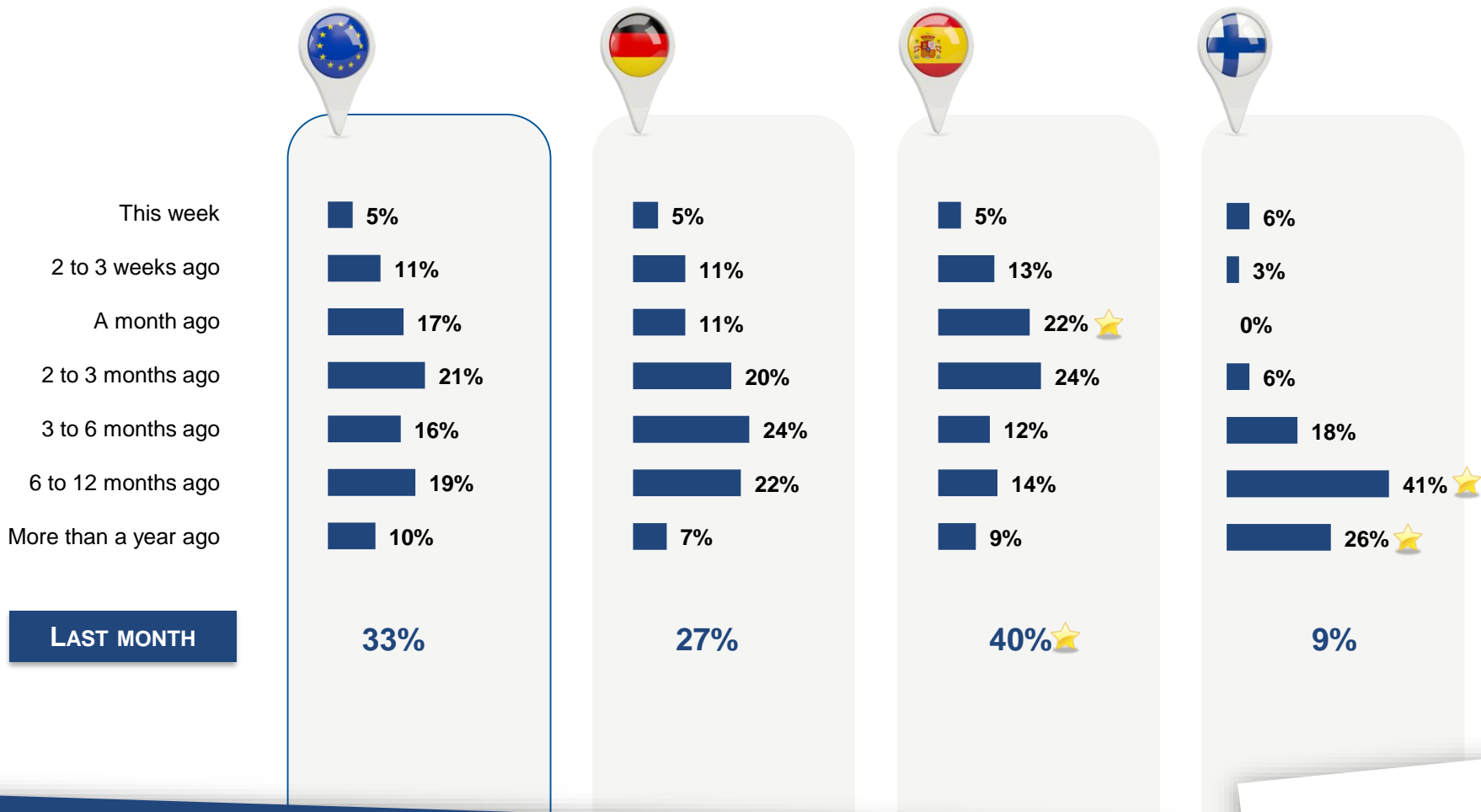
A third of the Europeans who have used tile glue in the past year, did it within the last month. Especially spanish people did their last tile job recently.



Tile glue

Tile glue job | Last time usage

Q: We now would like you to think back to the last time you have used any of those glues. When was this?
n (EU) = 283 / n (DE) = 74 / n (SP) = 180 / n (FI) = 32 | Filter = Has used tile glue



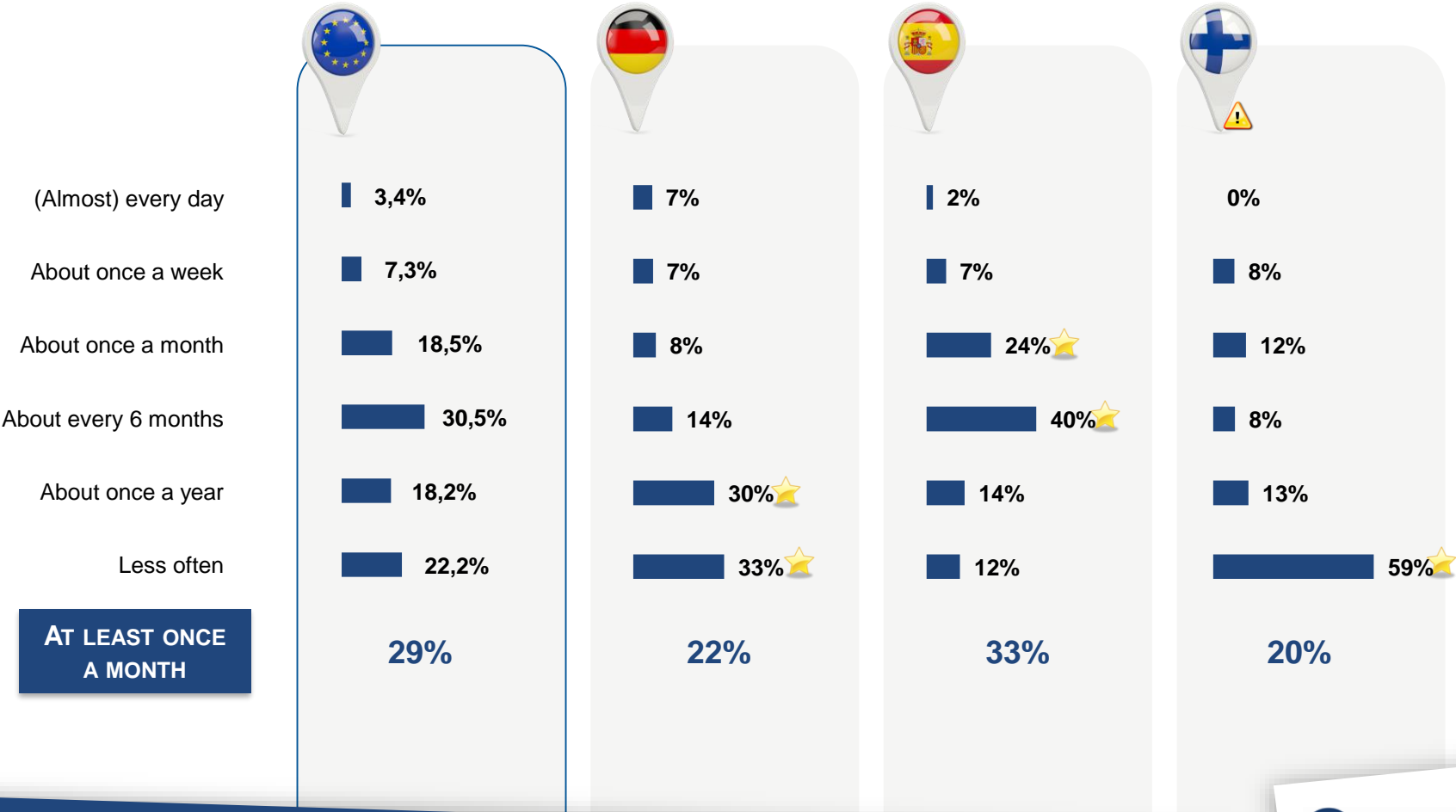


Tile glue

3 in 10 people use tile glue at least once a month.
Finish people are those using it the less frequently.

Tile glue job | Frequency of usage

Q: How often do you use this type of glue?
n (EU) = 254 / n (DE) = 68 / n (SP) = 163 / n (FI) = 23 | Filter = Has used tile glue in the past year



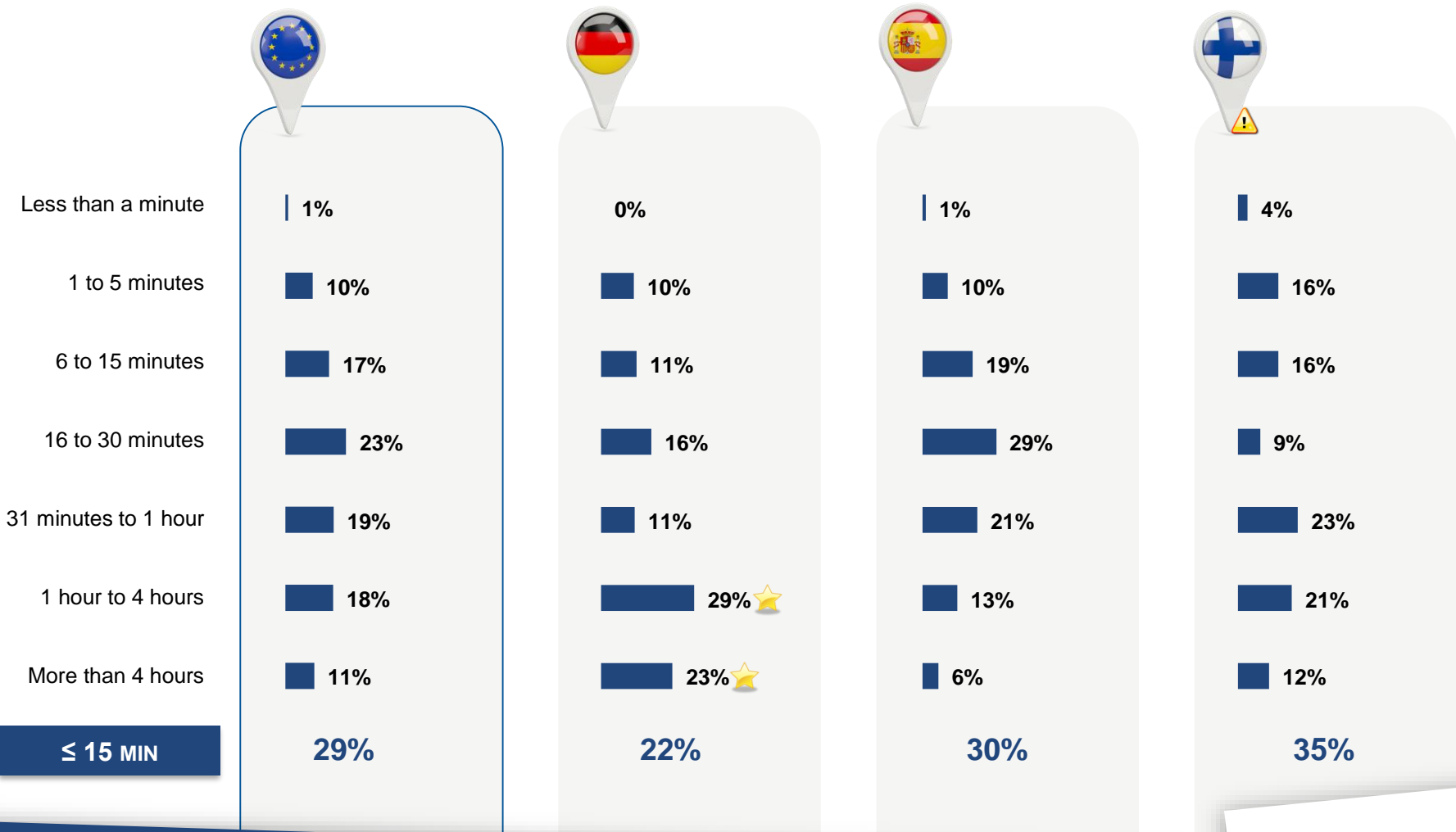


Tile glue

3 in 10 indicate the job did not last for more than 15 minutes.
But they are the same number of people to indicate it lasted for more than an hour.

Tile glue job | Duration of the job

Q: In total, how long did it take you to do this glue job?
n (EU) = 254 / n (DE) = 67 / n (SP) = 164 / n (FI) = 23 | Filter: Has used tile glue in the past year



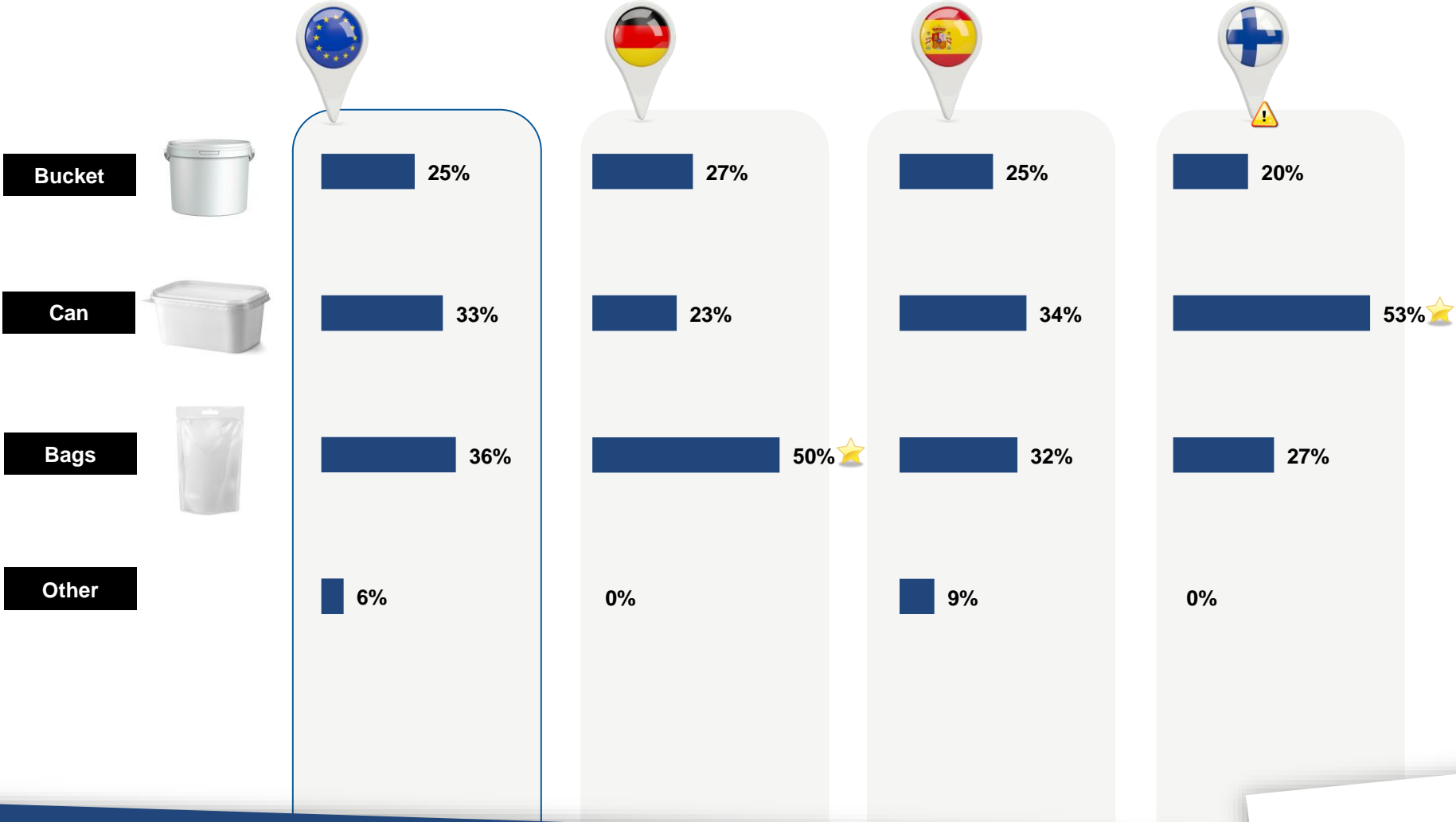
Bags and cans are the most used containers.
Germans are more to use bags, while finnishs are more to use the can.



Tile glue

Tile glue job | Container used

Q: Could you please indicate the **type of container** the glue was in when doing your last glue job?
n (EU) = 254 / n (DE) = 67 / n (SP) = 164 / n (FI) = 23 | Filter = Has used tile glue in the past year





Tile glue

The majority of the people use a small container for their tile glue. This is true for the 3 container types. Only a few use the large size. Large format is more used for bags than for cans and buckets.

Tile glue job | Size of the container used

Q: Can you please indicate the **size of the container** you have used for your last glue job?
Filter = Has used tile glue in the past year & in the specific container



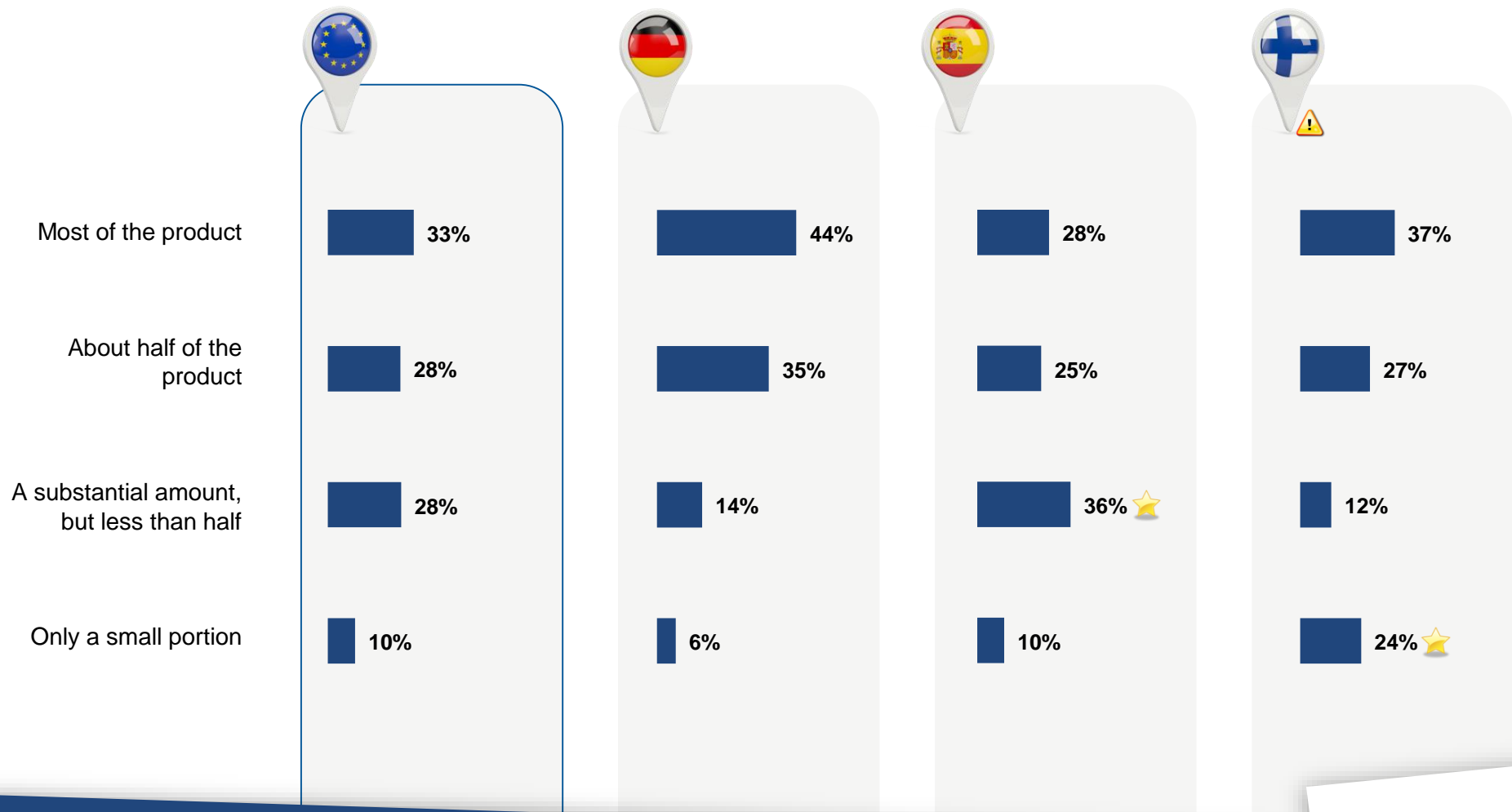
Almost 2 in 3 use at least half of the product when doing their glue job.
Germans are those using the bigger portion.



Tile glue

Tile glue job | Portion of the product used

Q: How much glue did you use for this glue job?
n (EU) = 254 / n (DE) = 67 / n (SP) = 164 / n (FI) = 23 | Filter: Has used tile glue in the past year



Those who buy tile glue in can are more to use less than half of the product.






Tile glue

Tile glue job | Portion of the product used

Q: How much glue did you use for this glue job?

Filter: Has used tile glue in the past year & the specific container



	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small
Bucket EU n=64 DE n=18 SP n=41 FIN n=5 	30%	34%	28%	8%	49%	40%	11%	0%	22%	29%	39%	10%	21%	58%	0%	21%
Can EU n=83 DE n=16 SP n=56 FIN n=13 	27%	26%	39%	8%	31%	26%	37%	7%	27%	25%	43%	5%	24%	30%	23%	23%
Bag EU n=93 DE n=34 SP n=52 FIN n=7 	45%	26%	17%	12%	48%	37%	6%	9%	40%	21%	27%	12%	73%	0%	0%	27%







Tile glue

People who buy small packages tend to use a smaller amount of glue than others.
This is true for all 3 containers.

Tile glue job | Portion of the product used

Q: How much glue did you use for this glue job?
Filter: Has used tile glue in the past year & the specific container



Bucket																			
	Most	1/2	< 1/2	Small		Most	1/2	< 1/2	Small		Most	1/2	< 1/2	Small		Most	1/2	< 1/2	Small
 Large (~18kg) n=7 / 4 / 3 / 0	71%	29%	0%	0%		75%	25%	0%	0%		66%	34%	0%	0%		-	-	-	-
 Medium (~10kg) n=24 / 10 / 11 / 4	24%	51%	21%	4%		41%	48%	11%	0%		9%	45%	37%	9%		27%	73%	0%	0%
Small (~5kg) n=33 / 5 / 27 / 1	25%	24%	39%	12%		44%	36%	20%	0%		22%	22%	44%	11%		0%	0%	0%	100%
Can																			
 Large (~5kg) n=8 / 4 / 4 / 0	64%	24%	12%	0%		26%	50%	24%	0%		100%	0%	0%	0%		-	-	-	-
Medium (~2kg) n=30 / 6 / 18 / 6	30%	40%	27%	3%		46%	36%	0%	17%		22%	44%	33%	0%		36%	32%	32%	0%
Small (~1kg) n=47 / 6 / 34 / 7	20%	17%	51%	12%		17%	0%	83%	0%		21%	17%	53%	9%		15%	27%	15%	42%
Bag																			
 Large (~20-25kg) n=25 / 19 / 5 / 2	64%	28%	4%	3%		61%	33%	6%	0%		79%	21%	0%	0%		54%	0%	0%	46%
Medium (~10-15kg) n=26 / 8 / 16 / 2	50%	27%	23%	0%		50%	38%	12%	0%		44%	25%	31%	0%		100%	0%	0%	0%
Small (~5kg) n=42 / 8 / 31 / 3	31%	23%	22%	24%		13%	48%	0%	39%		32%	19%	29%	20%		68%	0%	0%	32%



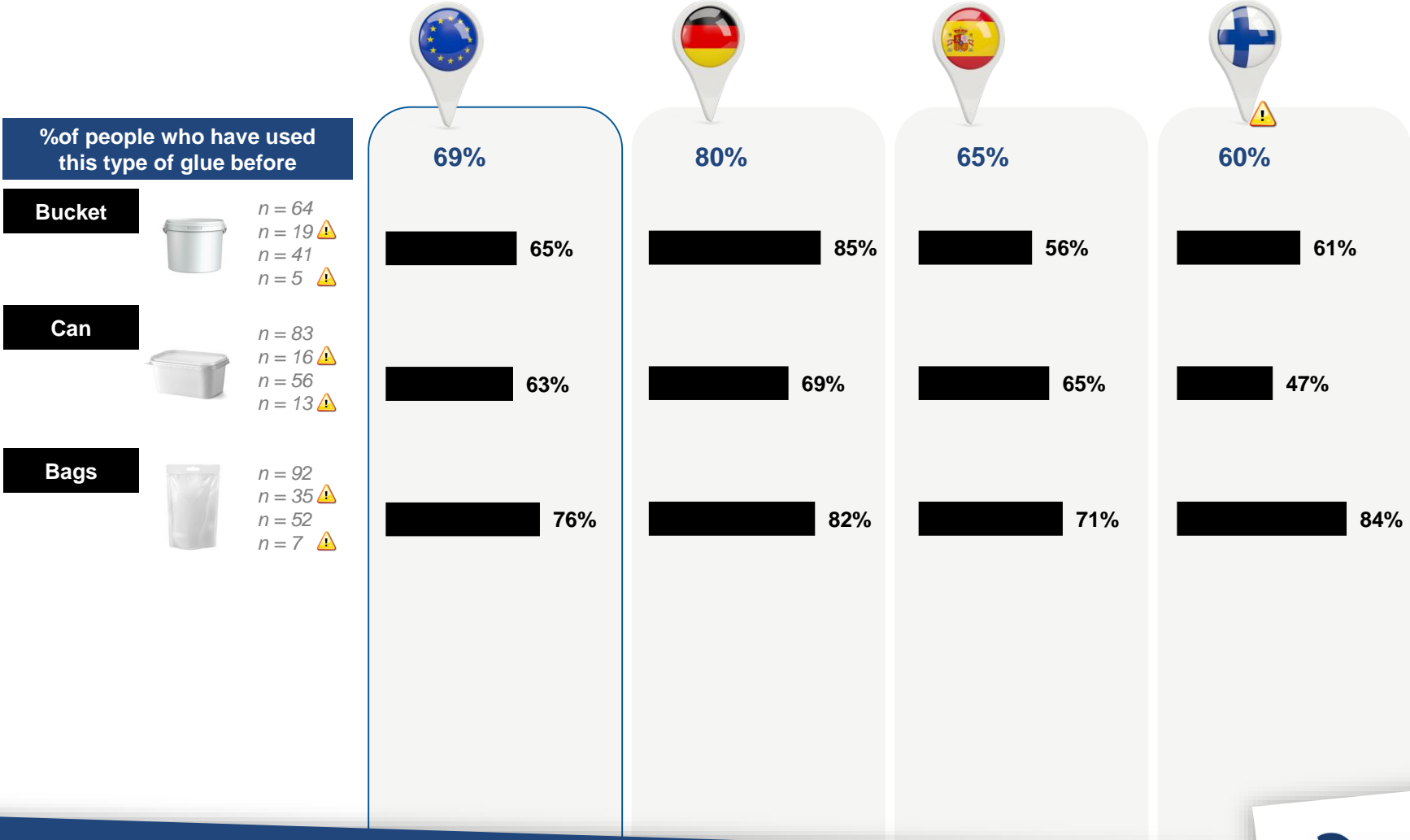
The majority of the people who did a tile glue job already had a previous experience with this type of glue.



Tile glue

Tile glue job | Previous experience with the glue container

Q: Have you used the same type of glue before or was it the first time?
n (EU) = 254 / n (DE) = 67 / n (SP) = 164 / n (FI) = 23 | Filter: Has used tile glue in the past year & in the specific container



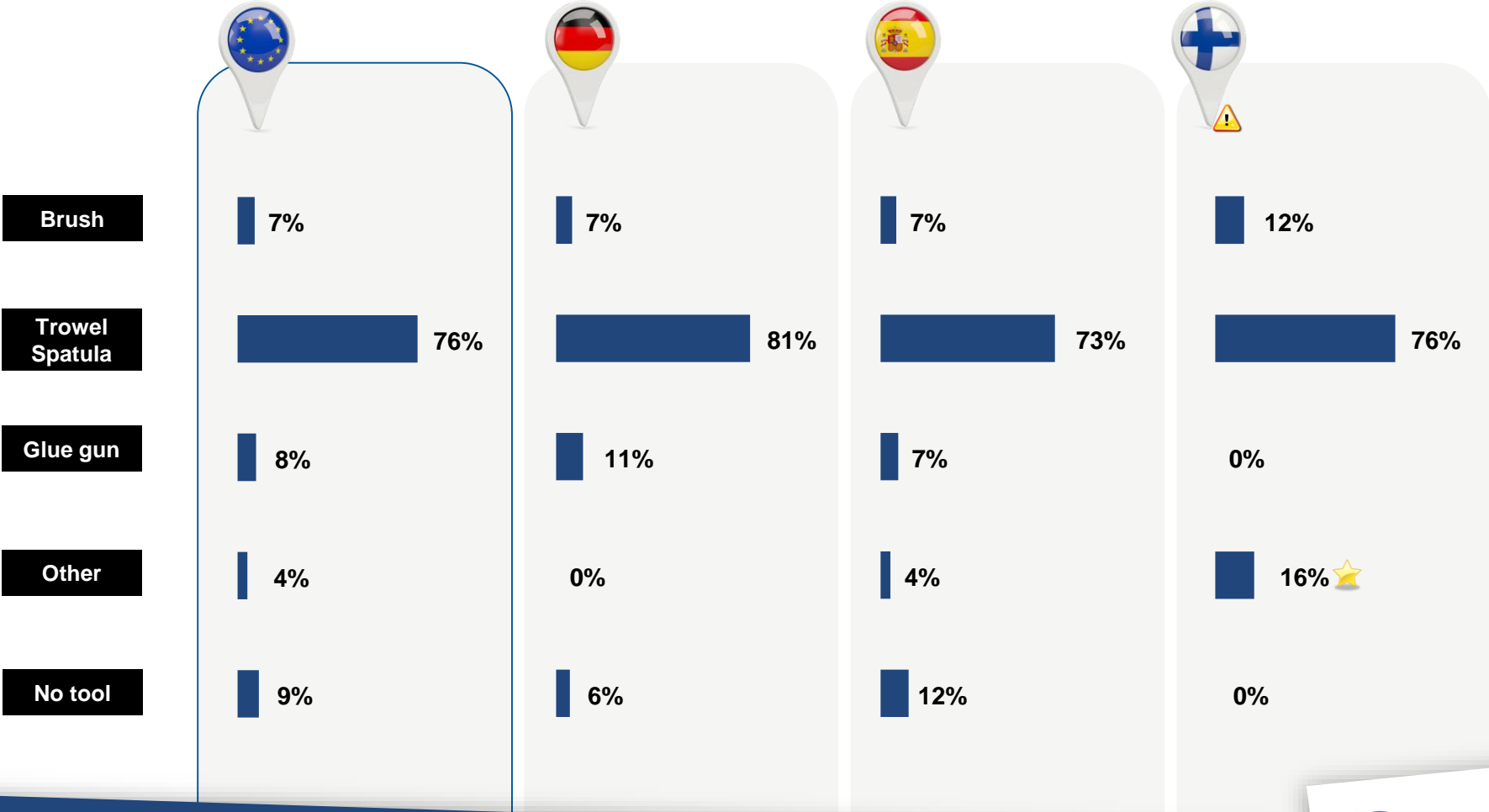


Tile glue

A trowel or a spatula is the most common application tool in all countries.
1 in 10 did not use any tool.

Tile glue job | Usage of application tool

Q: Did you use a specific tool to apply the glue?
n (EU) = 254 / n (DE) = 68 / n (SP) = 163 / n (FI) = 23 | Filter= Has used tile glue in the past year



Trowel and spatula are used with all types of container.










Tile glue

Tile glue job | Usage of application tool

Q: Did you use a specific tool to apply the glue?

Filter: Has used tile glue in the past year & in the specific container

																									
				Brush	Trowel/ Spatula	Glue gun				Brush	Trowel/ Spatula	Glue gun				Brush	Trowel/ Spatula	Glue gun							
Bucket				 <i>n</i> = 64 <i>n</i> = 19 ⚠️ <i>n</i> = 41 <i>n</i> = 5 ⚠️																					
					5%	73%	10%				0%	65%	20%				7%	81%	7%				0%	40%	0%
Can				 <i>n</i> = 83 <i>n</i> = 16 ⚠️ <i>n</i> = 56 <i>n</i> = 13 ⚠️																					
					10%	76%	6%				18%	80%	0%				7%	75%	9%				15%	77%	0%
Bag				 <i>n</i> = 92 <i>n</i> = 35 ⚠️ <i>n</i> = 52 <i>n</i> = 7 ⚠️																					
					6%	84%	9%				5%	91%	12%				6%	77%	8%				16%	100%	0%



Only a minority of the europeans use tile glue in a non-ventilated area.
4 in 10 do it in an absolutely well-ventilated place.

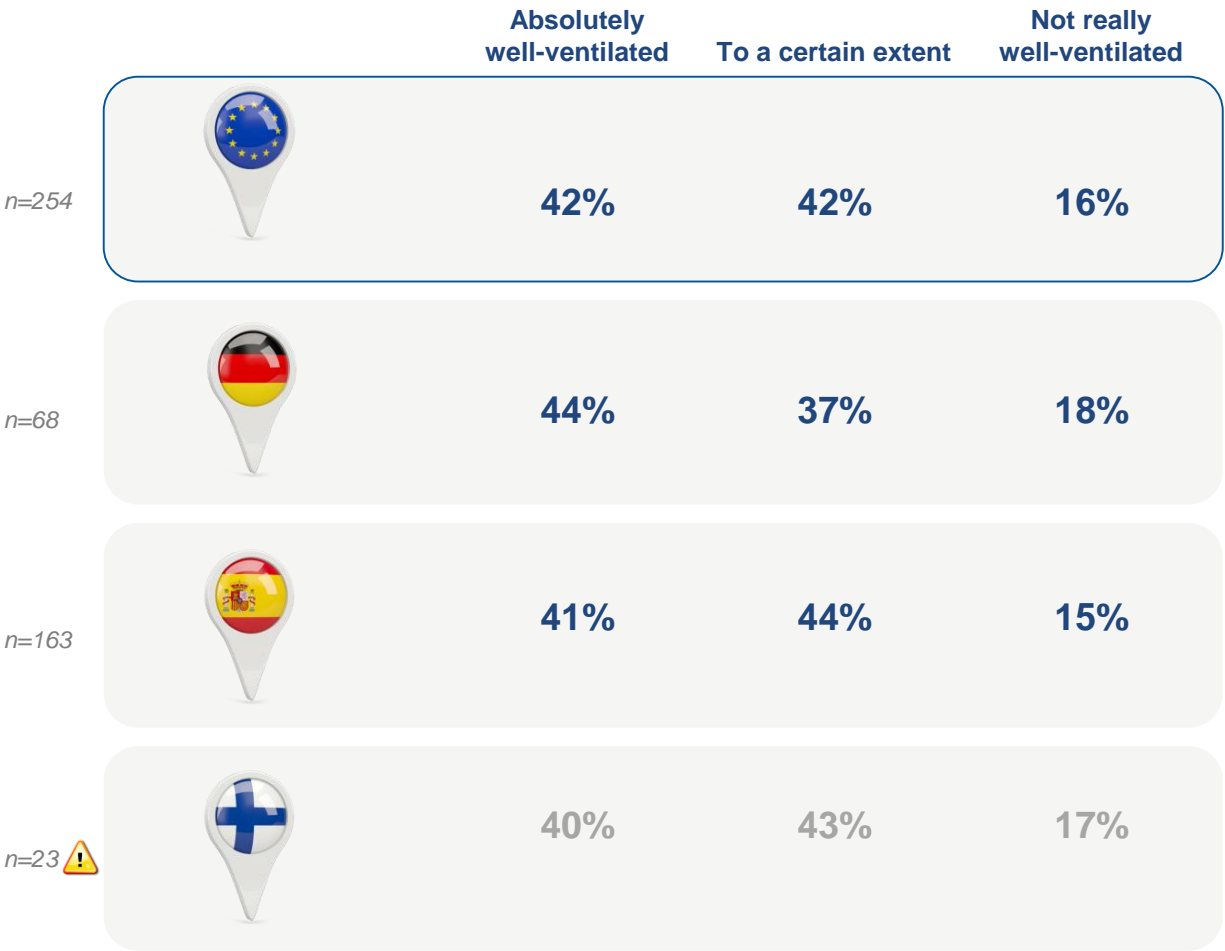


Tile glue

Tile glue job | Place of usage and Ventilation

Q: Did you use the glue in a well-ventilated area (e.g. you opened the windows)?

Filter: Has used tile glue in the past year



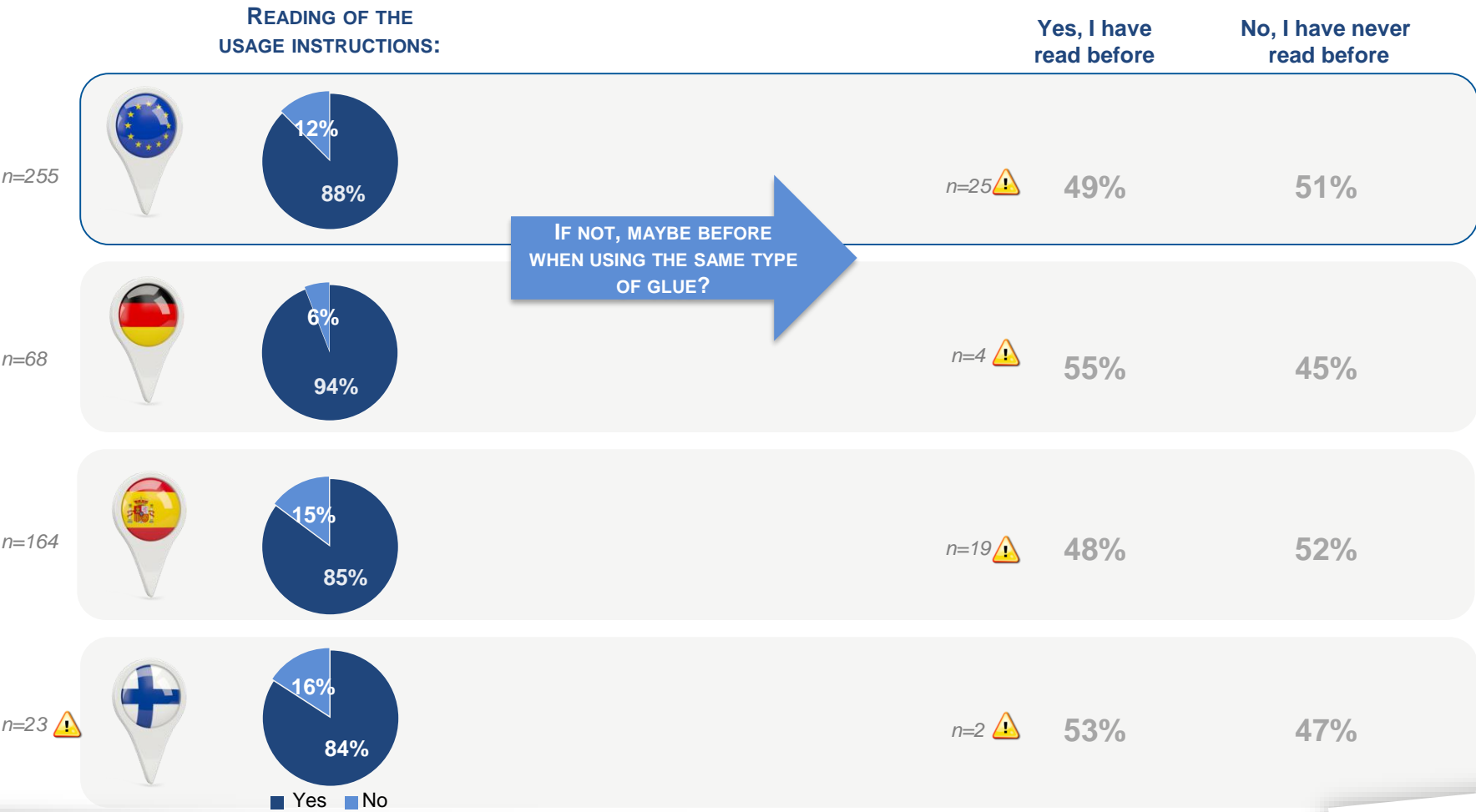


Tile glue

Only a very small minority of the Europeans (6%) has never read the usage instructions before doing their tile glue job.

Tile glue job | Usage instructions reading

Q: Did you read the glue usage instructions before the glue job? Filter: Used this glue in the past year
Q: You mentioned having used this type of glue before. Have you ever read the usage instructions of this type of glue?
Filter = if used this type of glue before and did not read instructions in last glue job



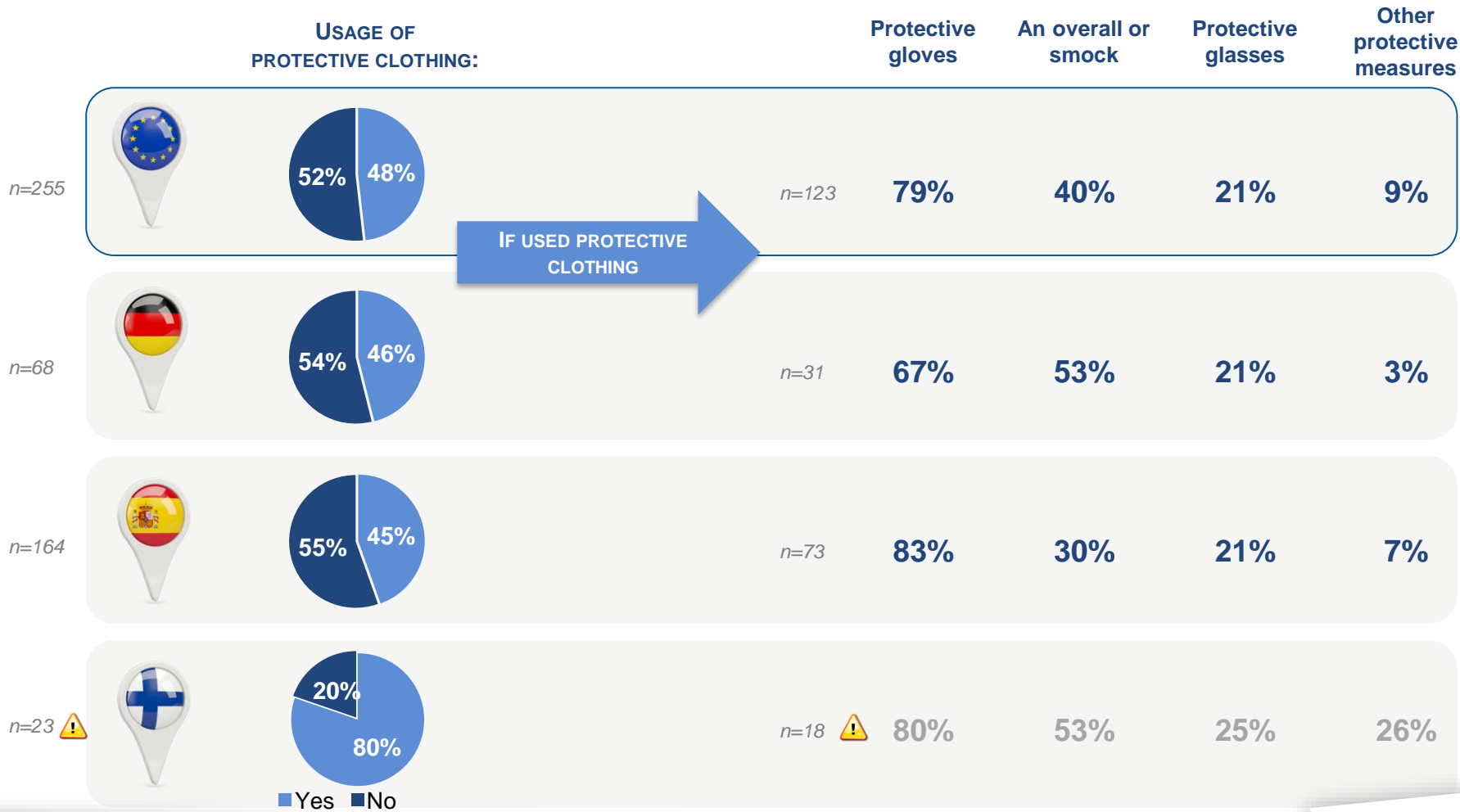


Tile glue

While the majority of the finish people are wearing protective clothing, in the other countries there are more people who are not wearing any protection. Most used are gloves.

Tile glue job | Usage of protective clothing

Q: Did you wear any protective clothing during your glue job (e.g. gloves or an overall)? Filter: Has used tile glue in the past year
Q: What type of protective clothing did you use when doing your last glue job? Filter: Has used protective clothing



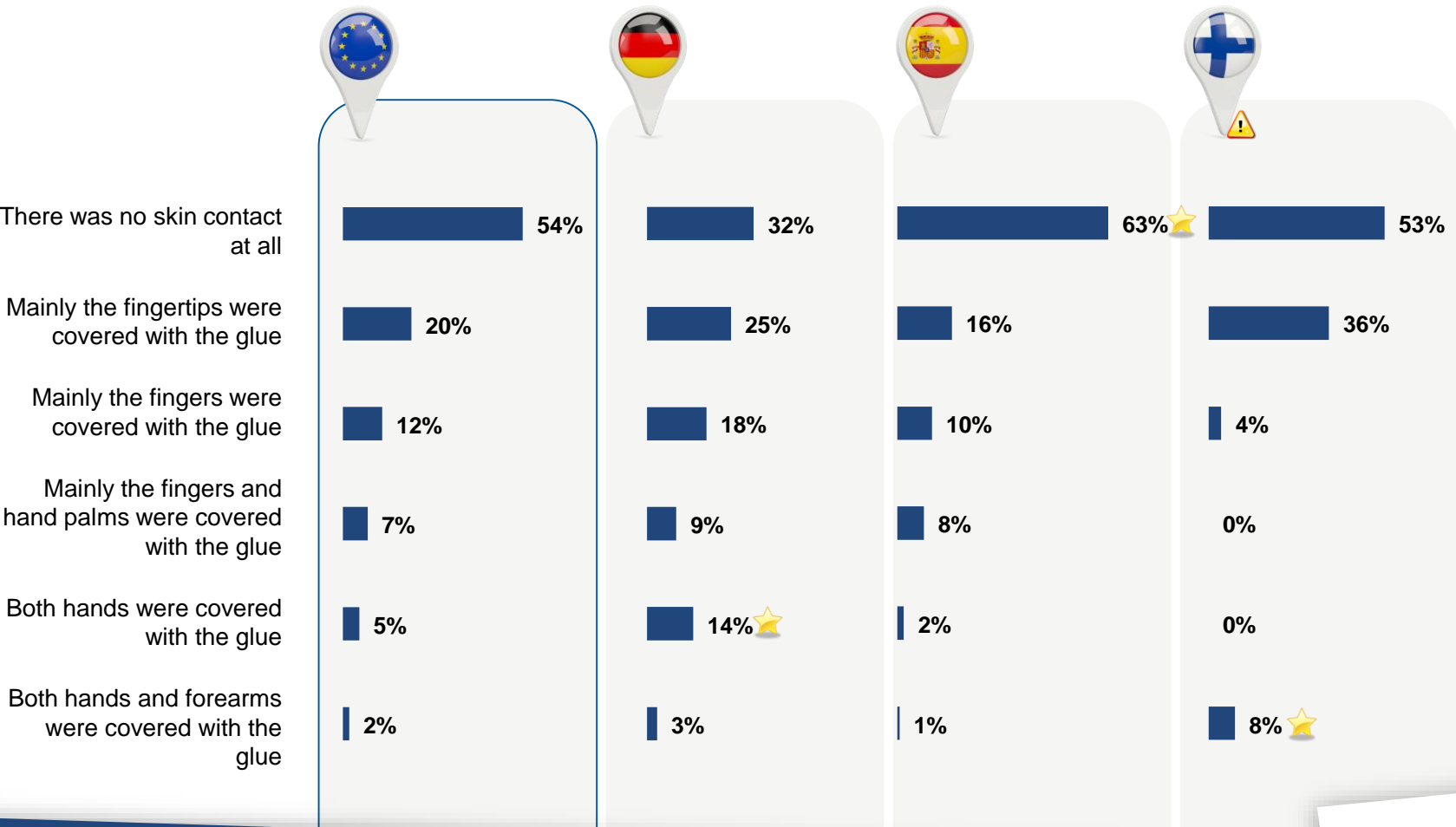
1 in 2 people indicate they did not have any skin contact with the product.
Especially Spanish people say so.



Tile glue

Tile glue job | Skin contact

Q: When doing this last glue job, to what extent did your skin come in direct contact with the glue?
n (EU) = 254 / n (DE) = 67 / n (SP) = 164 / n (FI) = 23 | Filter = Has used tile glue in the past year







★ Significantly higher than other countries (95%-level)
Max. Error margins: 6,1% (EU) / 12,0% (DE) / 7,7% (SP) / 20,4% (FI)



Tile glue

Last glue job | Skin contact

Q: When doing this last glue job, to what extent did your skin come in direct contact with the glue?
Filter = Has used tile glue in the past year & the specific container

	 Bucket Can Bags n=64 n=83 n=92			 Bucket Can Bags n=18 ⚠️ n=16 ⚠️ n=34			 Bucket Can Bags n=41 n=56 n=52			 Bucket Can Bags n=5 ⚠️ n=12 ⚠️ n=7 ⚠️		
There was no skin contact at all	49%	43%	54%	0%	42%	52%	67%	35%	70%	46%	72%	35%
Mainly the fingertips were covered with the glue	30%	31%	21%	51%	28%	19%	20%	34%	20%	54%	28%	32%
Mainly the fingers were covered with the glue	8%	14%	12%	16%	20%	8%	6%	13%	10%	0%	0%	32%
Mainly the fingers and hand palms were covered with the glue	9%	6%	5%	17%	0%	9%	7%	13%	0%	0%	0%	0%
Both hands were covered with the glue	0%	6%	7%	0%	10%	12%	0%	5%	0%	0%	0%	0%
Both hands and forearms were covered with the glue	4%	0%	0%	16%	0%	0%	0%	0%	0%	0%	0%	0%

★ Significantly higher (95%-level)





ZOOM ON SPECIFIC GLUE TYPES

PARQUET GLUE

TILE GLUE

CARPET GLUE

WALLPAPER GLUE



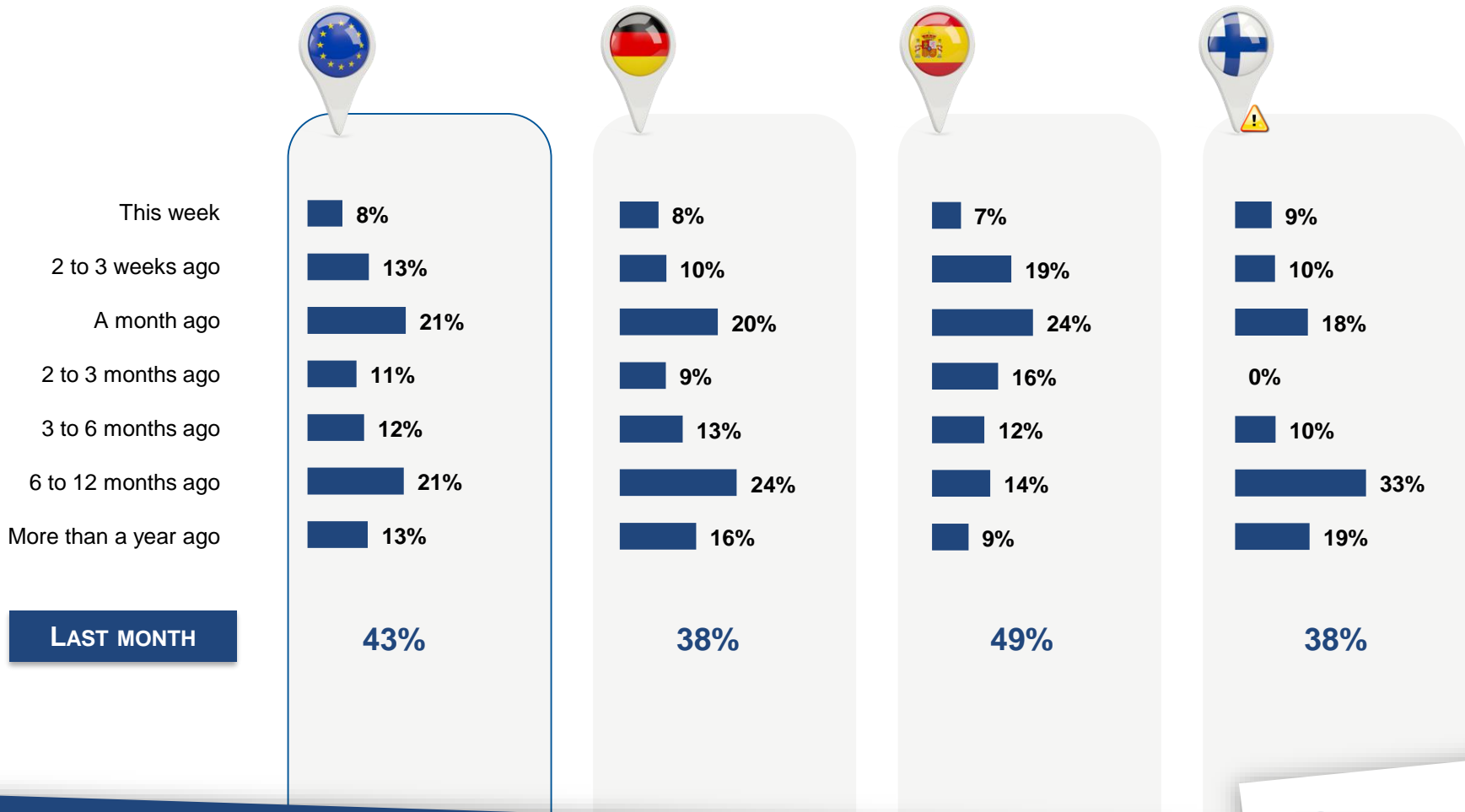


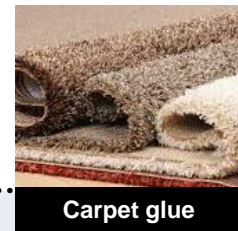
Carpet glue

4 in 10 people did their last carpet glue job in the past month.

Carpet glue job | Last time usage

Q: We now would like you to think back to the last time you have used any of those glues. When was this?
n (EU) = 139 / n (DE) = 63 / n (SP) = 58 / n (FI) = 20 | Filter = Has used carpet glue





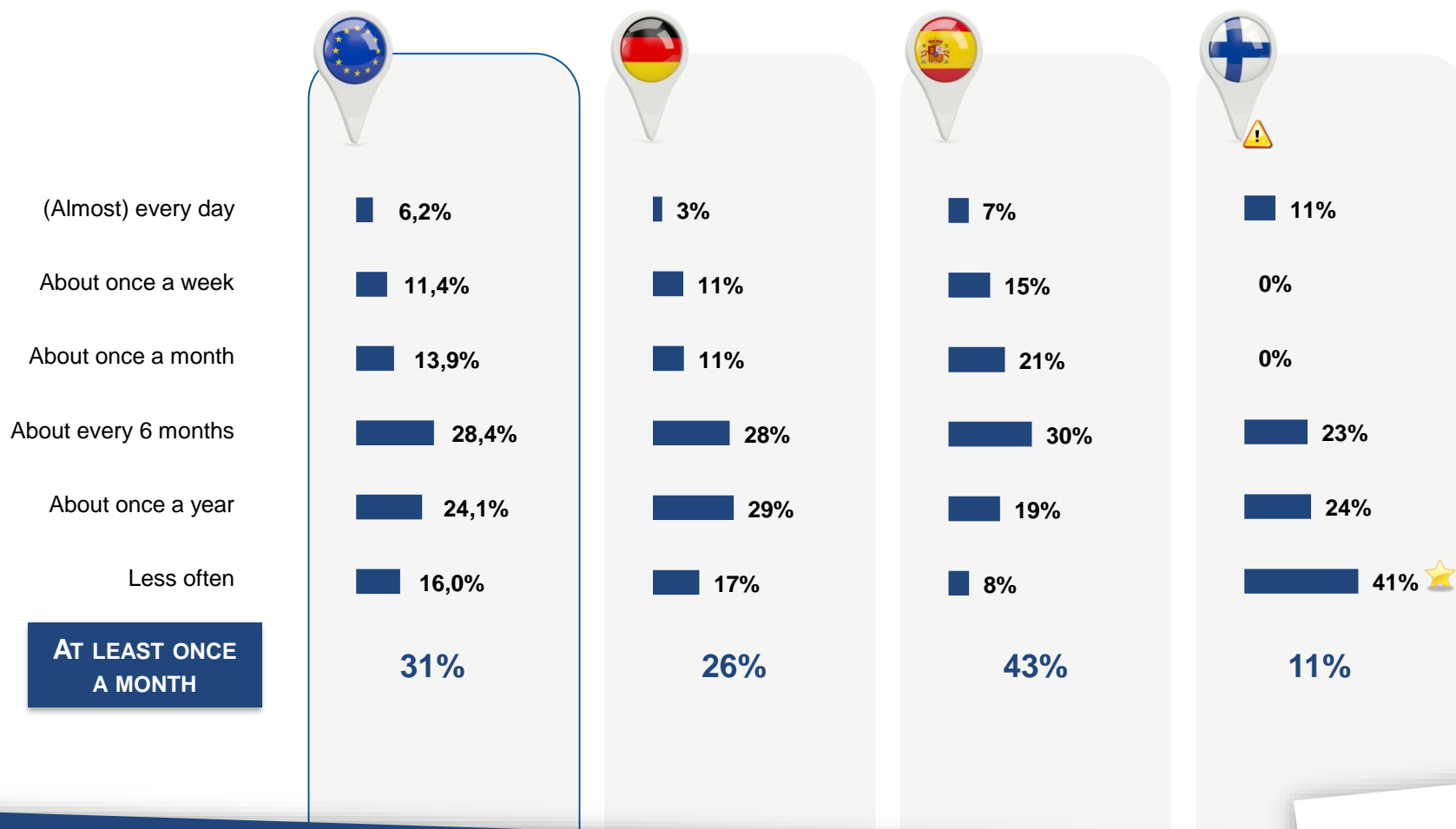
Carpet glue

A third of those who have used carpet glue in the past year use it at least every month. Finish people however are less frequent users.

Carpet glue job | Frequency of usage

Q: How often do you use this type of glue?

n (EU) = 121 / n (DE) = 52 / n (SP) = 53 / n (FI) = 16 | Filter = Has used carpet glue in the past year



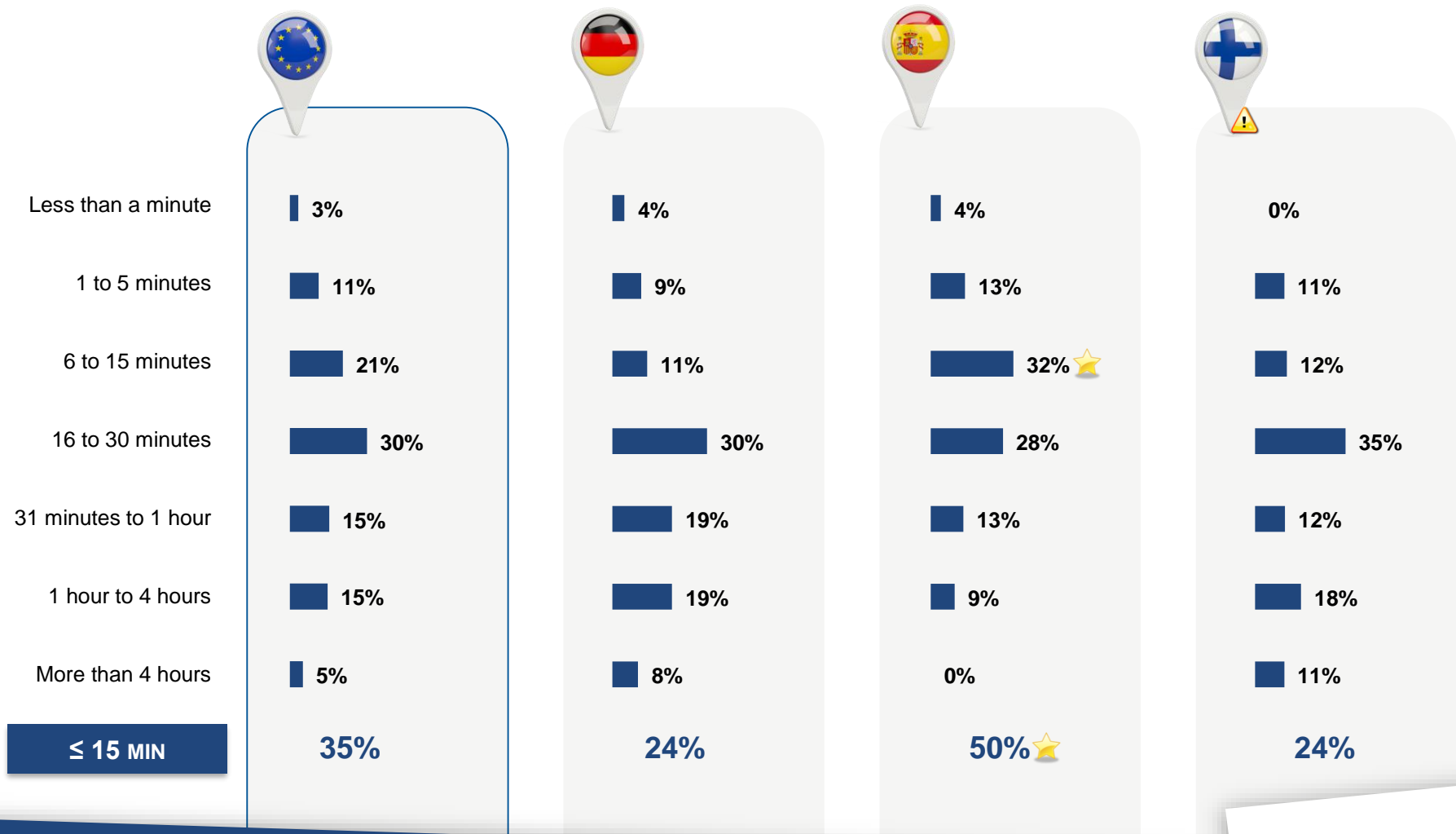
1 in 3 has only done a quick job with the glue (< 15 ‘).
Especially Spanish people mostly did a quick job.



Carpet glue

Carpet glue job | Duration

Q: In total, how long did it take you to do this glue job?
n (EU) = 121 / n (DE) = 52 / n (SP) = 53 / n (FI) = 16 | Filter: Has used carpet glue in the past year



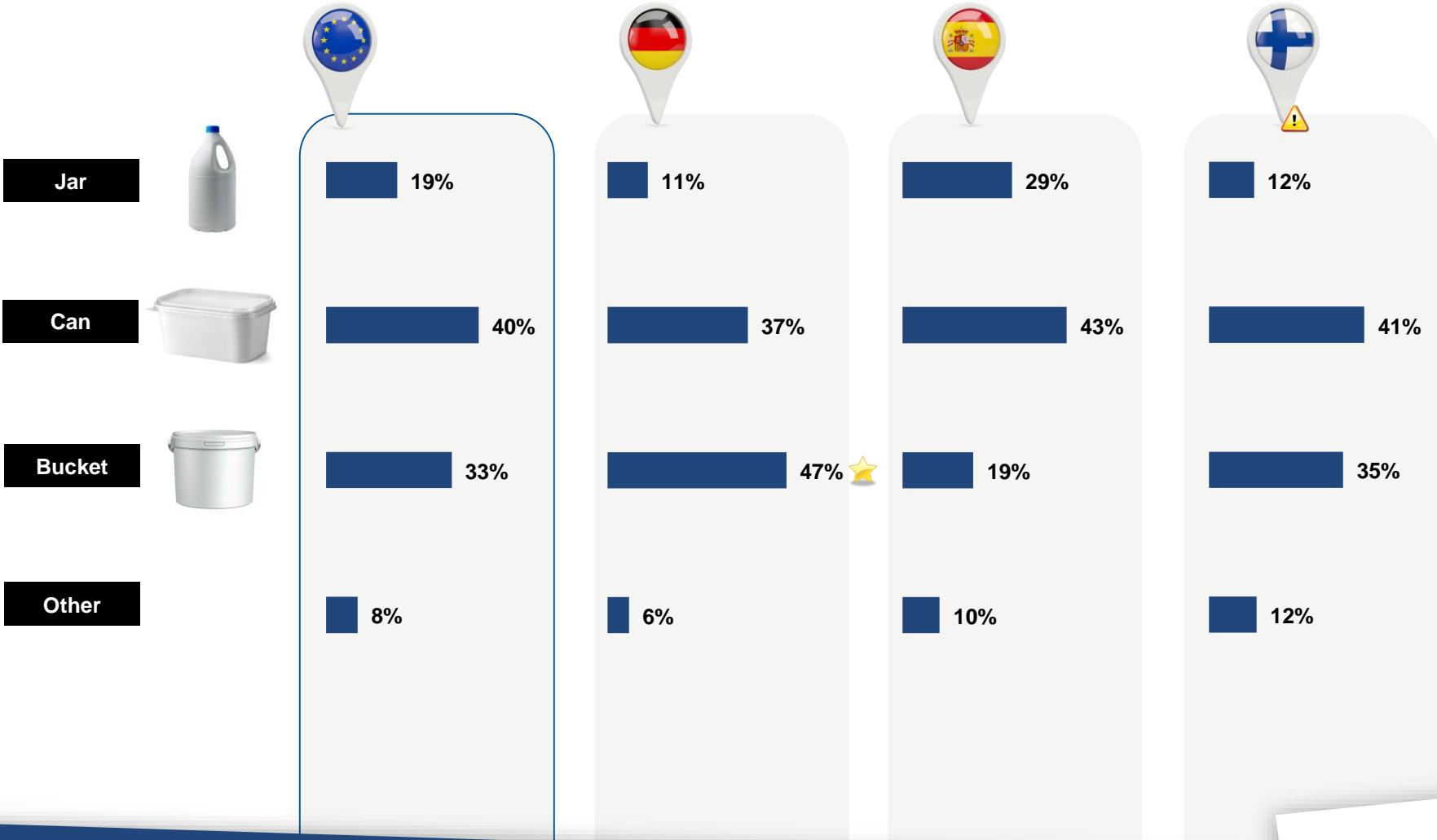


Carpet glue

Cans and buckets are most used containers for carpet glue. The jar not often purchased in Germany and Finland. In Spain, people buy more carpet glue in jar than in bucket.

Carpet glue job | Container used

Q: Could you please indicate the **type of container** the glue was in when doing your last glue job?
n (EU) = 121 / n (DE) = 53 / n (SP) = 53 / n (FI) = 16 | Filter = Has used carpet glue in the past year





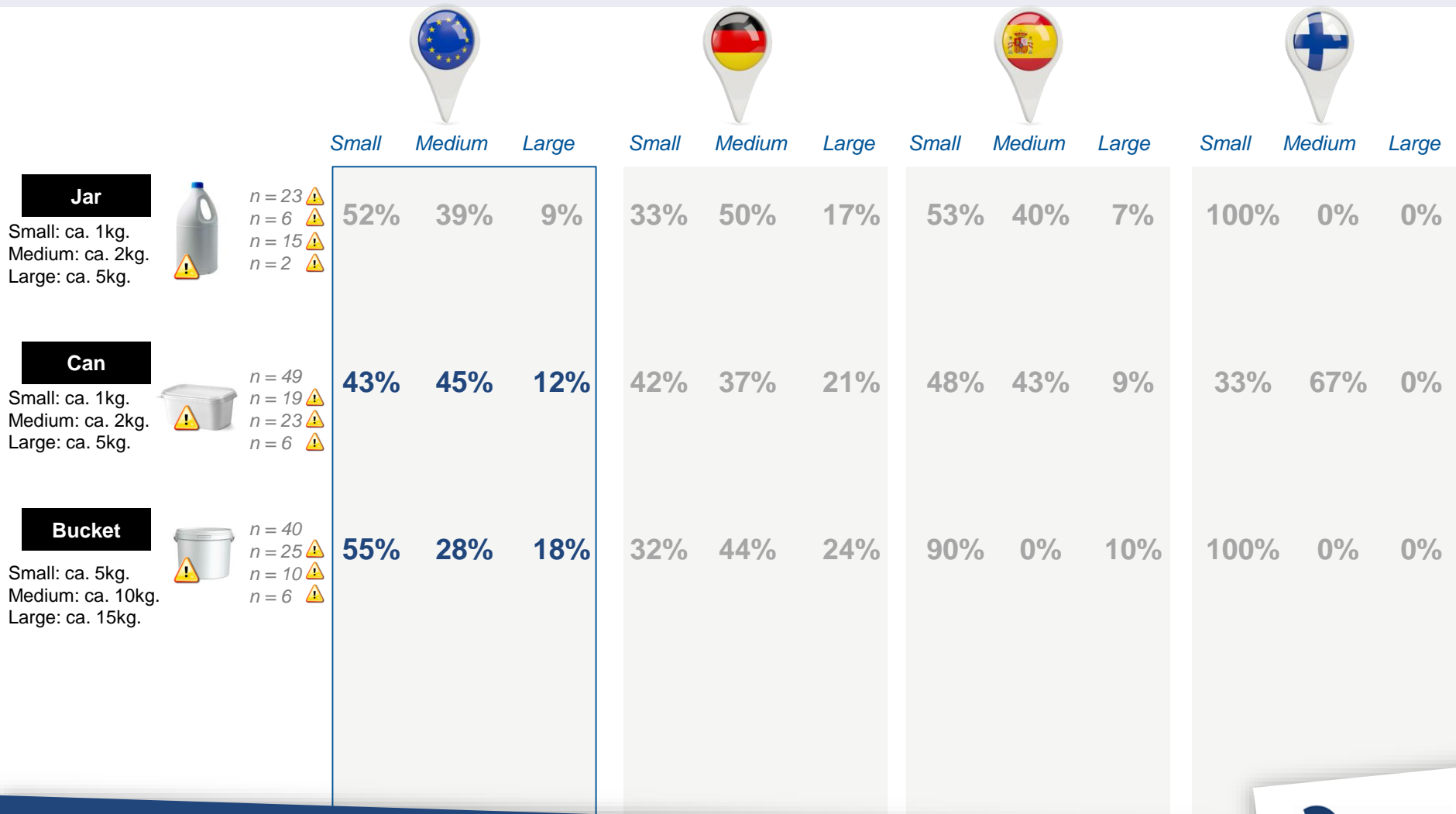
Carpet glue

Only few people have bought a large sized container for the carpet glue.

Carpet glue job | Size of the container used

Q: Can you please indicate the **size of the container** you have used for your last glue job?

Filter = Has used carpet glue in the past year & in the specific container



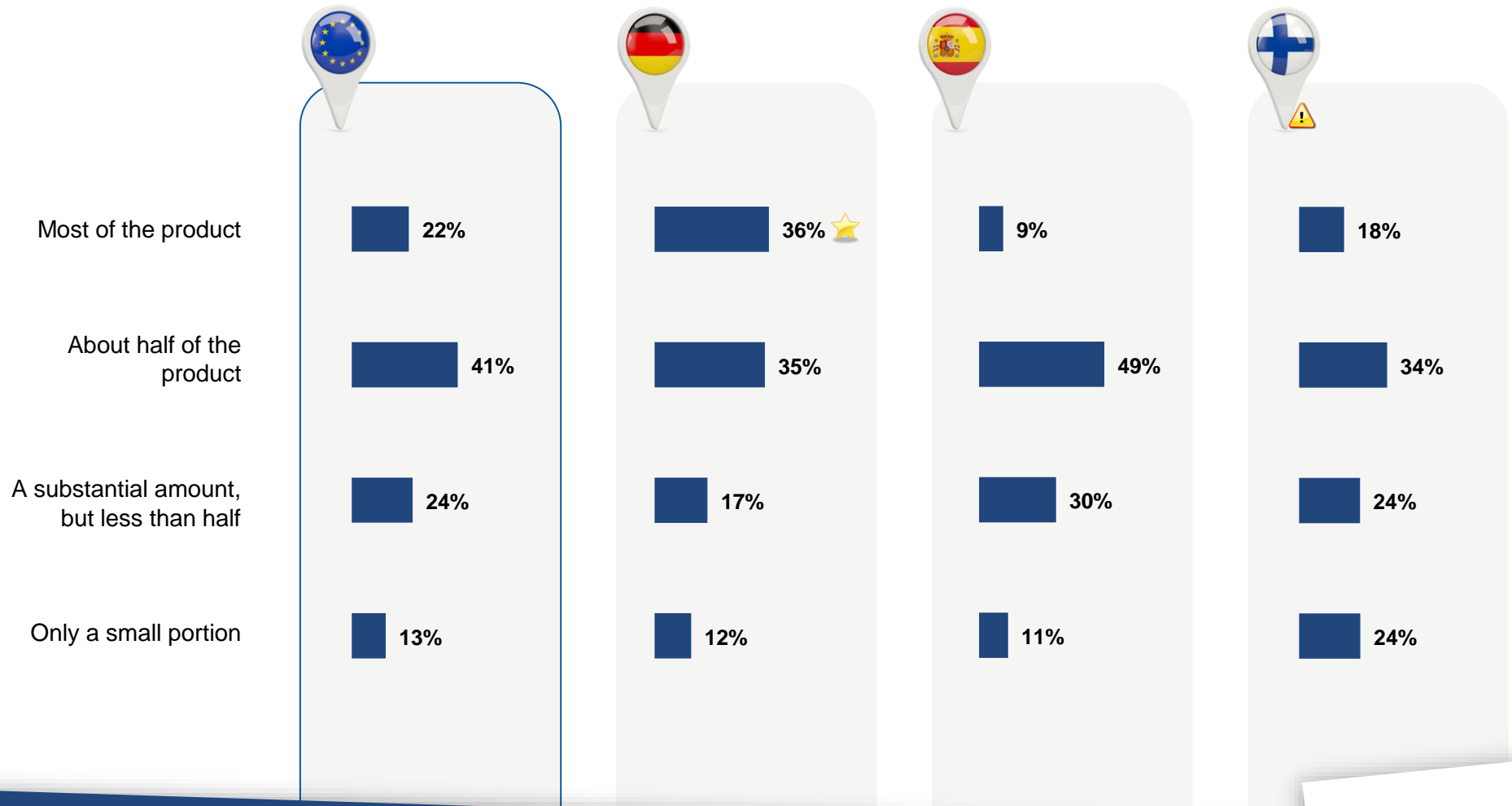
Two thirds of the Europeans have used at least half of the product during their last carpet glue job. Especially germans have used more glue.



Carpet glue job | Portion of the product used

Q: How much glue did you use for this glue job?

n (EU) = 121 / n (DE) = 52 / n (SP) = 53 / n (FI) = 16 | Filter: Has used carpet glue in the past year



The amount of glue used does not really vary across container.



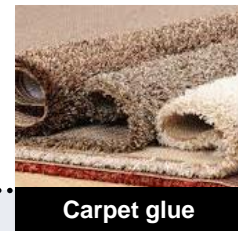
Carpet glue

Carpet glue job | Portion of the product used

Q: How much glue did you use for this glue job?
Filter: Has used carpet glue in the past year & the specific container

		EU				DE				SP				FI			
		Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small
<div>Jar</div> <div>EU n=23 DE n=6 SP n=15 FIN n=2</div> <div></div>		17%	43%	35%	5%	49%	51%	0%	0%	7%	40%	46%	7%	0%	46%	54%	0%
<div>Can</div> <div>EU n=49 DE n=19 SP n=23 FIN n=7</div> <div></div>		19%	51%	20%	10%	38%	40%	16%	5%	9%	62%	17%	13%	0%	43%	43%	13%
<div>Bucket</div> <div>EU n=41 DE n=25 SP n=6 FIN n=10</div> <div></div>		29%	31%	24%	15%	36%	28%	23%	12%	10%	39%	41%	10%	32%	32%	0%	35%





Carpet glue

People who buy small container will use a smaller quantity of the product than those who buy bigger container.

Carpet glue job | Portion of the product used

Q: How much glue did you use for this glue job?

Filter: Has used carpet glue in the past year & the specific container



Jar



Large (~5kg)
n=2 / 1 / 1 / 0

Medium (~2kg)
n=9 / 3 / 6 / 0

Small (~1kg)
n=12 / 2 / 8 / 2

Can



Large (~5kg)
n=6 / 4 / 2 / 0

Medium (~2kg)
n=22 / 7 / 10 / 5

Small (~1kg)
n=21 / 8 / 11 / 2

Bucket



Large (~15kg)
n=7 / 6 / 1 / 0

Medium (~10kg)
n=11 / 11 / 0 / 0

Small (~5kg)
n=23 / 8 / 9 / 6

	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small
Large (~5kg) n=2 / 1 / 1 / 0	47%	53%	0%	0%	100%	0%	0%	0%	0%	100%	0%	0%	-	-	-	-
Medium (~2kg) n=9 / 3 / 6 / 0	33%	46%	21%	0%	64%	36%	0%	0%	17%	51%	31%	0%	-	-	-	-
Small (~1kg) n=12 / 2 / 8 / 2	0%	39%	52%	9%	0%	100%	0%	0%	0%	25%	63%	13%	0%	46%	54%	0%
Large (~5kg) n=6 / 4 / 2 / 0	35%	48%	17%	0%	53%	47%	0%	0%	0%	50%	50%	0%	-	-	-	-
Medium (~2kg) n=22 / 7 / 10 / 5	14%	50%	27%	9%	28%	28%	44%	0%	10%	70%	10%	10%	0%	40%	40%	19%
Small (~1kg) n=21 / 8 / 11 / 2	20%	52%	14%	14%	40%	48%	0%	12%	9%	56%	18%	18%	0%	50%	50%	0%
Large (~15kg) n=7 / 6 / 1 / 0	46%	26%	28%	0%	54%	30%	16%	0%	0%	0%	100%	0%	-	-	-	-
Medium (~10kg) n=11 / 11 / 0 / 0	44%	38%	18%	0%	44%	38%	18%	0%	-	-	-	-	-	-	-	-
Small (~5kg) n=23 / 8 / 9 / 6	17%	30%	26%	27%	13%	13%	36%	38%	11%	44%	34%	11%	32%	32%	0%	35%

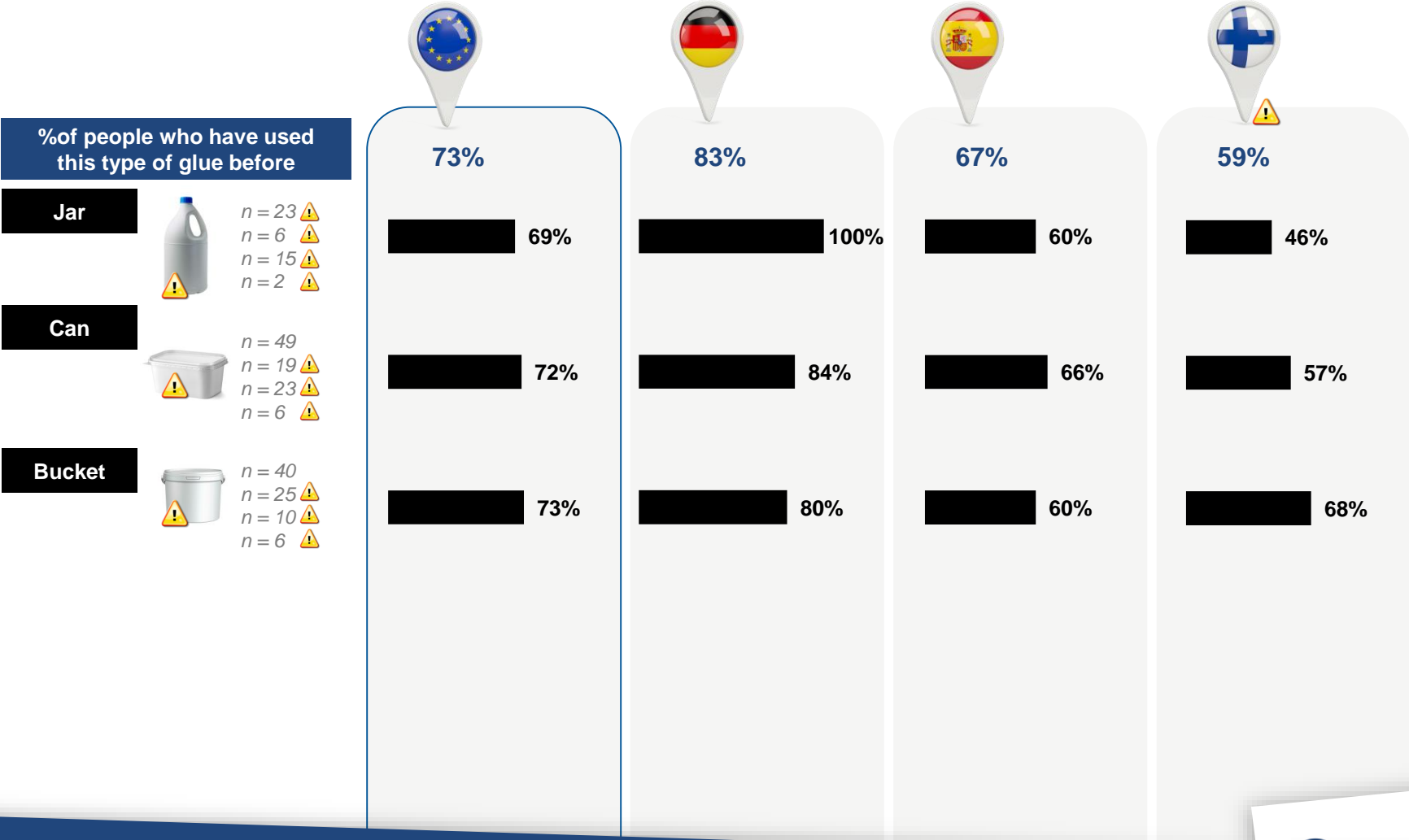
The vast majority of the European who have used carpet glue in the past year already had an experience with this type of glue.



Carpet glue

Carpet glue job | Previous experience with the glue container

Q: Have you used the same type of glue before or was it the first time?
n (EU) = 121 / n (DE) = 53 / n (SP) = 53 / n (FI) = 16 | Filter: Has used carpet glue in the past year & in the specific container



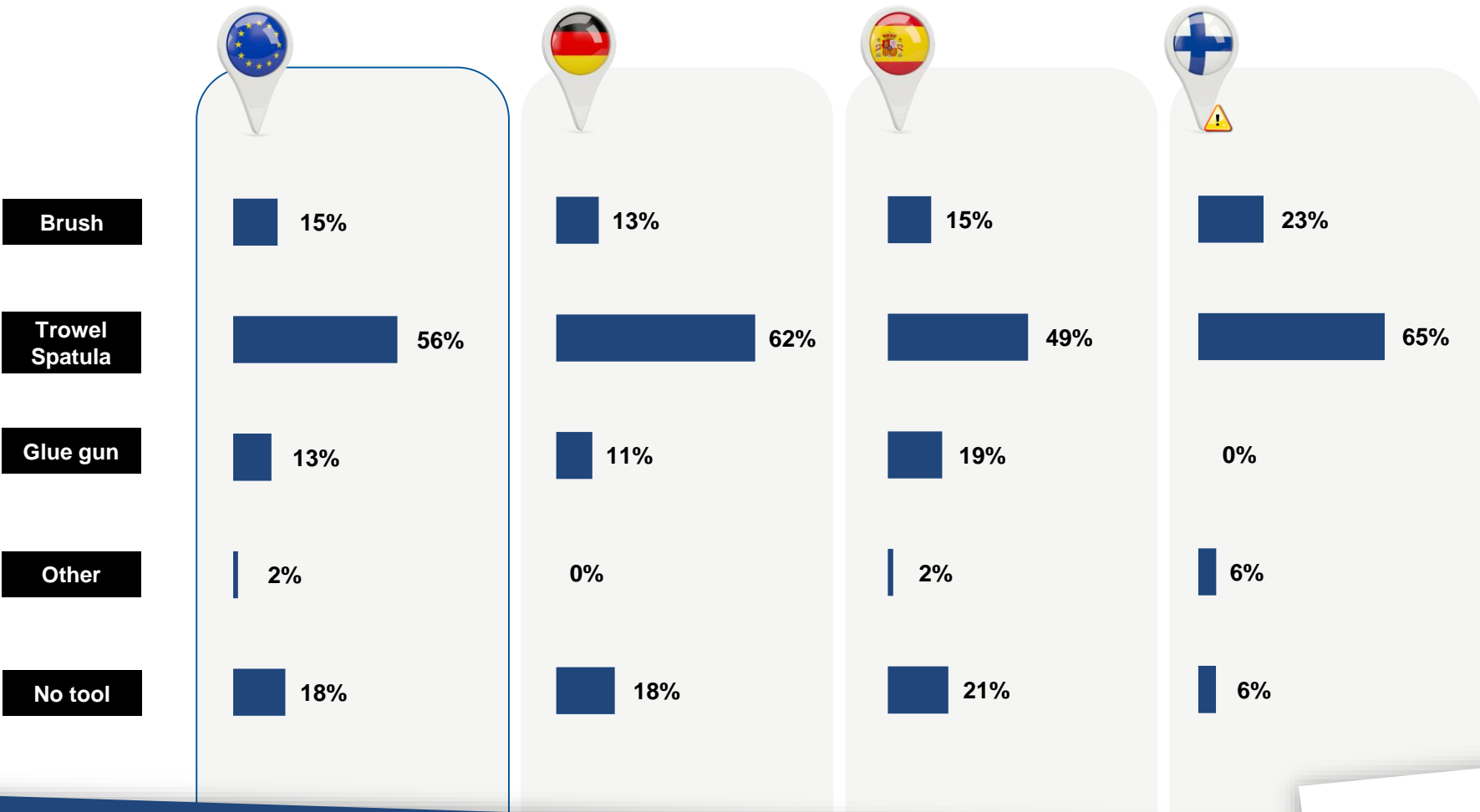


Carpet glue

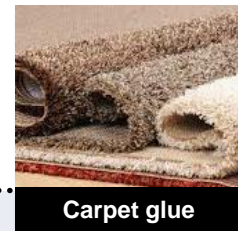
Almost 4 in 5 Europeans use a tool when doing their carpet glue job.
Most often used tool is a trowel or a spatula.

Carpet glue job | Application tool

Q: Did you use a specific tool to apply the glue?
n (EU) = 121 / n (DE) = 52 / n (SP) = 53 / n (FI) = 16 | Filter= Has used carpet glue in the past year



The trowel and the spatula are most used for all types of container.



















Carpet glue

Carpet glue job | Application tool

Q: Did you use a specific tool to apply the glue?

Filter: Has used carpet glue in the past year & in the specific container

				EU			DE			SP			FI		
				Brush	Trowel/ Spatula	Glue gun	Brush	Trowel/ Spatula	Glue gun	Brush	Trowel/ Spatula	Glue gun	Brush	Trowel/ Spatula	Glue gun
Jar			<i>n</i> = 23 	9%	57%	9%	17%	34%	0%	7%	59%	13%	0%	100%	0%
			<i>n</i> = 6 												
			<i>n</i> = 15 												
			<i>n</i> = 2 												
Can			<i>n</i> = 49	19%	64%	16%	12%	74%	9%	22%	52%	26%	28%	72%	0%
			<i>n</i> = 19 												
			<i>n</i> = 23 												
			<i>n</i> = 6 												
Bucket			<i>n</i> = 40	19%	59%	15%	15%	65%	16%	19%	40%	20%	32%	68%	0%
			<i>n</i> = 25 												
			<i>n</i> = 10 												
			<i>n</i> = 6 												

The majority of people have used the glue in a well ventilated area.

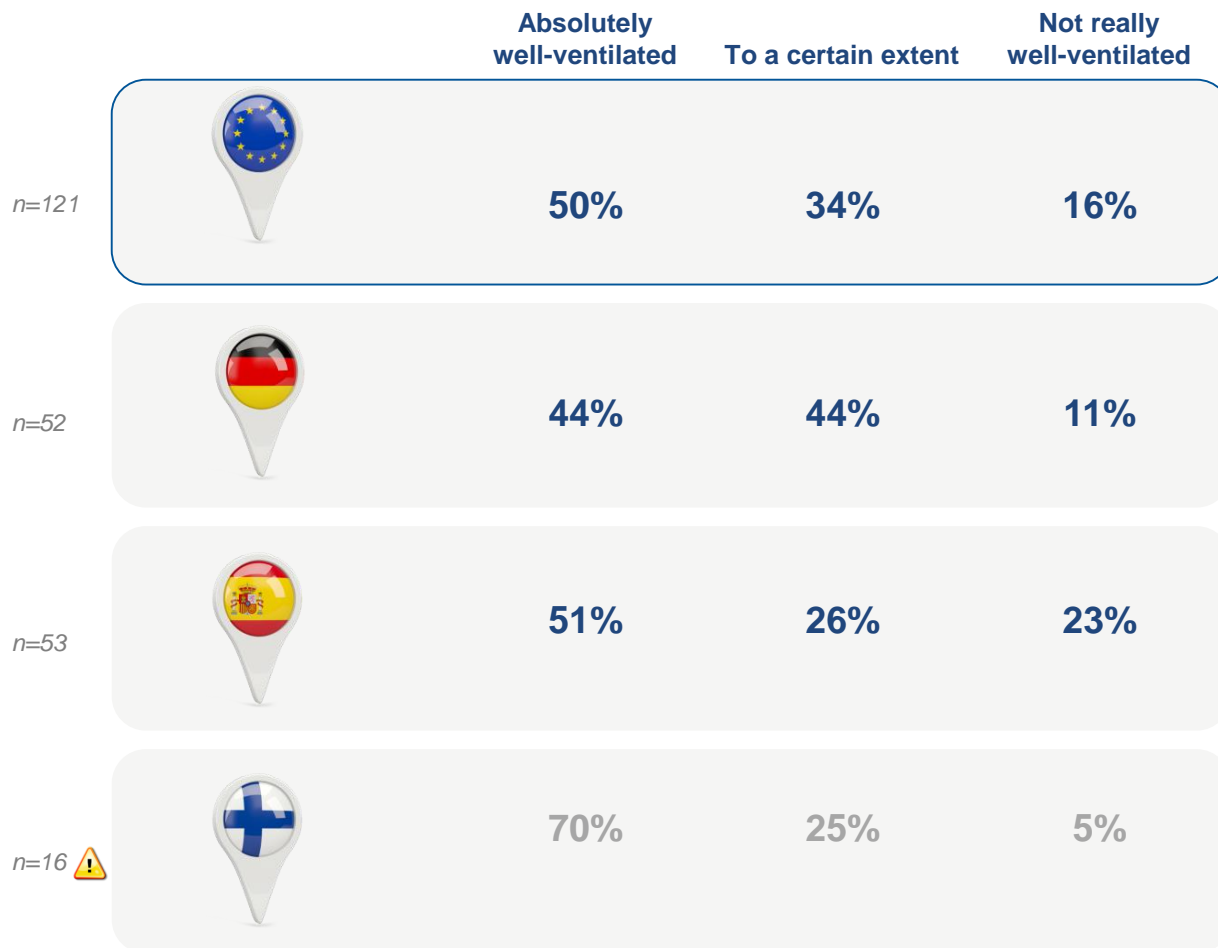


Carpet glue

Carpet glue job | Place of usage and Ventilation

Q: Did you use the glue in a well-ventilated area (e.g. you opened the windows)?

Filter: Has used carpet glue in the past year



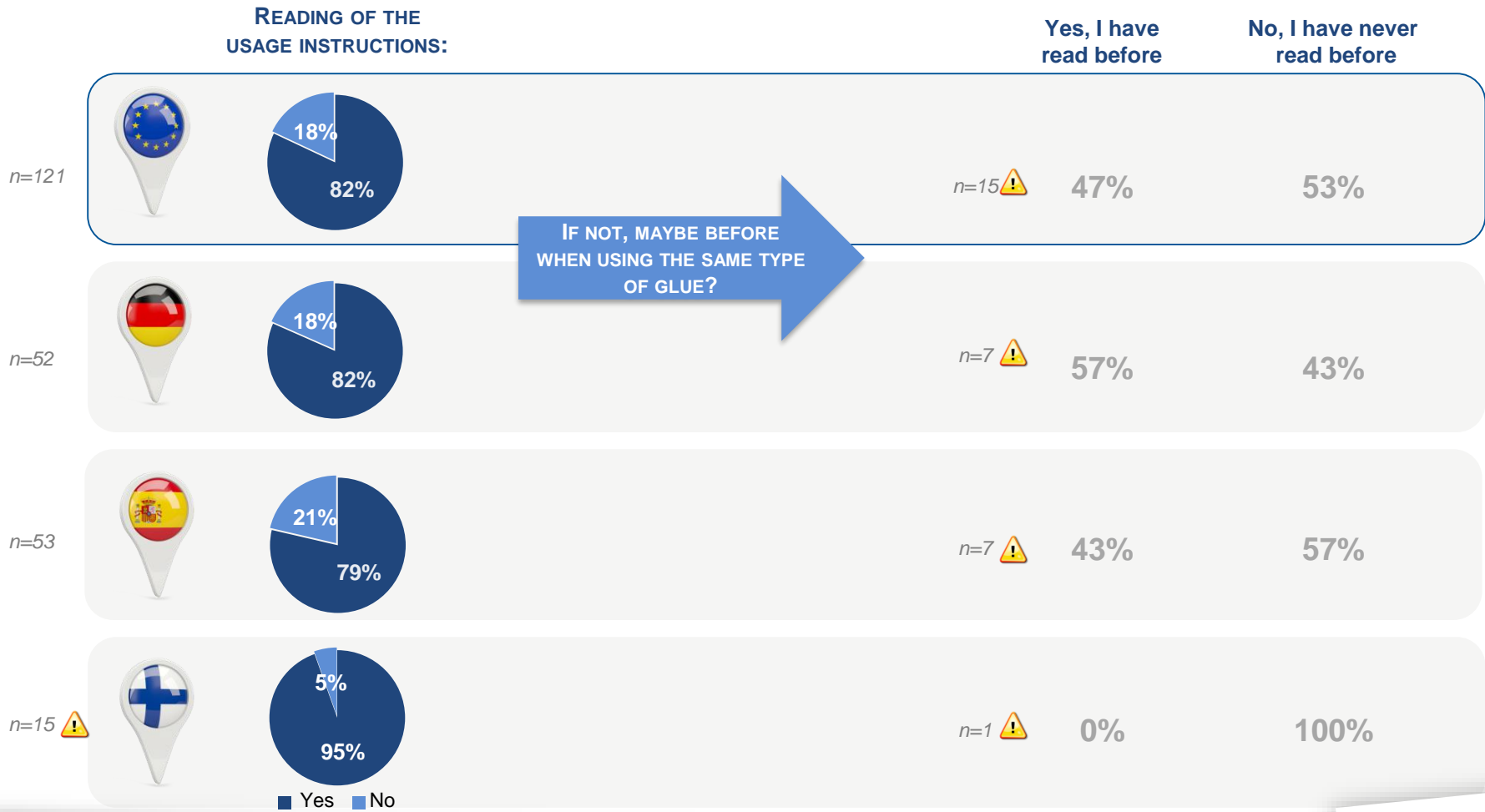
Most of the people have read the glue instructions before doing the glue job.



Carpet glue

Carpet glue job | Usage instructions reading

Q: Did you read the glue usage instructions before the glue job? Filter: Used this glue in the past year
Q: You mentioned having used this type of glue before. Have you ever read the usage instructions of this type of glue?
Filter = if used this type of glue before and did not read instructions in last glue job



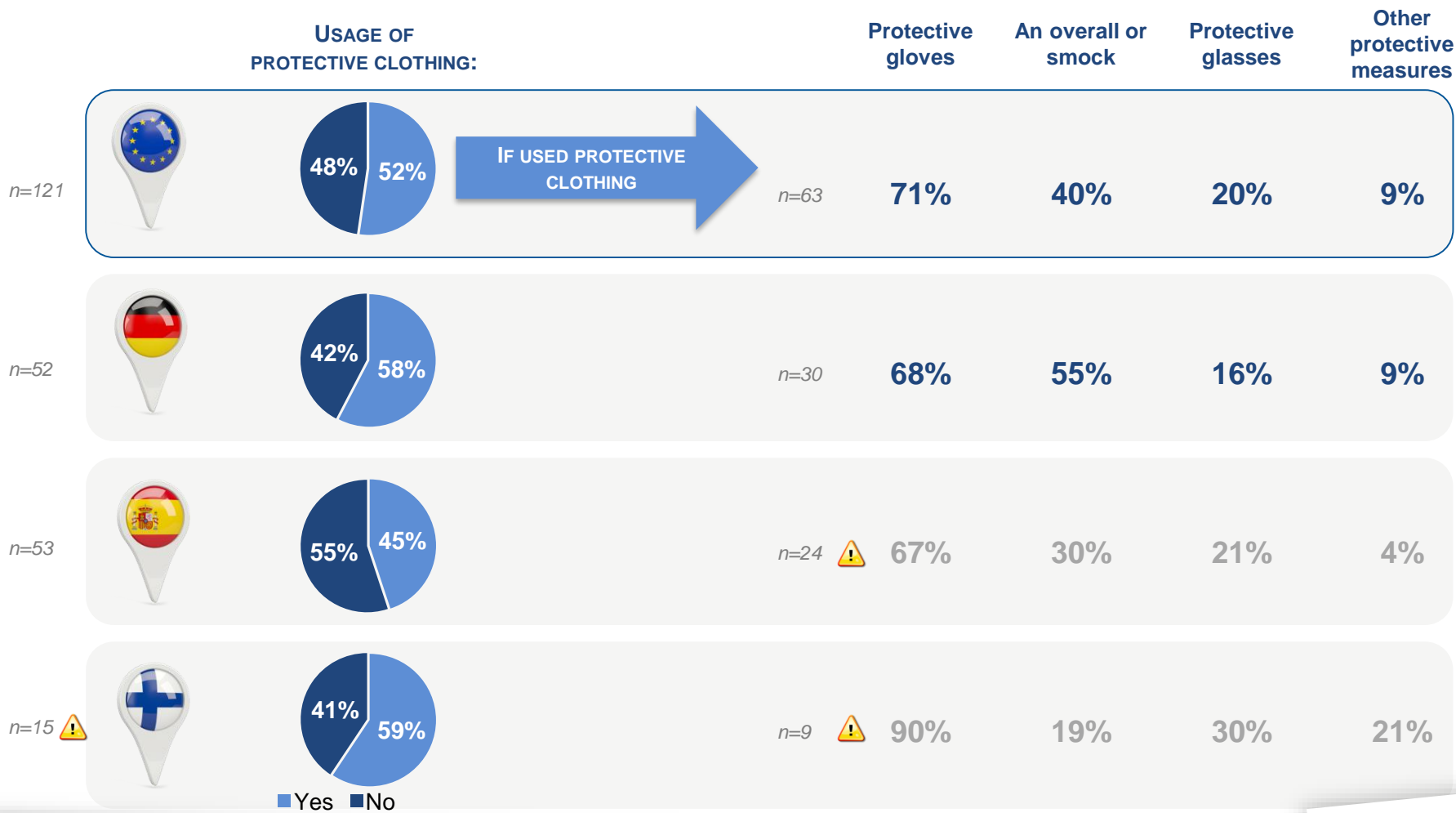


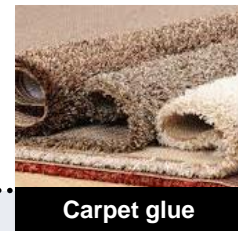
Carpet glue

Only 1 in 2 people has been wearing protective clothing.
Most of the time they wear gloves.

Carpet glue job | Protective clothing

Q: Did you wear any protective clothing during your glue job (e.g. gloves or an overall)? Filter: Has used carpet glue in the past year
Q: What type of protective clothing did you use when doing your last glue job? Filter: Has used protective clothing



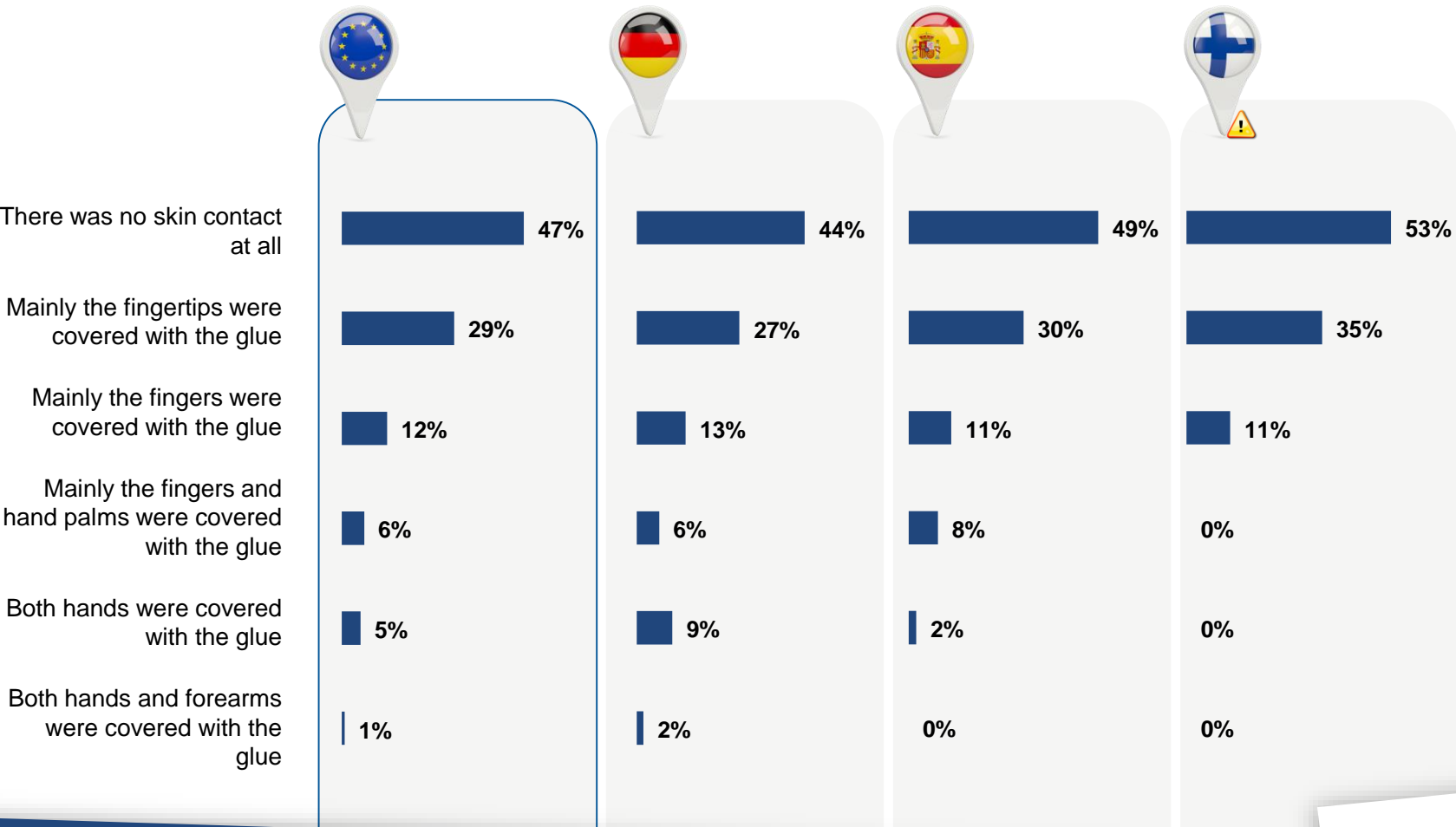


Carpet glue

The majority of the Europeans did not have any skin contact with the glue.
For those who had it was mainly the fingertips which were covered.

Last glue job | Skin contact

Q: When doing this last glue job, to what extent did your skin come in direct contact with the glue?
n (EU) = 121 / n (DE) = 52 / n (SP) = 53 / n (FI) = 16 | Filter = Has used carpet glue in the past year









Carpet glue

Last glue job | Skin contact

Q: When doing this last glue job, to what extent did your skin come in direct contact with the glue?
Filter = Has used carpet glue in the past year & the specific container

	 Jar Can Bucket n=23 ⚠ n=49 n=41			 Jar Can Bucket n=6 ⚠ n=19 ⚠ n=25 ⚠			 Jar Can Bucket n=15 ⚠ n=23 ⚠ n=10 ⚠			 Jar Can Bucket n=2 ⚠ n=7 ⚠ n=6 ⚠		
There was no skin contact at all	49%	43%	54%	0%	42%	52%	67%	35%	70%	46%	72%	35%
Mainly the fingertips were covered with the glue	30%	31%	21%	51%	28%	19%	20%	34%	20%	54%	28%	32%
Mainly the fingers were covered with the glue	8%	14%	12%	16%	20%	8%	6%	13%	10%	0%	0%	32%
Mainly the fingers and hand palms were covered with the glue	9%	6%	5%	17%	0%	9%	7%	13%	0%	0%	0%	0%
Both hands were covered with the glue	0%	6%	7%	0%	10%	12%	0%	5%	0%	0%	0%	0%
Both hands and forearms were covered with the glue	4%	0%	0%	16%	0%	0%	0%	0%	0%	0%	0%	0%

★ Significantly higher (95%-level)





ZOOM ON SPECIFIC GLUE TYPES

PARQUET GLUE

TILE GLUE

CARPET GLUE

WALLPAPER GLUE



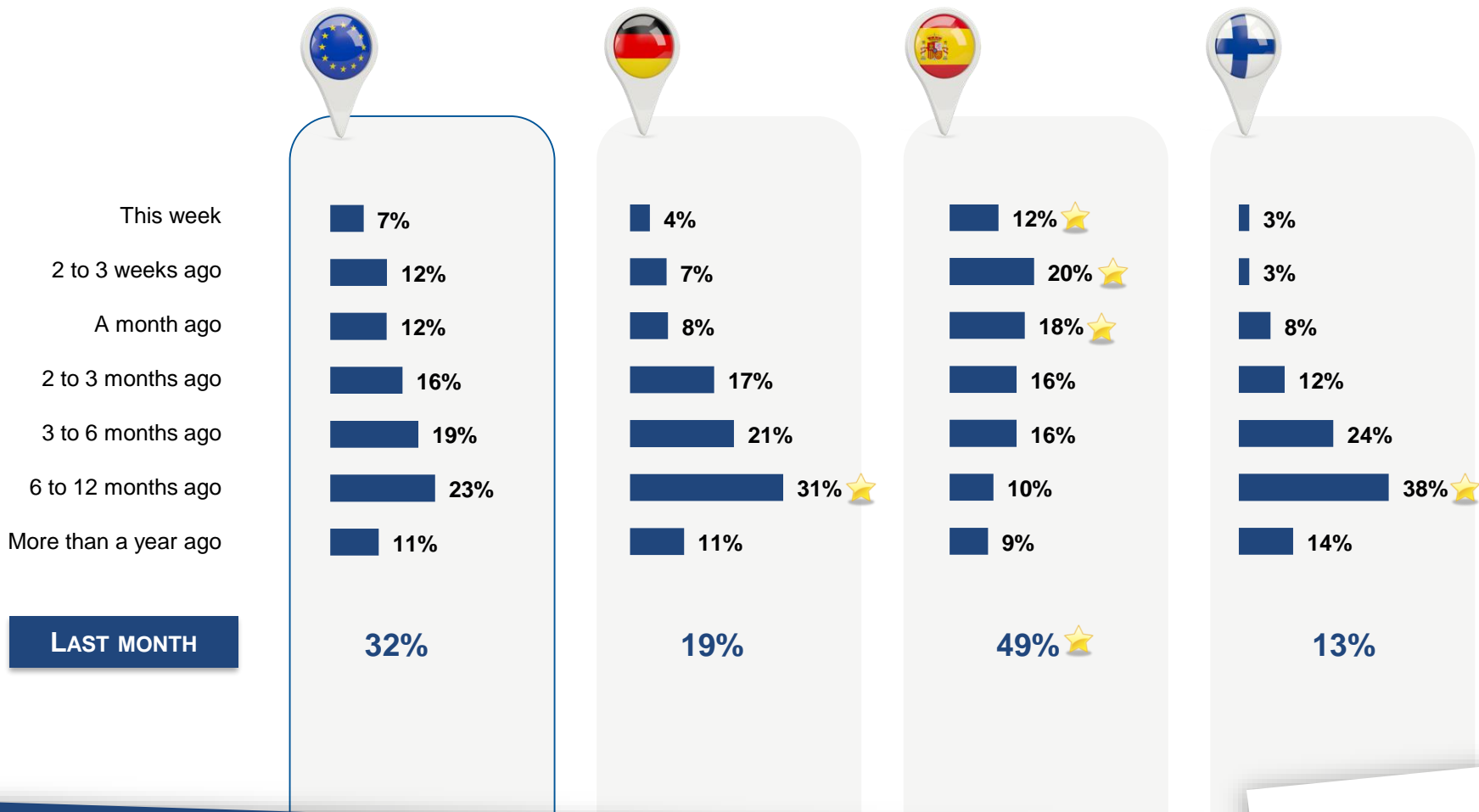


Wallpaper glue

Spanish people are those who did their wallpaper glue the most recently.
Indeed, half of them did it within the last month.

Wallpaper glue job | Last time usage

Q: We now would like you to think back to the last time you have used any of those glues. When was this?
n (EU) = 431 / n (DE) = 170 / n (SP) = 197 / n (FI) = 67 | Filter = Has used wallpaper glue



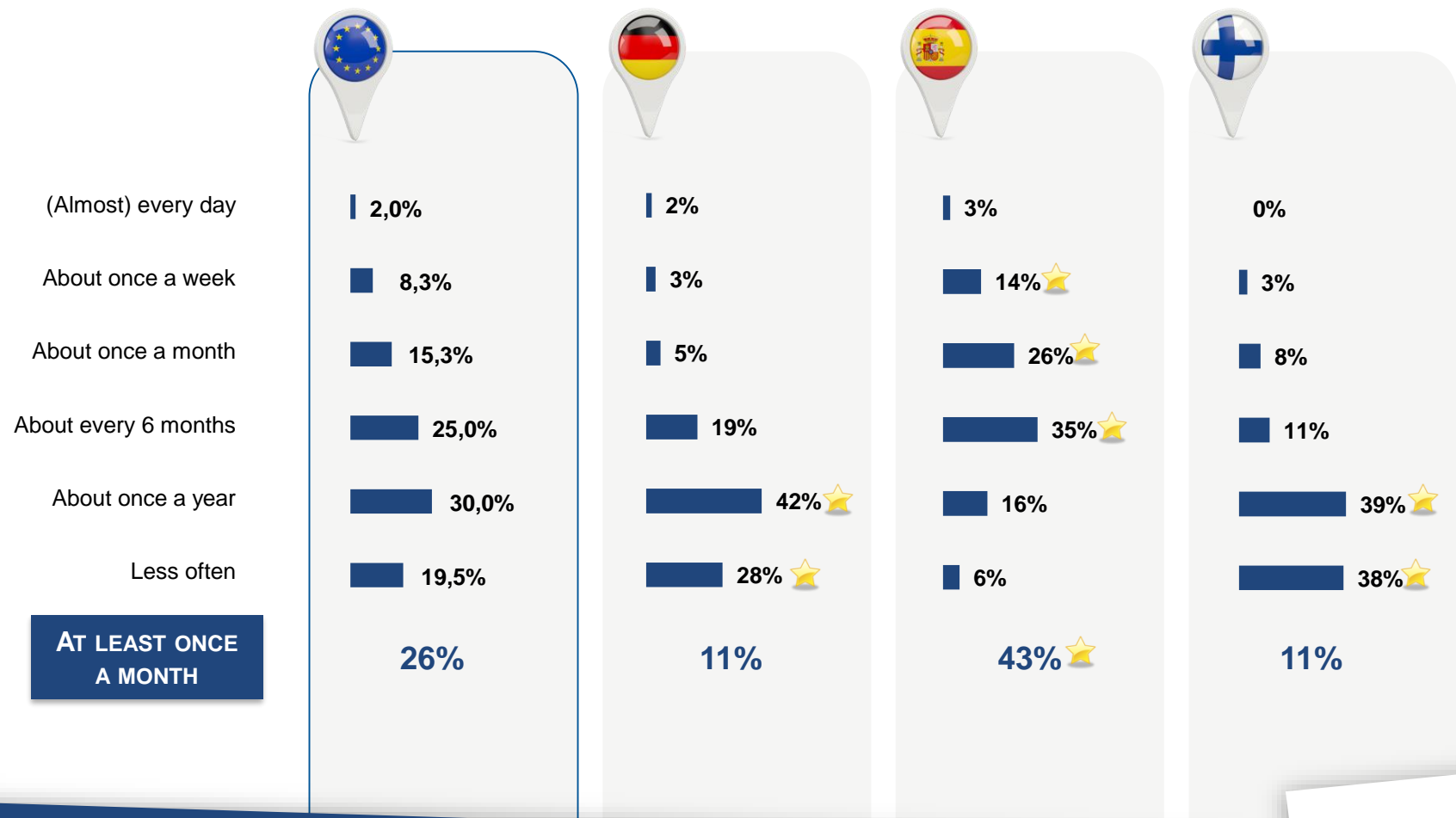


Wallpaper glue

Spanish people are also those who do wallpaper glue jobs the most frequently.
4 in 10 do it on a monthly basis.

Wallpaper glue job | Frequency of usage

Q: How often do you use this type of glue?
n (EU) = 386 / n (DE) = 150 / n (SP) = 178 / n (FI) = 58 | Filter = Has used wallpaper glue in the past year



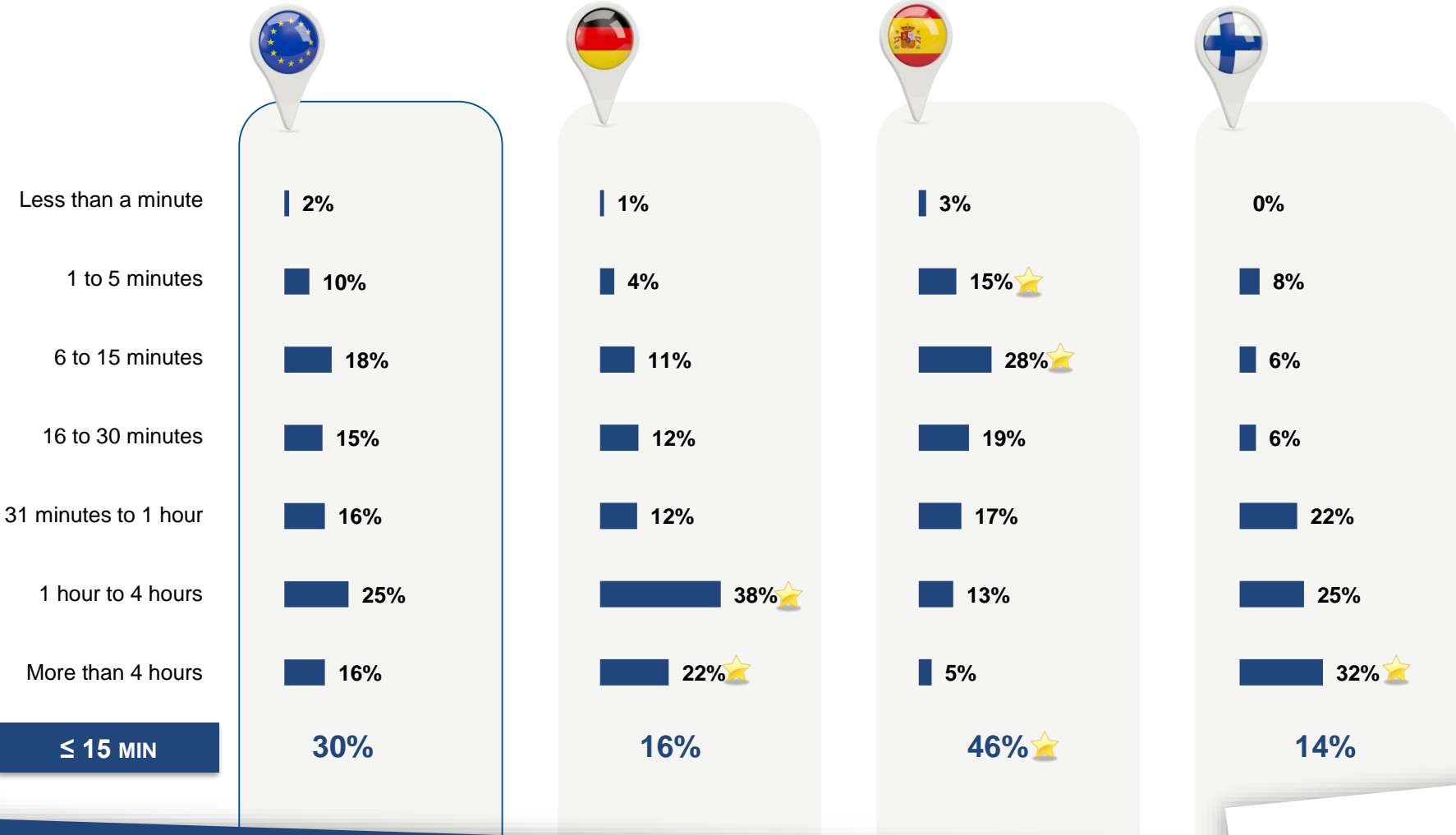


Wallpaper glue

For 3 in 10 europeans, the glue job was a quick task of less than 15 minutes.
Especially for Spanish people.

Wallpaper glue job | Duration

Q: In total, how long did it take you to do this glue job?
n (EU) = 385 / n (DE) = 150 / n (SP) = 178 / n (FI) = 58 | Filter: Has used wallpaper glue in the past year



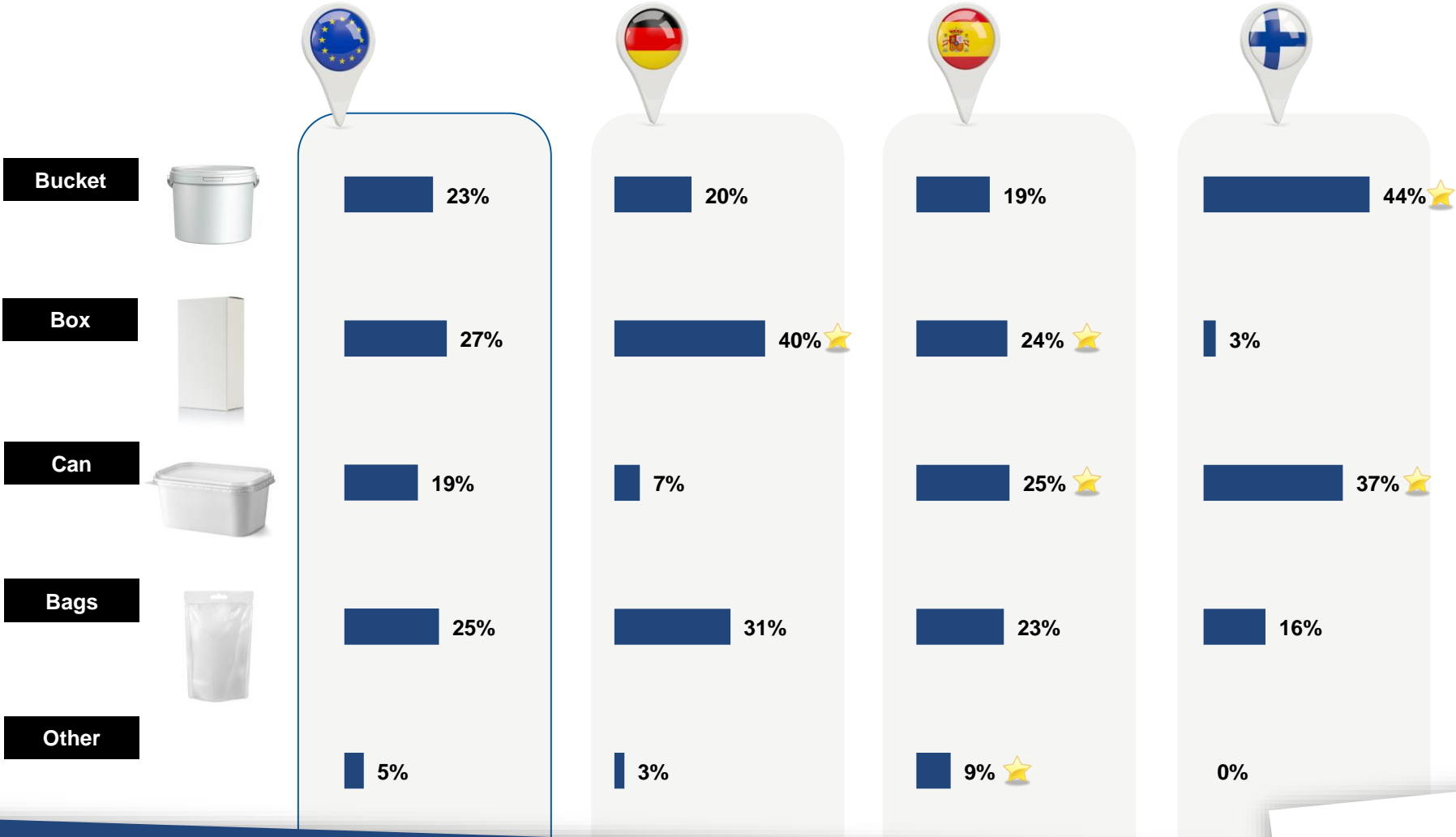


Wallpaper glue

Most of the Europeans bought wallpaper glue in box or bags.
Finish people are more to buy it in a bucket or in a can.

Wallpaper glue job | Container used

Q: Could you please indicate the **type of container** the glue was in when doing your last glue job?
n (EU) = 365 / n (DE) = 147 / n (SP) = 162 / n (FI) = 57 | Filter = Has used wallpaper glue in the past year













Wallpaper glue

When they buy a bucket or a box, people mostly buy a medium-sized pack.
While they rather buy a smallpack when they buy it in a can or bag.

Wallpaper glue job | Size of the container used

Q: Can you please indicate the **size of the container** you have used for your last glue job?
Filter = Has used wallpaper glue in the past year & in the specific container

						
			SmallMediumLarge	SmallMediumLarge	SmallMediumLarge	SmallMediumLarge
Bucket  Small: ca. 3-5kg. Medium: ca. 10kg. Large: ca. 15kg.	n = 91 n = 31 n = 35 n = 26 ⚠️		32%52%16%	16%55%29%	51%43%6%	23%62%15%
Box  Small: ca. 100-200g. Medium: ca. 300-400g. Large: ca. 500-600g.	n = 104 n = 59 n = 43 n = 2 ⚠️		38%52%11%	24%63%14%	58%37%5%	0%50%50%
Can  Small: ca. 1kg. Medium: ca. 2kg. Large: ca. 5kg.	n = 74 n = 10 ⚠️ n = 44 n = 21 ⚠️		49%38%14%	20%60%20%	70%30%0%	19%43%38%
Bags  Small: ca. 3kg. Medium: ca. 5kg. Large: ca. 10kg.	n = 96 n = 46 n = 41 n = 10 ⚠️		59%36%4%	52%41%7%	63%34%2%	80%20%0%

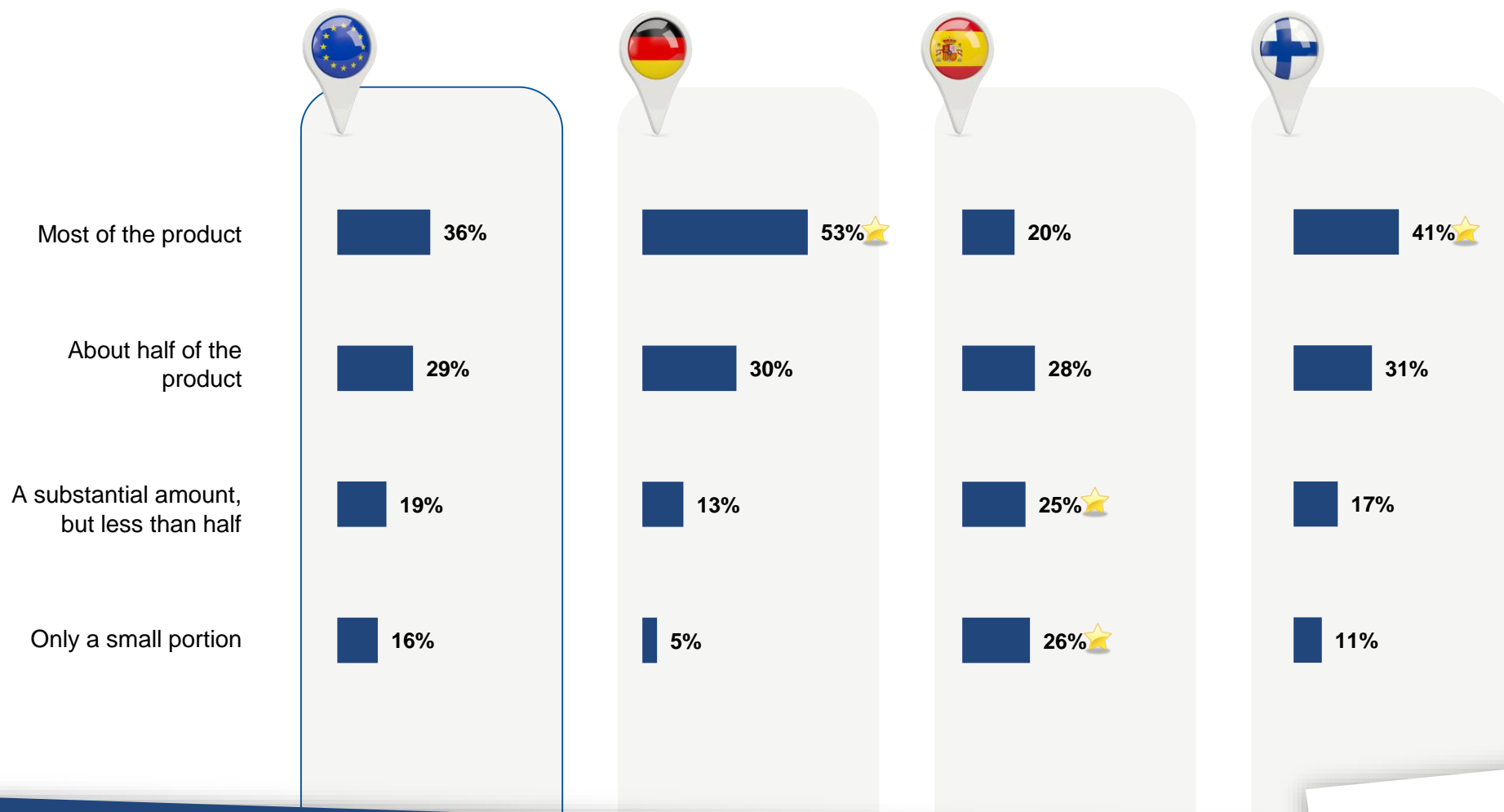
The majority of the people have used at least half of the product during their last wallpaper glue job.
Spanish tend to use smaller portion.



Wallpaper glue job | Portion of the product used

Q: How much glue did you use for this glue job?

n (EU) = 385 / n (DE) = 150 / n (SP) = 178 / n (FI) = 58 | Filter: Has used wallpaper glue in the past year



Wallpaper glue job | Portion of the product used

Q: How much glue did you use for this glue job?

Filter: Has used wallpaper glue in the past year & the specific container



Wallpaper glue



	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small
Bucket EU n=91 DE n=30 SP n=35 FIN n=26	41%	23%	22%	14%	54%	22%	18%	7%	25%	19%	29%	26%	46%	29%	18%	7%
Box EU n=104 DE n=60 SP n=43 FIN n=2	47%	30%	13%	10%	60%	27%	10%	3%	28%	33%	18%	21%	54%	46%	0%	0%
Can EU n=74 DE n=10 SP n=44 FIN n=21	23%	32%	30%	15%	28%	52%	10%	10%	18%	27%	36%	18%	31%	31%	26%	13%
Bags EU n=96 DE n=46 SP n=41 FIN n=9	36%	33%	17%	15%	50%	34%	13%	2%	17%	31%	25%	27%	48%	32%	0%	21%













Wallpaper glue job | Portion of the product used

Q: How much glue did you use for this glue job?

Filter: Has used wallpaper glue in the past year & the specific container



Wallpaper glue

	EU				DE				SP				FI			
	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small	Most	1/2	< 1/2	Small
Bucket																
 Large (~15kg) n=15 / 9 / 2 / 4	60%	26%	14%	0%	55%	33%	13%	0%	50%	0%	50%	0%	75%	25%	0%	0%
 Medium (~10kg) n=47 / 16 / 15 / 16	43%	28%	17%	12%	57%	24%	13%	6%	39%	19%	21%	21%	32%	41%	17%	11%
 Small (~3-5kg) n=29 / 5 / 18 / 6	27%	13%	35%	25%	40%	0%	41%	19%	11%	21%	34%	34%	67%	0%	33%	0%
Box																
 Large (~500-600g) n=11 / 8 / 2 / 1	64%	28%	0%	8%	63%	26%	0%	11%	48%	52%	0%	0%	100%	0%	0%	0%
 Medium (~300-400g) n=54 / 37 / 16 / 1	52%	31%	13%	4%	57%	32%	11%	0%	44%	25%	19%	12%	0%	100%	0%	0%
 Small (~100-200g) n=39 / 14 / 25 / 0	33%	28%	18%	21%	65%	14%	14%	7%	16%	36%	20%	28%	-	-	-	-
Can																
 Large (~5kg) n=11 / 2 / 0 / 9	28%	28%	26%	18%	47%	53%	0%	0%	-	-	-	-	24%	22%	32%	22%
 Medium (~2kg) n=29 / 6 / 13 / 10	31%	42%	13%	13%	31%	69%	0%	0%	32%	38%	7%	22%	30%	30%	30%	9%
 Small (~1kg) n=37 / 2 / 31 / 4	16%	25%	44%	16%	0%	0%	51%	50%	13%	23%	48%	16%	49%	51%	0%	0%
Bags																
 Large (~10kg) n=4 / 3 / 1 / 0	52%	49%	0%	0%	36%	64%	0%	0%	100%	0%	0%	0%	-	-	-	-
 Medium (~5kg) n=35 / 20 / 14 / 2	38%	42%	15%	6%	60%	29%	11%	0%	7%	57%	22%	14%	46%	54%	0%	0%
 Small (~3kg) n=57 / 23 / 26 / 8	33%	26%	19%	21%	44%	35%	17%	5%	19%	19%	27%	35%	48%	26%	0%	26%

The majority of the people already had an experience with wallpaper glue.
Especially the Germans.

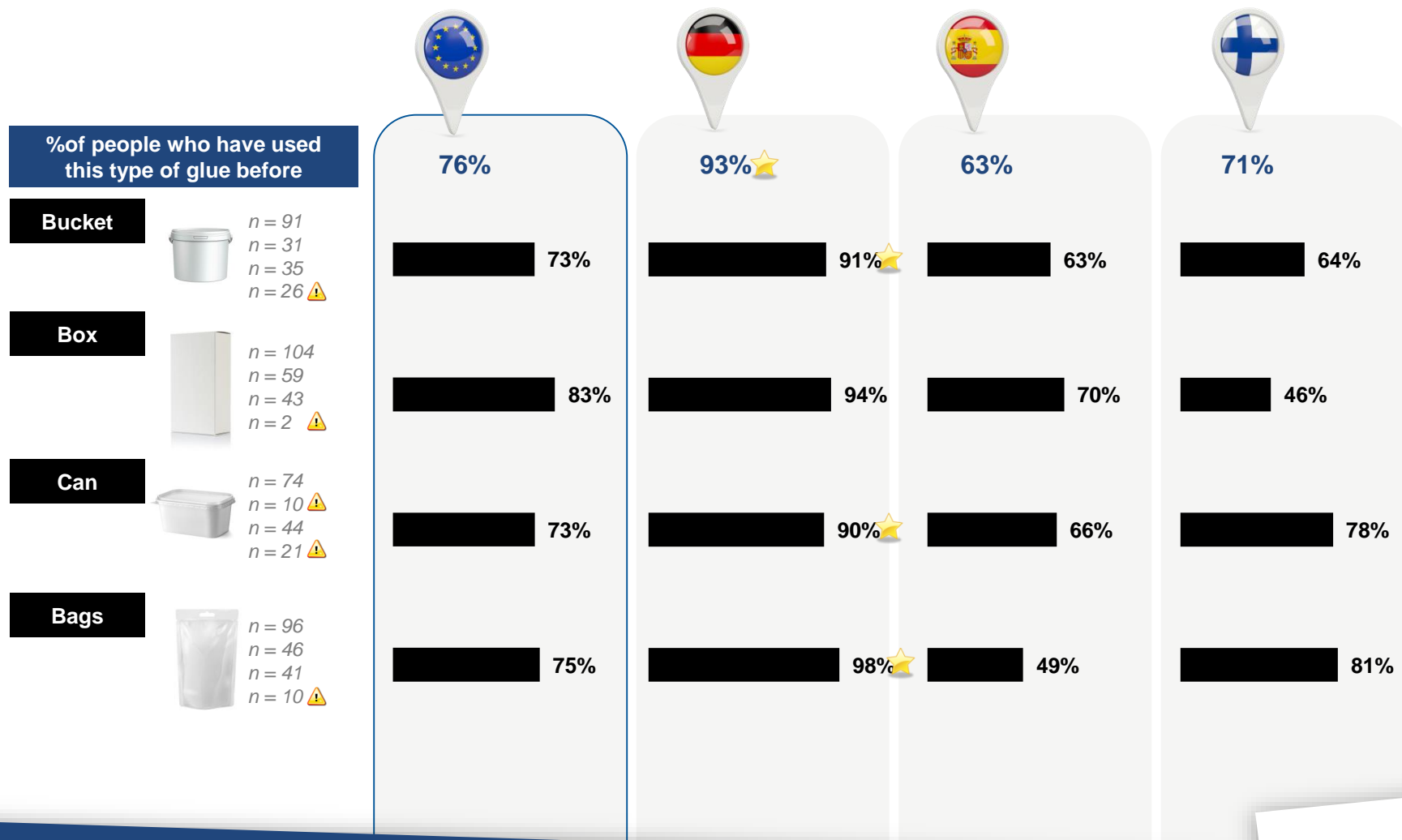


Wallpaper glue

Wallpaper glue job | Previous experience with the glue container

Q: Have you used the same type of glue before or was it the first time?

n (EU) = 365 / n (DE) = 147 / n (SP) = 162 / n (FI) = 57 | Filter: Has used wallpaper glue in the past year & in the specific container





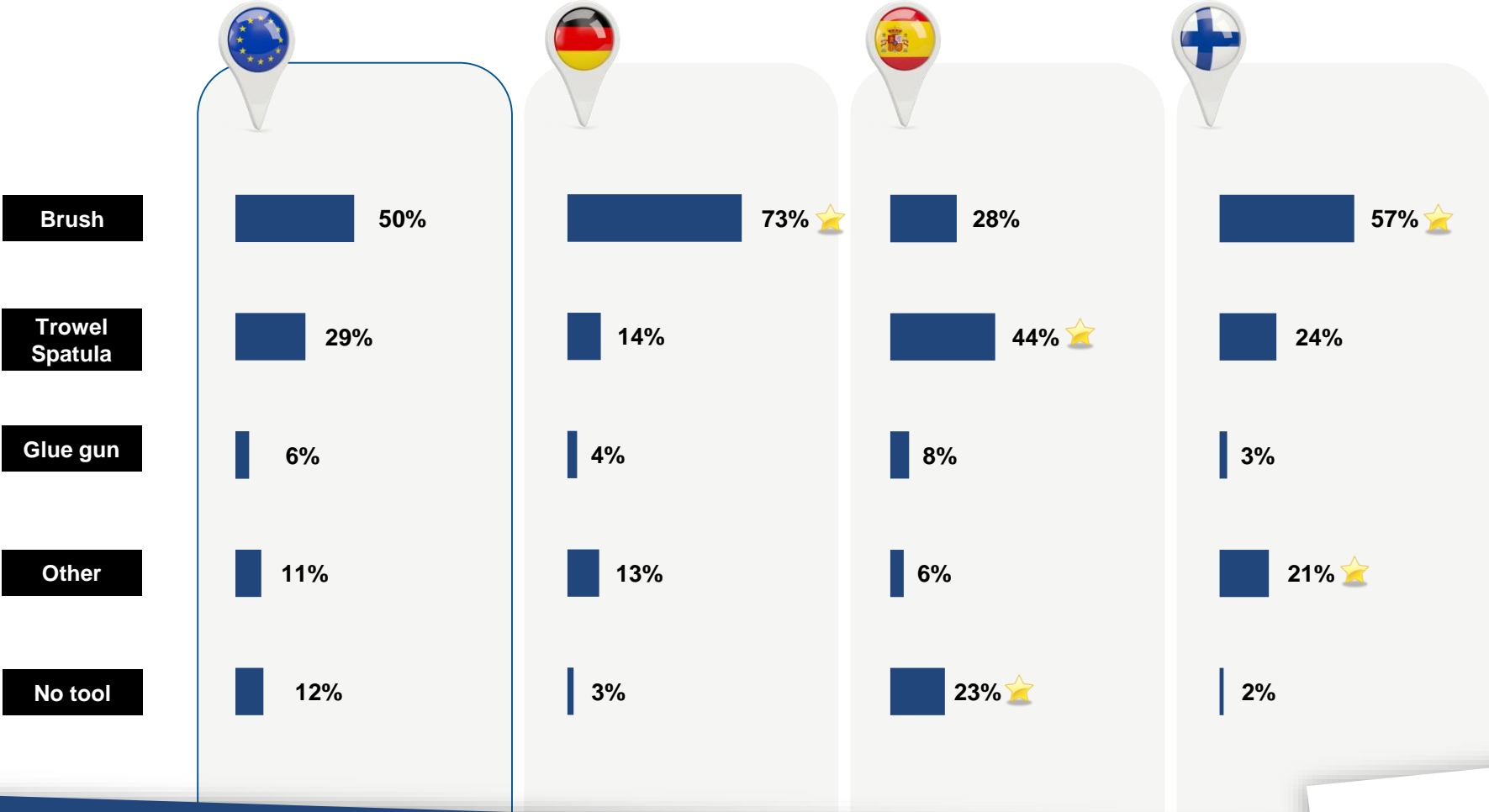
Wallpaper glue

About 1 in 10 European and 2 in 10 Spanish did not use any tool when doing the wallpaper glue. While Germans and Finish rather use a brush, spanish rather use a trowel or spatula.

Wallpaper glue job | Application tool

Q: Did you use a specific tool to apply the glue?

n (EU) = 385 / n (DE) = 150 / n (SP) = 178 / n (FI) = 58 | Filter= Has used wallpaper glue in the past year







Wallpaper glue job | Application tool

Q: Did you use a specific tool to apply the glue?

Filter: Has used wallpaper glue in the past year & in the specific container



Wallpaper glue

		EU			DE			SP			FI		
		Brush	Trowel/ Spatula	Glue gun	Brush	Trowel/ Spatula	Glue gun	Brush	Trowel/ Spatula	Glue gun	Brush	Trowel/ Spatula	Glue gun
Bucket		n = 91 n = 31 n = 35 n = 26 ⚠️											
Box		n = 104 n = 59 n = 43 n = 2 ⚠️											
Can		n = 74 n = 10 ⚠️ n = 44 n = 21 ⚠️											
Bags		n = 96 n = 46 n = 41 n = 10 ⚠️											



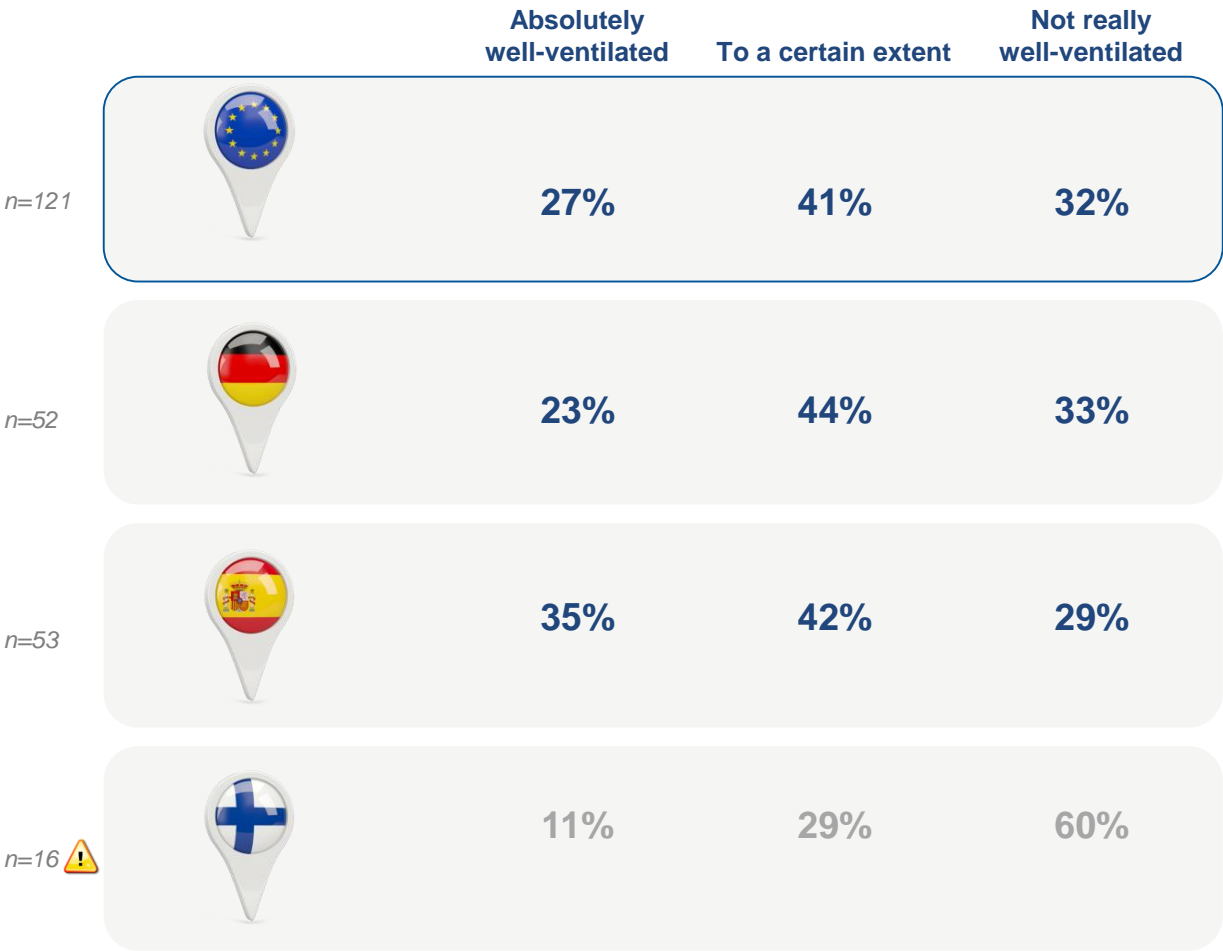
About 1 in 3 European did not ventilate the area where they did their wallpaper glue job.



Wallpaper glue job | Place of usage and Ventilation

Q: Did you use the glue in a well-ventilated area (e.g. you opened the windows)?

Filter: Has used wallpaper glue in the past year



The majority of the people have read the usage instructions of the wallpaper glue before doing the job.



Wallpaper glue job | Usage instructions reading

Q: Did you read the glue usage instructions before the glue job? Filter: Used this glue in the past year

Q: You mentioned having used this type of glue before. Have you ever read the usage instructions of this type of glue?

Filter = if used this type of glue before and did not read instructions in last glue job

READING OF THE USAGE INSTRUCTIONS:

Yes, I have
read before

No, I have never
read before

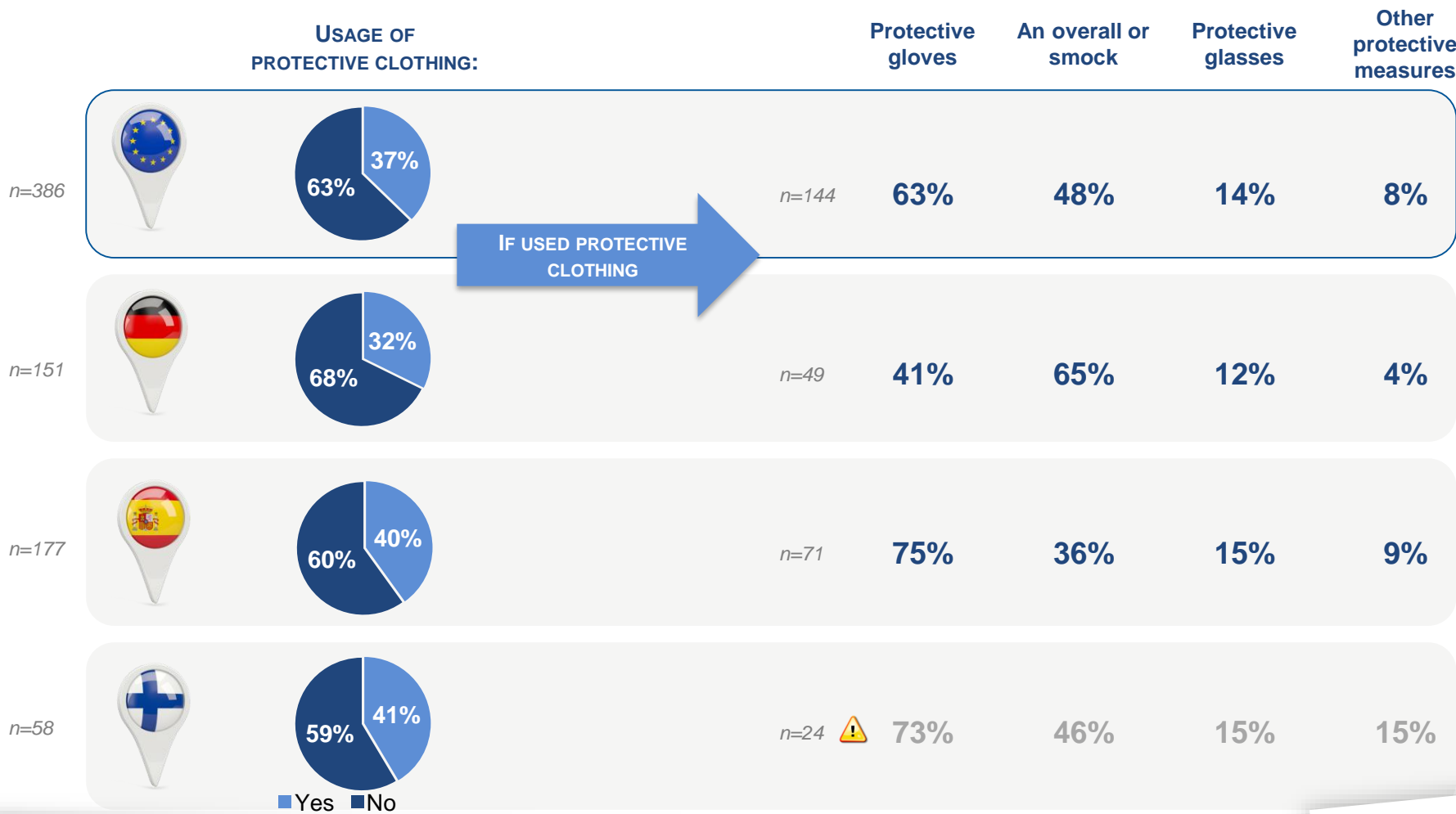


Only a third of the people have used protective clothing. Most used are gloves.



Wallpaper glue job | Protective clothing

Q: Did you wear any protective clothing during your glue job (e.g. gloves or an overall)? Filter: Has used wallpaper glue in the past year
Q: What type of protective clothing did you use when doing your last glue job? Filter: Has used protective clothing

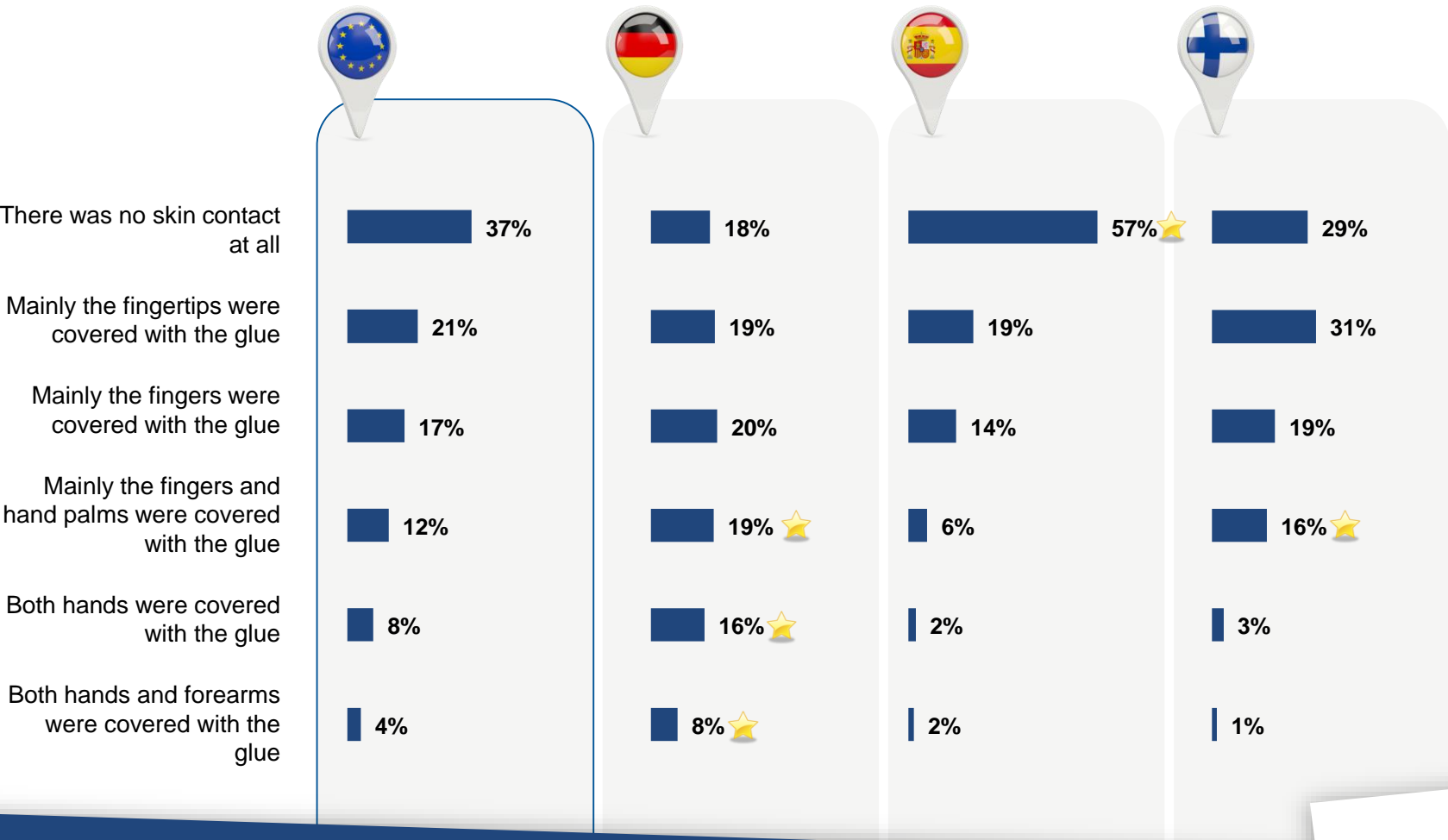


Only 4 in 10 indicate they had no skin contact with the wallpaper glue.
Spanish people are those who had the least skin contact.



Wallpaper glue job | Skin contact

Q: When doing this last glue job, to what extent did your skin come in direct contact with the glue?
n (EU) = 385 / n (DE) = 150 / n (SP) = 178 / n (FI) = 58 | Filter = Has wallpaper carpet glue in the past year



★ Significantly higher than other countries (95%-level)
Max. Error margins: 5,1% (EU) / 8,1% (DE) / 7,7% (SP) / 13,0% (FI)





Wallpaper glue job | Skin contact

Q: When doing this last glue job, to what extent did your skin come in direct contact with the glue?

Filter = Has used wallpaper glue in the past year & the specific container

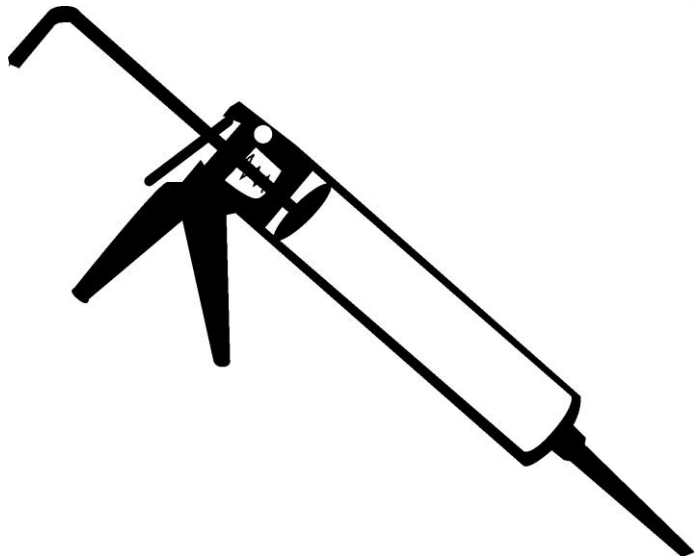


Wallpaper glue

																
	Bucket	Box	Can	Bags	Bucket	Box	Can	Bags	Bucket	Box	Can	Bags	Bucket	Box	Can	Bags
	n=90	n=104	n=75	n=95	n=31	n=59	n=10	n=45	n=35	n=43	n=44	n=41	n=25	n=2	n=22	n=9
There was no skin contact at all	38%	26%	49%★	34%	38%	8%	32%	13%	49%	49%	64%	56%	22%	54%	26%	48%
Mainly the fingertips were covered with the glue	25%	21%	16%	21%	22%	19%	9%	20%	23%	25%	9%	20%	31%	0%	34%	31%
Mainly the fingers were covered with the glue	18%	19%	13%	20%	14%	21%	9%	25%	17%	16%	13%	17%	25%	46%	13%	10%
Mainly the fingers and hand palms were covered with the glue	13%	14%	16%	11%	16%	19%	30%	20%	6%	7%	9%	3%	18%	0%	23%	0%
Both hands were covered with the glue	5%	12%	4%	10%	7%	20%	20%	16%	3%	2%	2%	3%	4%	0%	0%	11%
Both hands and forearms were covered with the glue	2%	8%	2%	4%	3%	13%	0%	7%	3%	0%	2%	2%	0%	0%	4%	0%

★ Significantly higher (95%-level)

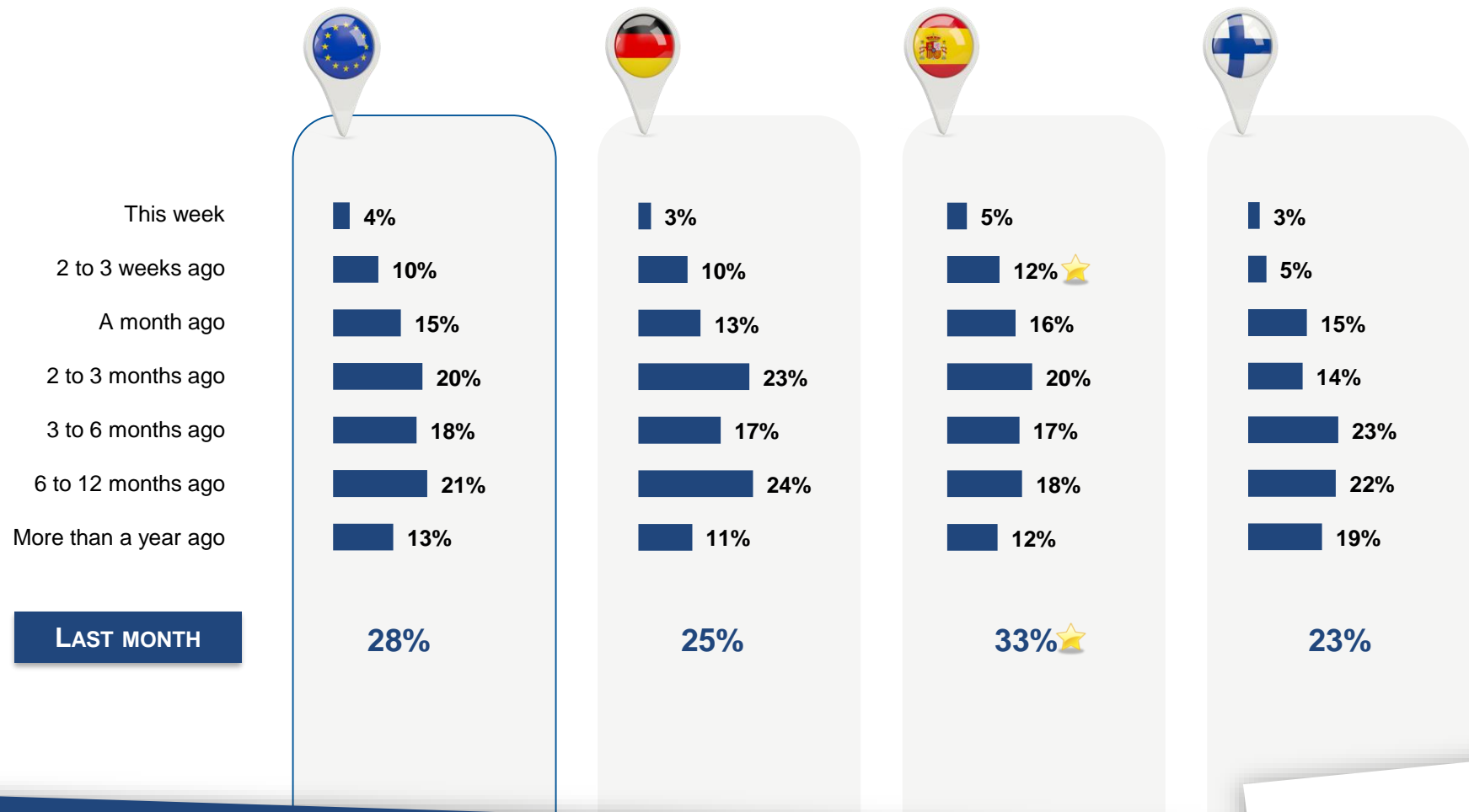
ZOOM ON SEALANT



Only 28% of the European had used sealant in the last month.

Usage of sealant | Last time usage

Q: We would like you to think back to the last time you have used a sealant. When was this?
n (EU) = 791 / n (DE) = 255 / n (SP) = 360 / n (FI) = 175 | Filter = Has used sealant



Sealant is used less often. Only 23% use on a monthly basis.
Spanish people are those using it the most frequently.

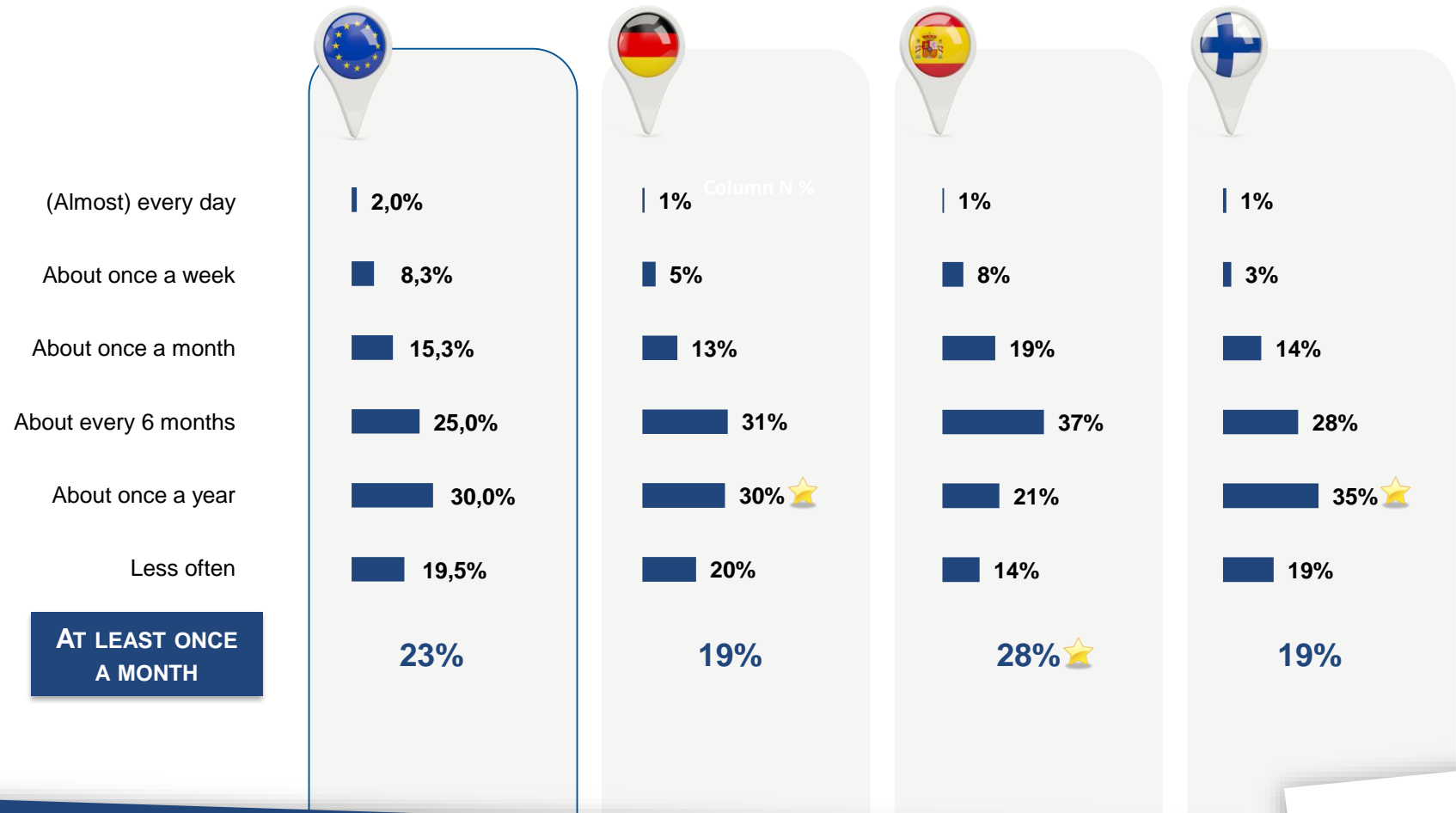


Sealant

Usage of sealant | Frequency of usage

Q: In general how often do you use a sealant?

n (EU) = 687 / n (DE) = 226 / n (SP) = 317 / n (FI) = 144 | Filter = Has used sealant in the past year



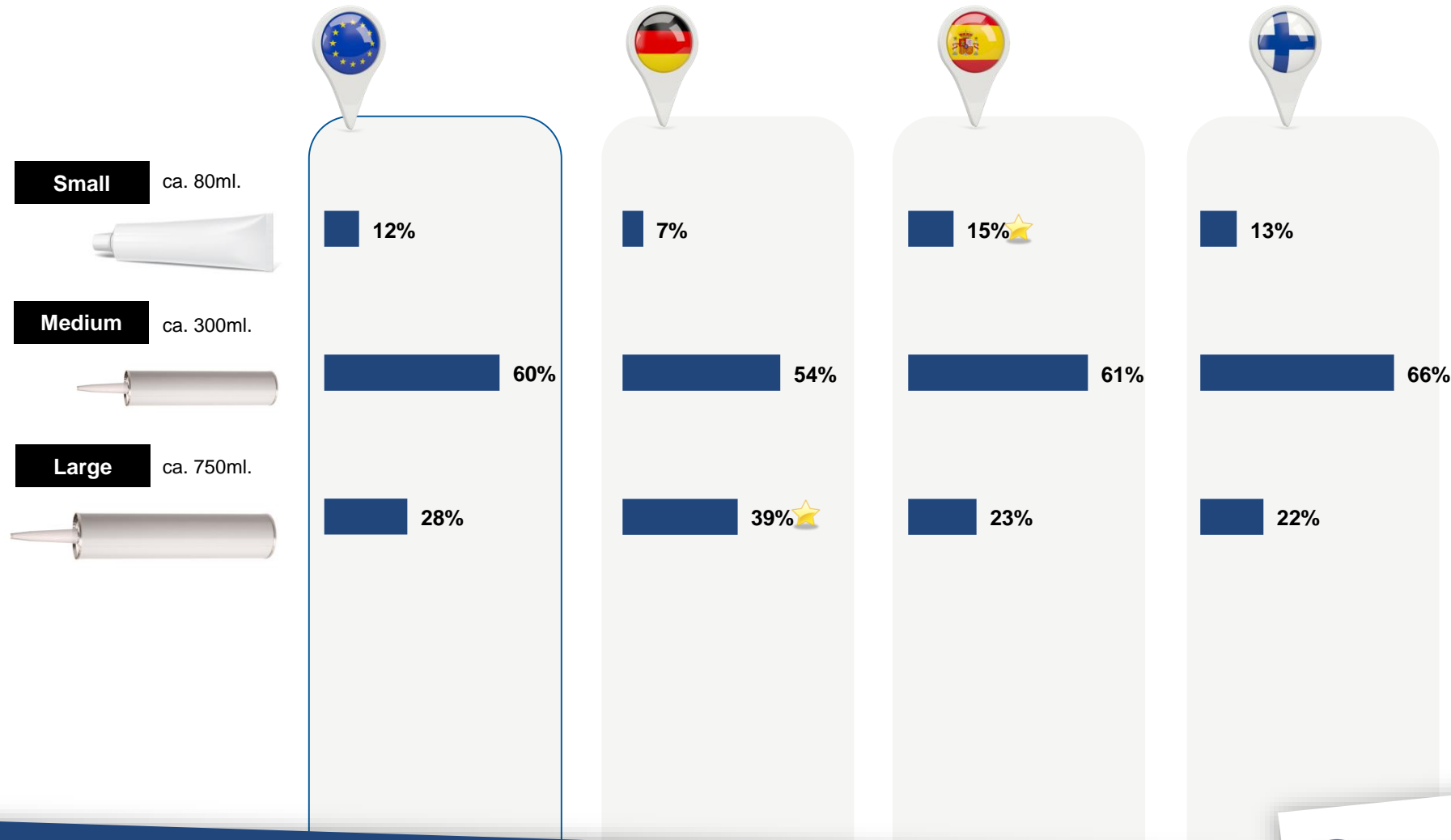
The majority of the people use the medium cartridge. Compared to other countries, spanish use the small tube more often while german are more to use the large cartridge.



Sealant

Usage of sealant | Container used

Q: Can you please indicate the size of the container you have used for your last sealant job?
n (EU) = 688 / n (DE) = 227 / n (SP) = 317 / n (FI) = 144 | Filter = Has used sealant in the past year



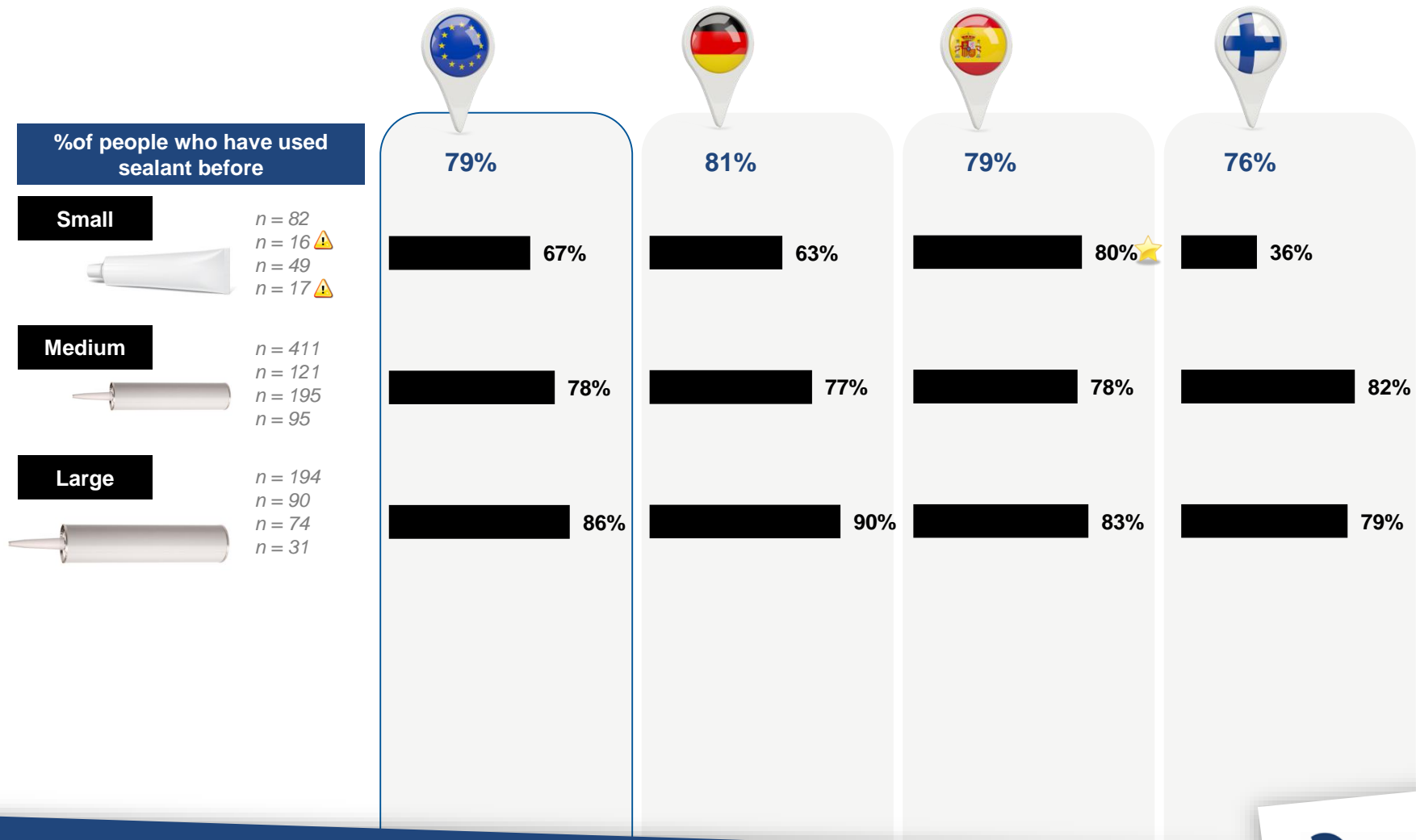


Sealant

For 8 in 10 Europeans it was not the first time they were using sealant.
Those using sealant in a tube were however less familiar with this type of sealant.

Usage of sealant | Previous experience with the sealant container

Q: Have you used the same type of sealant before or was it the first time?
n (EU) = 688 / n (DE) = 227 / n (SP) = 317 / n (FI) = 144 | Filter: Has used sealant in the past year & in the specific container



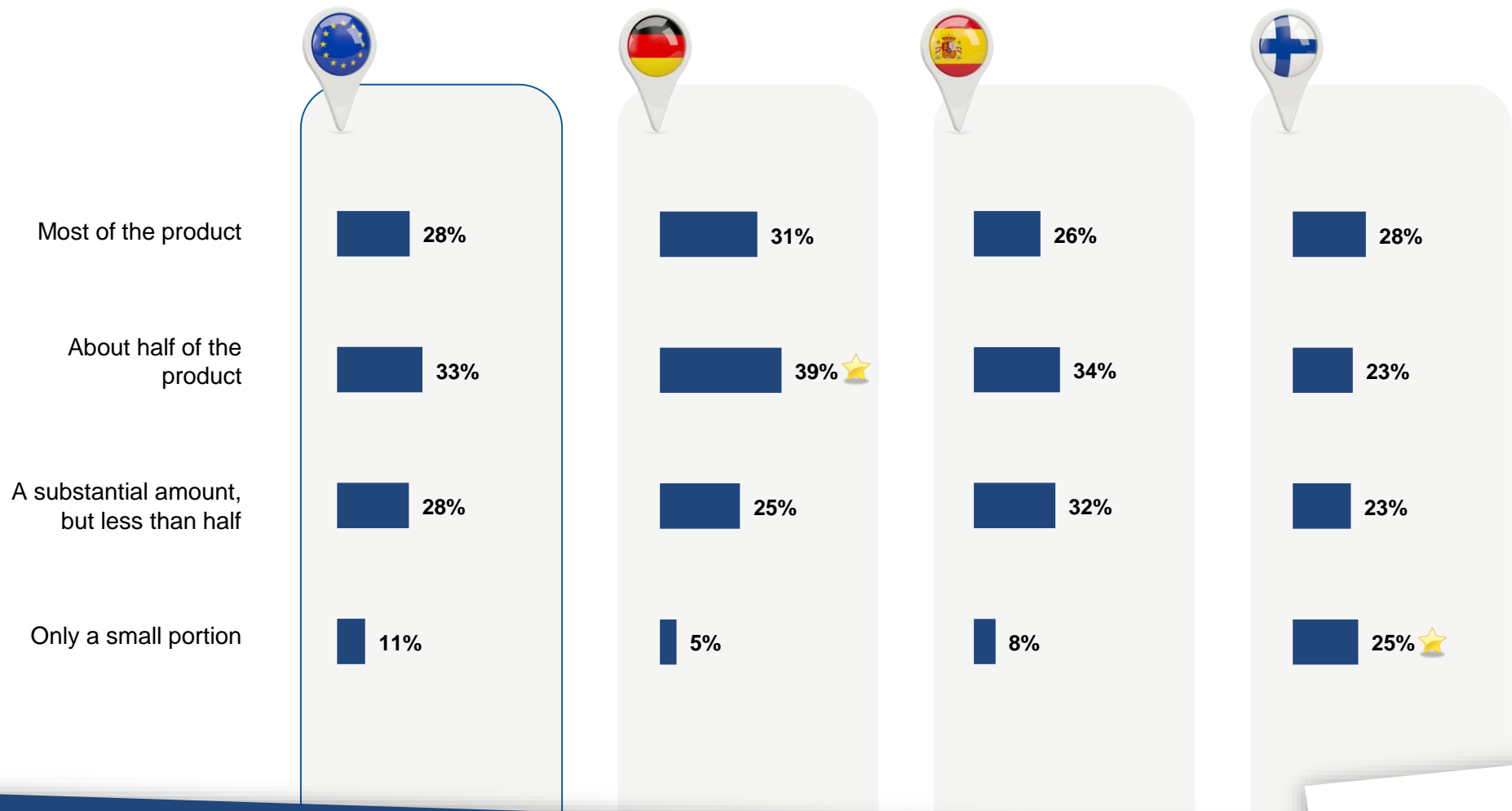
More than half of the people have used at least the half of the product.



Sealant

Usage of sealant | Portion of the product used

Q: How much sealant did you use for this sealant job?
n (EU) = 687 / n (DE) = 226 / n (SP) = 317 / n (FI) = 143 | Filter= Has used sealant in the past year

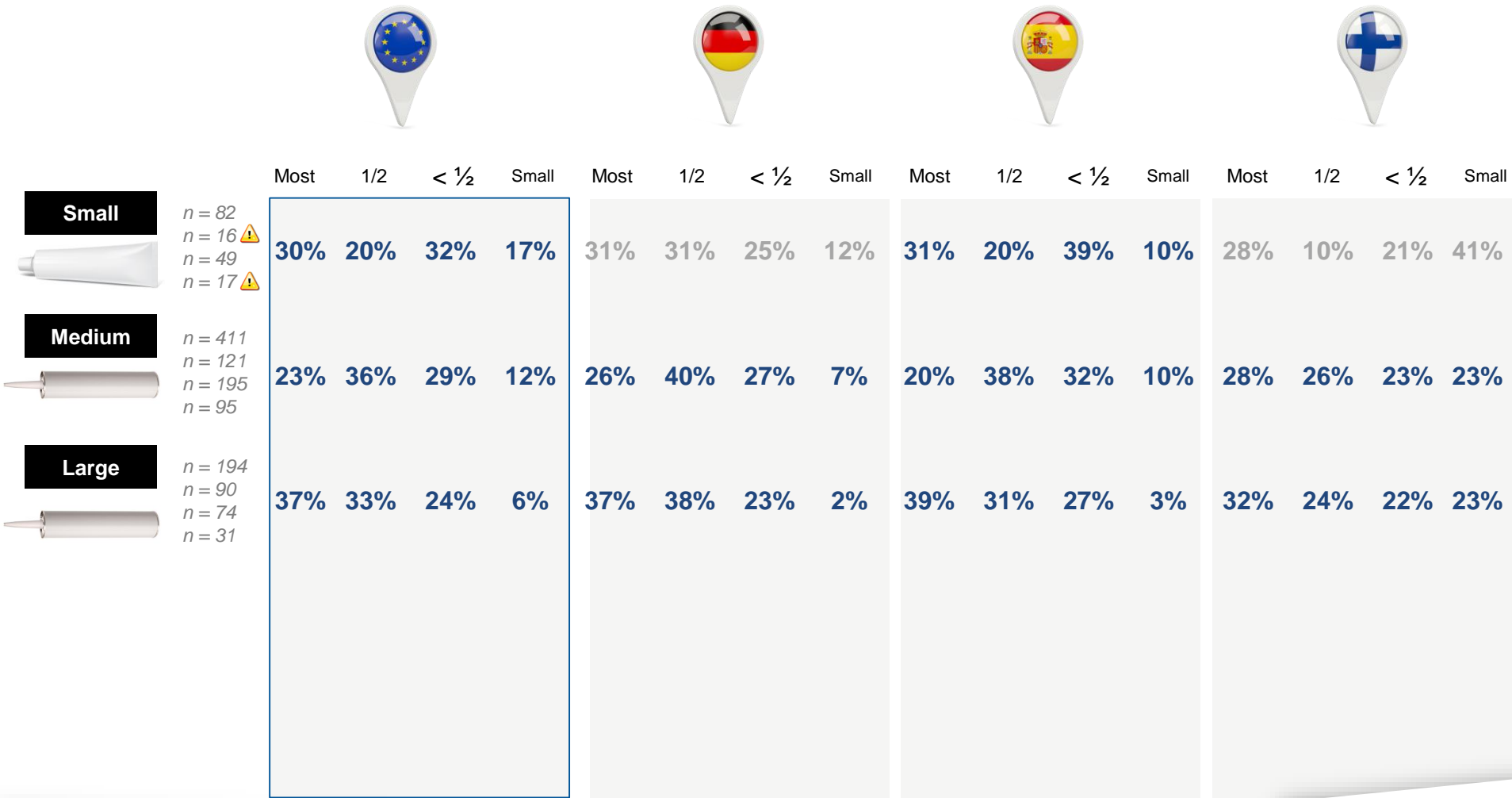


More than half of the people have used at least the half of the product.
 This is true for all 3 sizes.



Usage of sealant | Portion of the product used

Q: How much sealant did you use for this sealant job?
 Filter= Has used sealant in the past year & the specific container



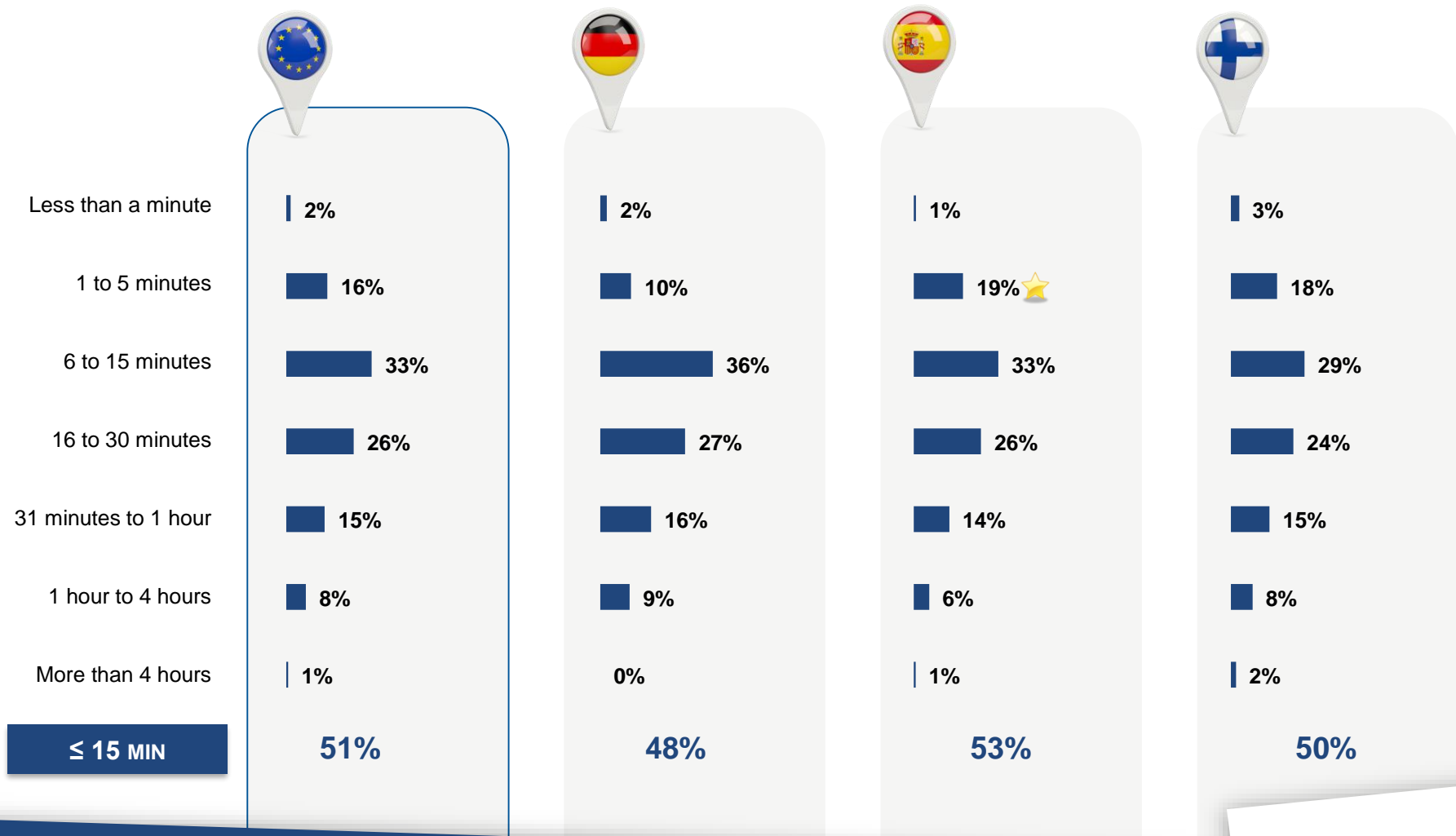
In general using sealant is quite quick as for 1 in 2 it took maximum 15 minutes.



Sealant

Usage of sealant | Duration

Q: In total, how long did it take you to do this sealant job?
n (EU) = 687 / n (DE) = 226 / n (SP) = 317 / n (FI) = 143 | Filter= Has used sealant in the past year



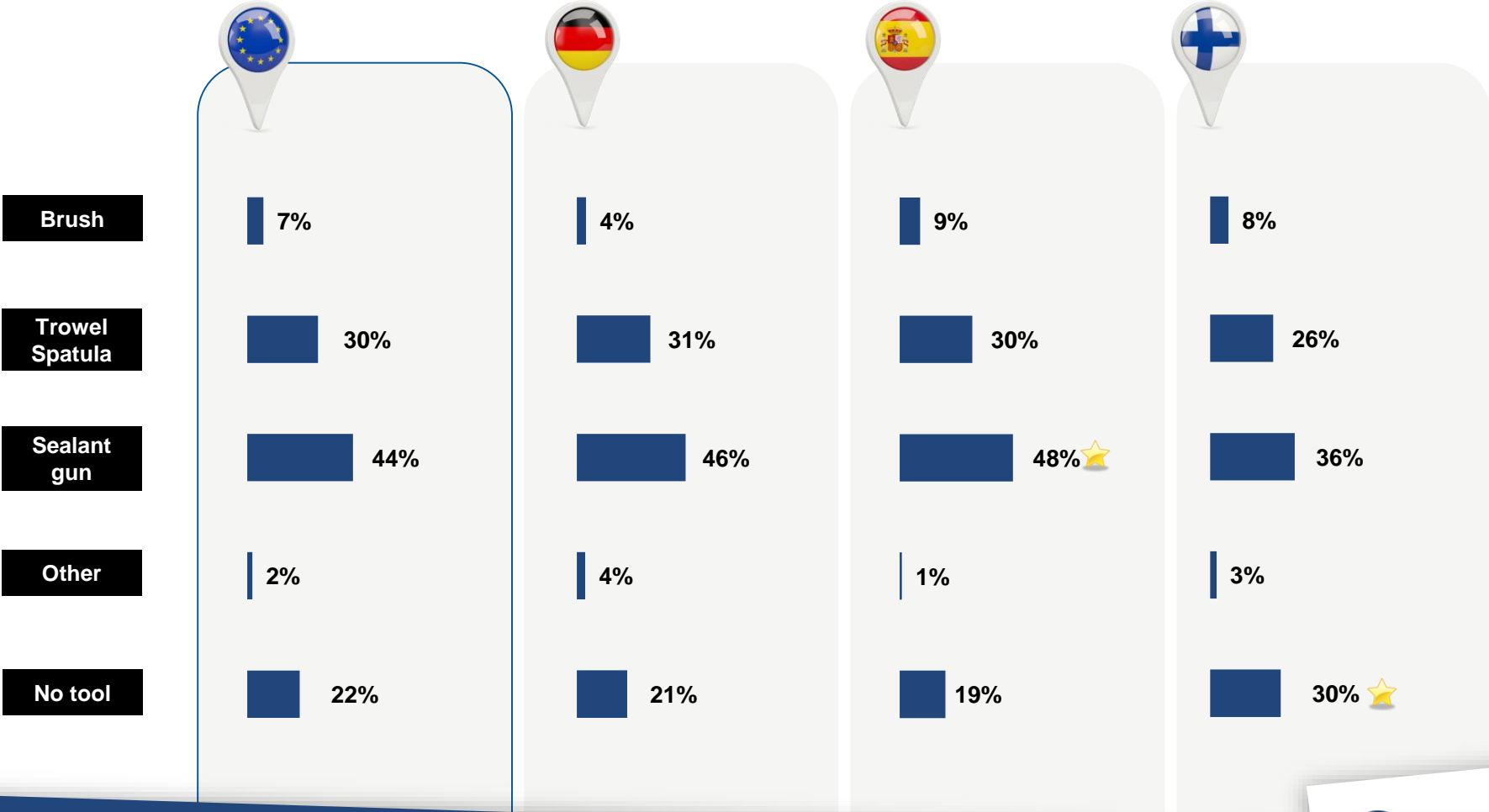
Around 4 in 5 people have used a tool when doing their sealant job. Most common is the sealant gun. Finish people are less to use tools however.



Sealant

Usage of sealant | Application tool

Q: Did you use a specific tool for your last sealant job?
n (EU) = 687 / n (DE) = 226 / n (SP) = 317 / n (FI) = 143 | Filter= Has used sealant in the past year










Especially when they use the large cartridge people also use the sealant gun.



Sealant

Usage of sealant | Application tool

Q: Did you use a specific tool for your last sealant job?
Filter: Has used sealant in the past year & in the specific container

															
				Brush	Trowel/ Spatula	Sealant gun	Brush	Trowel/ Spatula	Sealant gun	Brush	Trowel/ Spatula	Sealant gun	Brush	Trowel/ Spatula	Sealant gun
Small 	n = 82 n = 16 ⚠ n = 49 n = 17 ⚠			11%	32%	13%	6%	44%	12%	15%	33%	14%	6%	21%	10%
Medium 	n = 411 n = 121 n = 195 n = 95			7%	30%	43%	4%	32%	39%	9%	31%	48%	8%	26%	36%
Large 	n = 194 n = 90 n = 74 n = 31			4%	28%	61%	3%	27%	61%	3%	27%	67%	6%	31%	48%



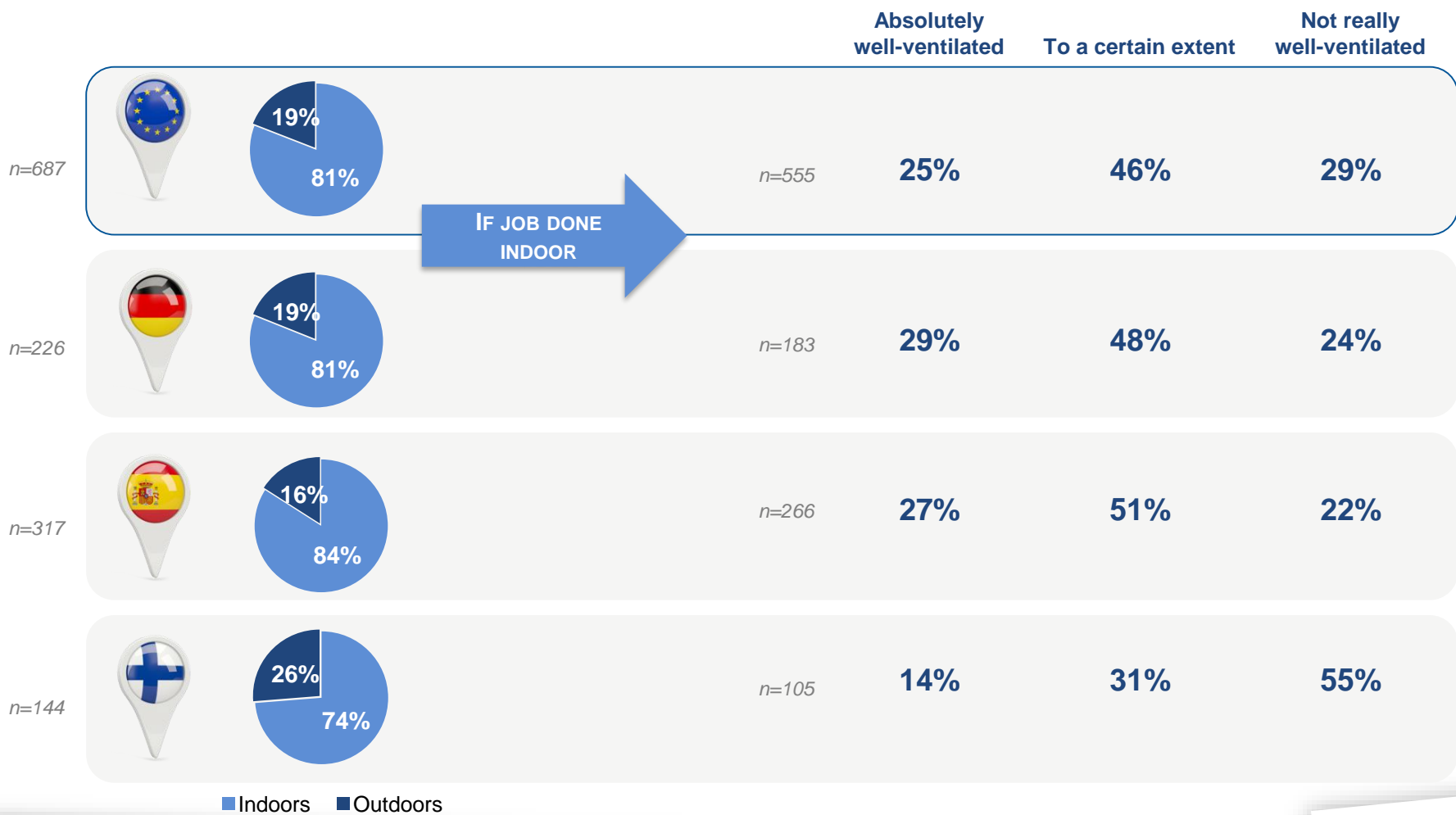


Sealant

4 in 5 people have done the sealant job indoors. Amongst them the majority did it in a place which was at least ventilated to some extent.

Usage of sealant | Place of usage and Ventilation

Q: Was the sealant job done indoors or outdoors? | Filter: Has used sealant in the past year
Did you use the glue in a well-ventilated area (e.g. you opened the windows)? | Filter: Has used sealant in the past year & job done indoor



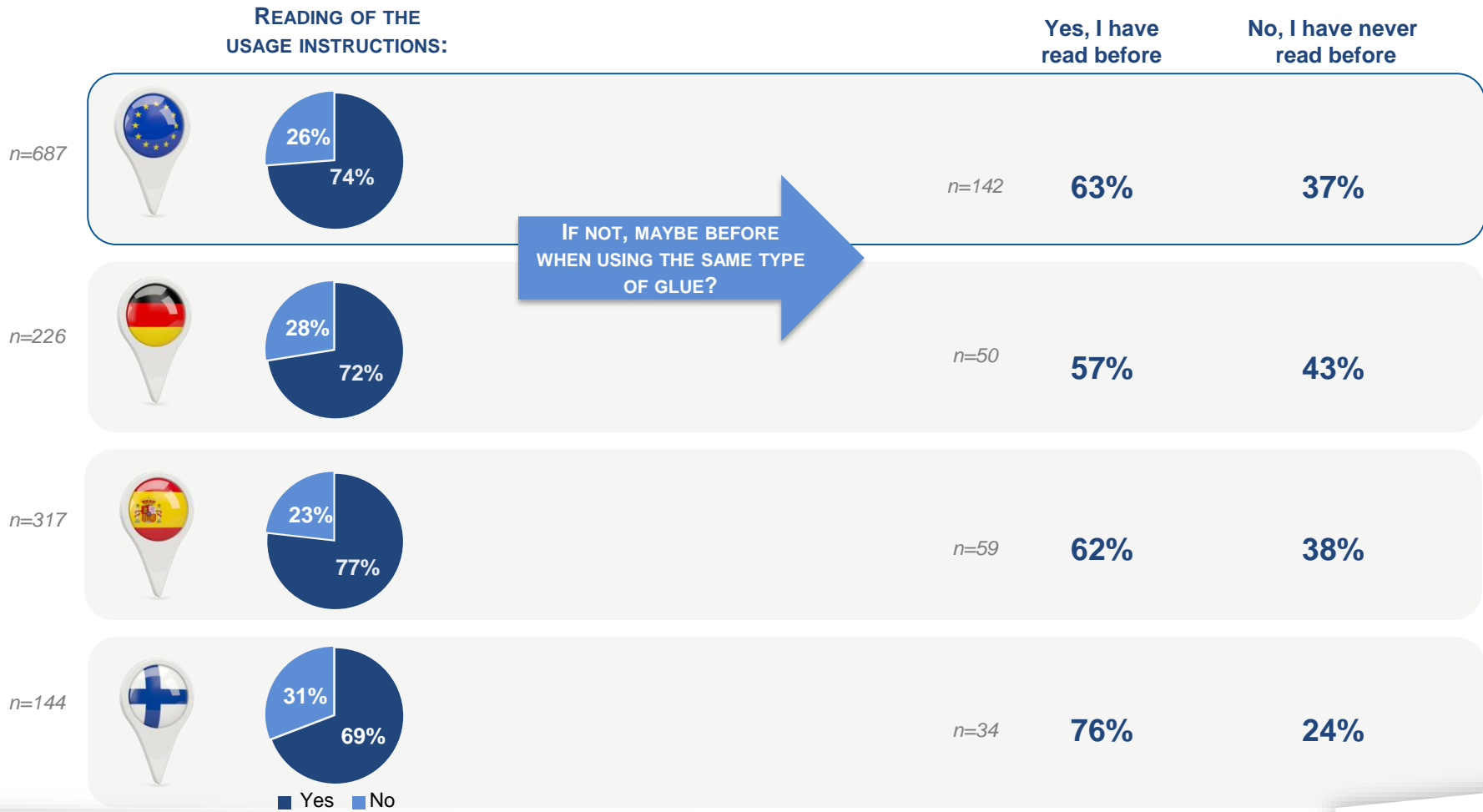


Sealant

In Europe, only 10% of the people have not read the usage instruction before using the sealant. They have either read them before their last job or during a previous usage.

Usage of sealant | Usage instructions reading

Q: Did you read the sealant usage instructions before the sealant job? | Filter: Used this glue in the past year
Q: You mentioned having used this type of sealant before. Have you ever read the usage instructions of this type of sealant?
Filter = if used this type of glue before and did not read instructions in last sealant job



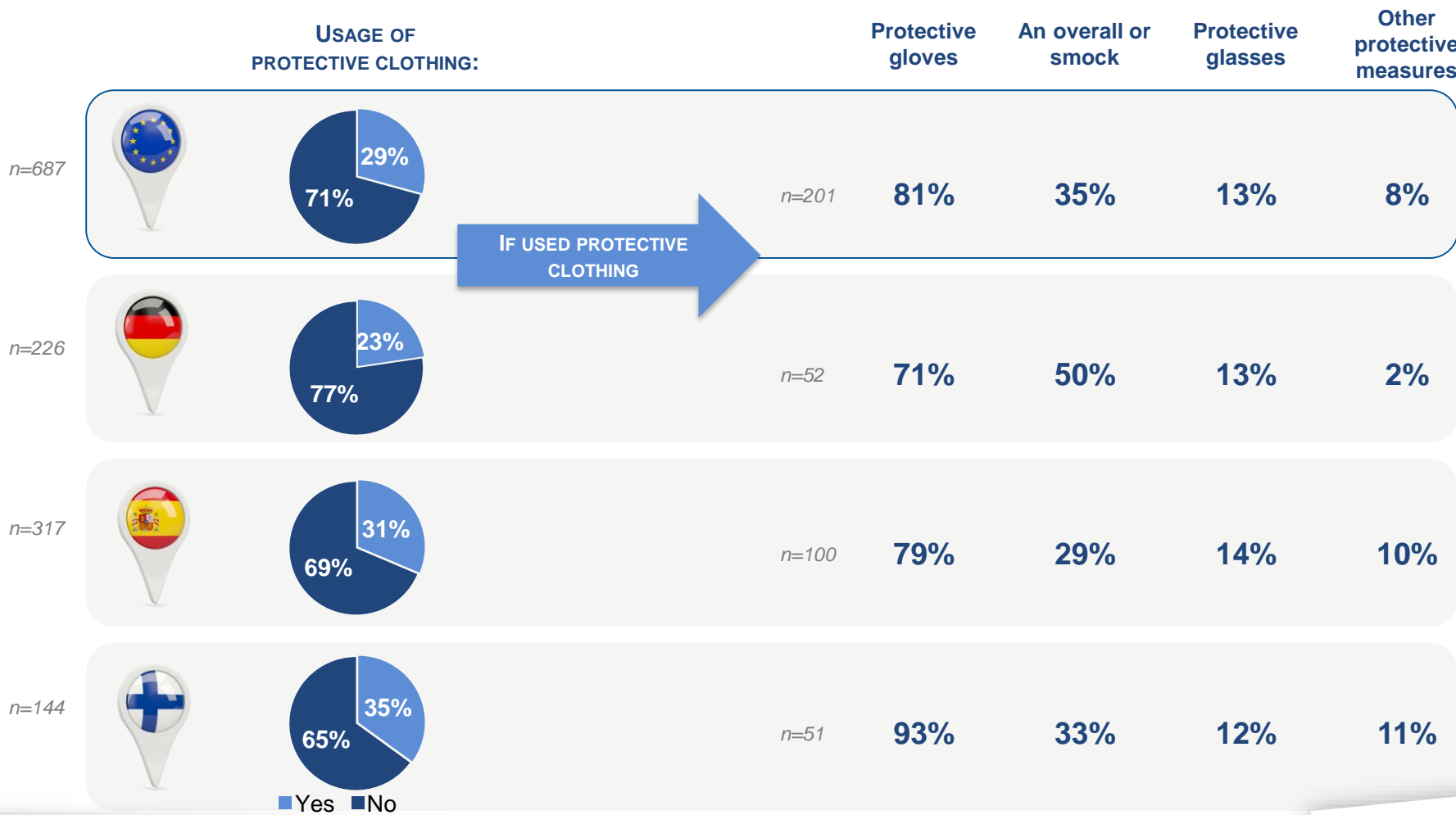


Sealant

Only 3 in 10 Europeans are wearing protective clothing. Finish and Spanish are the most careful in terms of wearing protections. Most of them wear gloves.

Usage of sealant | Protective clothing

Q: Did you wear any protective clothing during your sealant job (e.g. gloves or an overall)? | Filter: Has used sealant in the past year
Q: What type of protective clothing did you use when doing your last sealant job? | Filter: Has used protective clothing



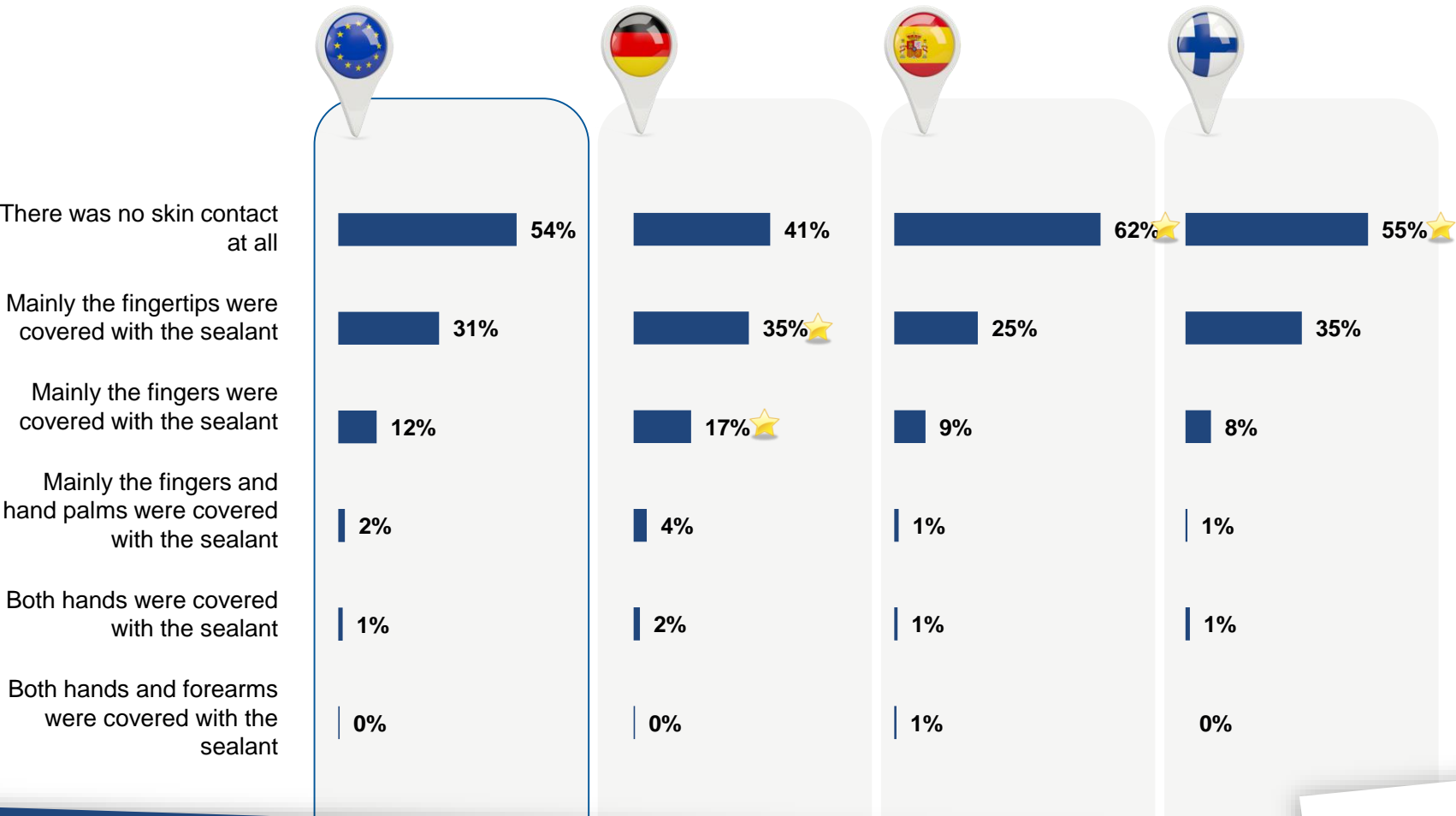
Spanish and Finish people which are more to wear protective clothing are less in direct skin contact with the sealant. 1 in 3 german got its fingertips covered with the sealant.



Sealant

Usage of sealant | Skin contact

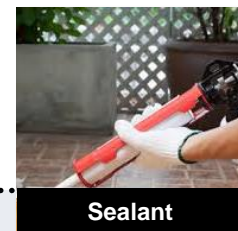
Q: When doing this last sealant job, did your skin -e.g. your hands- come in direct contact with the sealant?
n (EU) = 687 / n (DE) = 226 / n (SP) = 317 / n (FI) = 143 | Filter= Has used sealant in the past year



Usage of sealant | Skin contact & size of the container

Q: When doing this last sealant job, did your skin -e.g. your hands- come in direct contact with the sealant?

Filter = Has used sealant in the past year & the specific container



Sealant



Small Medium Large
n=82 n=411 n=195



Small Medium Large
n=16 ⚠ n=121 n=89



Small Medium Large
n=49 n=194 n=74



Small Medium Large
n=18 ⚠ n=94 n=32

There was no skin contact
at all

57% 55% 51%

49% 43% 38%

55% 64% 62%

70% 50% 63%

Mainly the fingertips were
covered with the sealant

35% 29% 32%

33% 32% 39%

39% ★ 22% 26%

25% 39% 28%

Mainly the fingers were
covered with the sealant

7% 11% 15%

12% 15% 22%

6% 10% 11%

5% 9% 6%

Mainly the fingers and hand
palms were covered with
the sealant

1% 3% 1%

6% 7% 0%

0% 2% 1%

0% 1% 0%

Both hands were covered
with the sealant

0% 2% 1%

0% 3% 1%

0% 2% 0%

0% 1% 3%

Both hands and forearms
were covered with the
sealant

0% 1% 0%

0% 1% 0%

0% 1% 0%

0% 0% 0%

★ Significantly higher (95%-level)



CONCLUSIONS



Conclusions

- FEICA asked InSites Consulting to conduct a **consumer survey** on glues and sealants in **3 European countries**, representing different well-known habits and uses:
 - Spain (as example of Southern countries),
 - Finland (as example of Nordic countries) and,
 - Germany (as example of Central-Europe).
- For each country, we have interviewed a *sample that is representative of the national population* in terms of age and gender.
- From this sample, we have only selected in our final sample those respondents who have used at least one type of the following glues in the past year:
 - Regular glues (e.g. universal glues for stationery, tinkering tasks, hobby or household purposes)
 - Wallpaper glues
 - Parquet glues
 - Carpet glues
 - Tile glues (incl. glue for both tile-floors and/or tile-walls)
- It is to be noted that **sealants** were not added to the list of products used in the past year (i.e. regular or specific types of glues) that used to select our final sample. Usage of sealants was measured amongst our **final target group only** (i.e. Europeans who have used glues in the past year). Therefore, penetration rate for sealants cannot be derived for the total European level nor for the national level (i.e. per country). Penetration rate can only be calculated amongst our target group population.

Conclusions

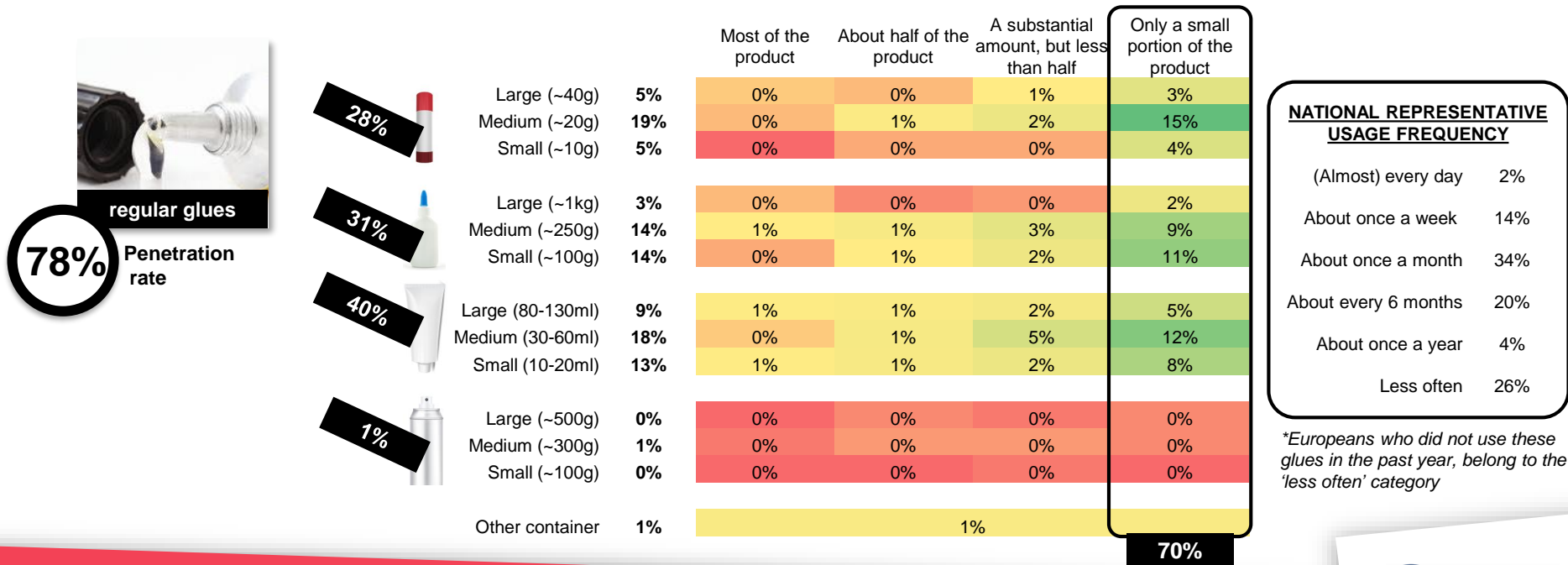
- Based on the total national representative population we interviewed, we have been able to derive the **penetration rate of each types of glues**, on a total European level and on a national level .
 - On average in Europe, **78% of the respondents have used regular glues** in the past year. These types of glues are the most common, with the highest penetration rate in Europe. Their usage is well spread across gender and age categories.
 - Amongst the more specific types of glue, *wallpaper glue* has been used in the past year by 23% of the Europeans, *tile glue* by 15%, *carpet glue* by 8% and *parquet glue* by 7%.
 - With regard to the penetration rate, for tile glues it is higher in Spain (28%), whereas for wallpaper glues it is especially low in Finland, with only 1 out of 10 respondents who have used it in the past year.
 - As regards to the profile of the respondents using the specific types of glues, they are mostly men and people aged between 20 and 35.
- As indicated on the previous page, penetration rate of sealants cannot be derived for the total national representative population.

Conclusions

- For sealants, 1 in every 2 respondents who have used glues (either regular or more specific types), have also used a sealant in the past year (54%). Concerning their profile, the majority of those using sealant are men (57%), but they are equally spread in terms of age categories.
- Once participants have been selected for our final sample, we have looked more closely at their use of both sealants and the types of glues that they used in the past year.
- For each zoom on a specific glue type, our final sample is representative of the target population, -i.e. participants who have used the type of glue in the past year. This allows us to draw accurate conclusions on the overall usage of the glues and sealants.
- It is important to emphasize that due to the lower penetration rate of some types of glues such as *carpet glue* (8% penetration rate in EU) or *parquet glue* (7% of penetration rate in EU), our sample size when zooming on those glues is much lower, especially when looking at the results at the country level.
- In some cases, results should be examined carefully before drawing firm conclusions, as the low sample sizes increase the margin of error. This is especially the case for Finland when looking at parquet, carpet and tile glues. Therefore, this survey's conclusions will essentially focus on the results of the total European level, rather than the national level (i.e. per country).

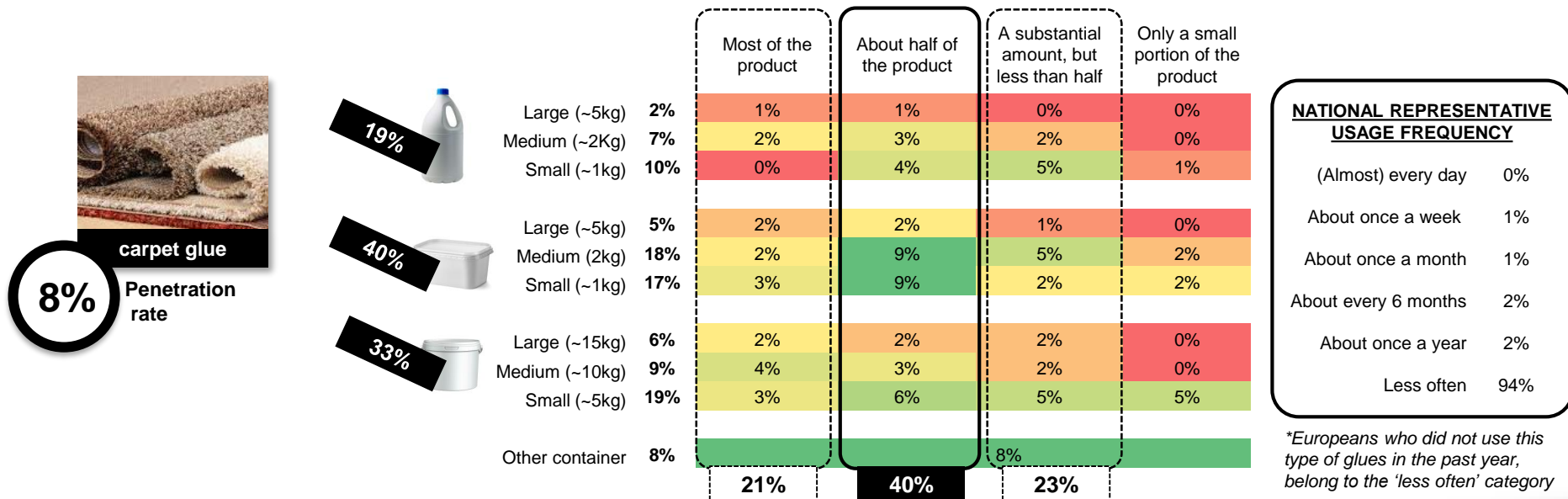
Conclusions

- In Europe, **4 of 10 users of regular glues** used the **tube container** for their last glue job. The *bottle* is also quite popular with 31% of the consumers, and the *stick* with 28%. While the tube and the bottle are mostly bought in a medium or small size, the *stick* is mostly bought in medium size. Usage of the *aerosol* container is very small. Only 1% of the respondents indicated they used it for their last glue job.
- The majority of the users of regular glues (70%), have **only used a small portion** of the product during their last glue job. Even those who had bought a medium or large container did not use higher amounts of the product.
- Regular glues are used quite frequently: 16% use it at least once a week and 34% use it once a month.



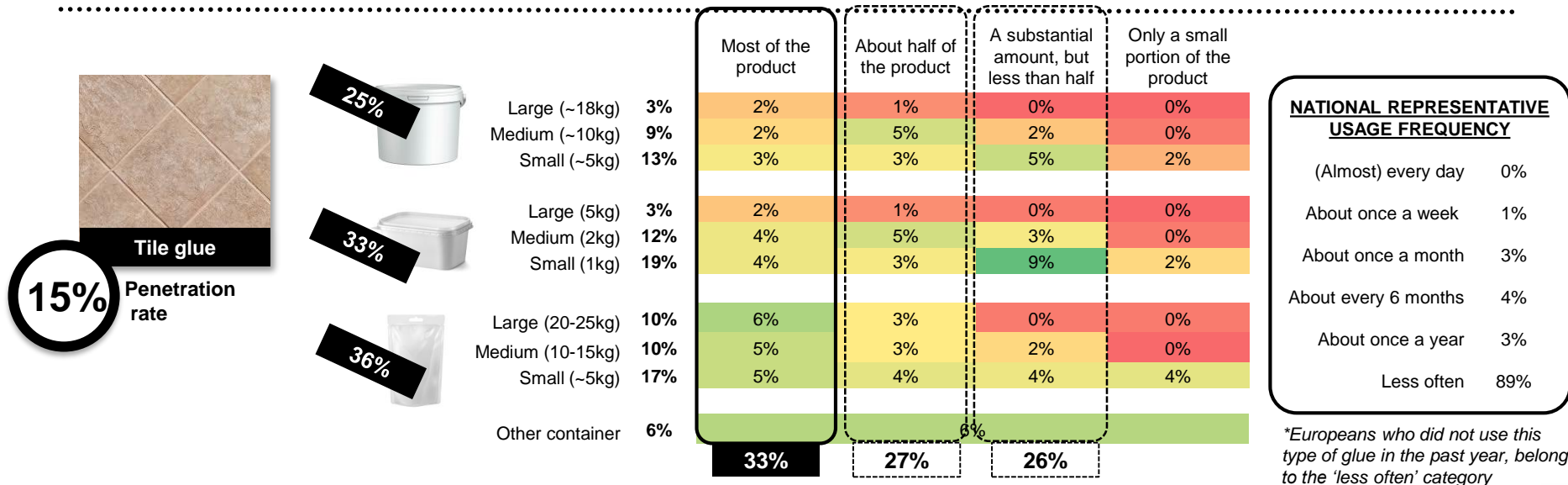
Conclusions

- In Europe, **carpet glue** is mostly used in a *can* (40%) or in a *bucket* (33%). In general, the large format is only bought by a minority of users (13%). The small package is the most common in Europe, especially the small bucket which is used by 1 in every 5 Europeans.
- 40% of the Europeans using carpet glue have used about half of the product during their last glue job. 1 in every 5 has used either most of the product (21%) or a substantial amount but still less than half of the product (23%).
- With only 8% of the Europeans who have used carpet glue in the past year, its usage frequency is very low. Only 6% indicated they use it once a year or more.



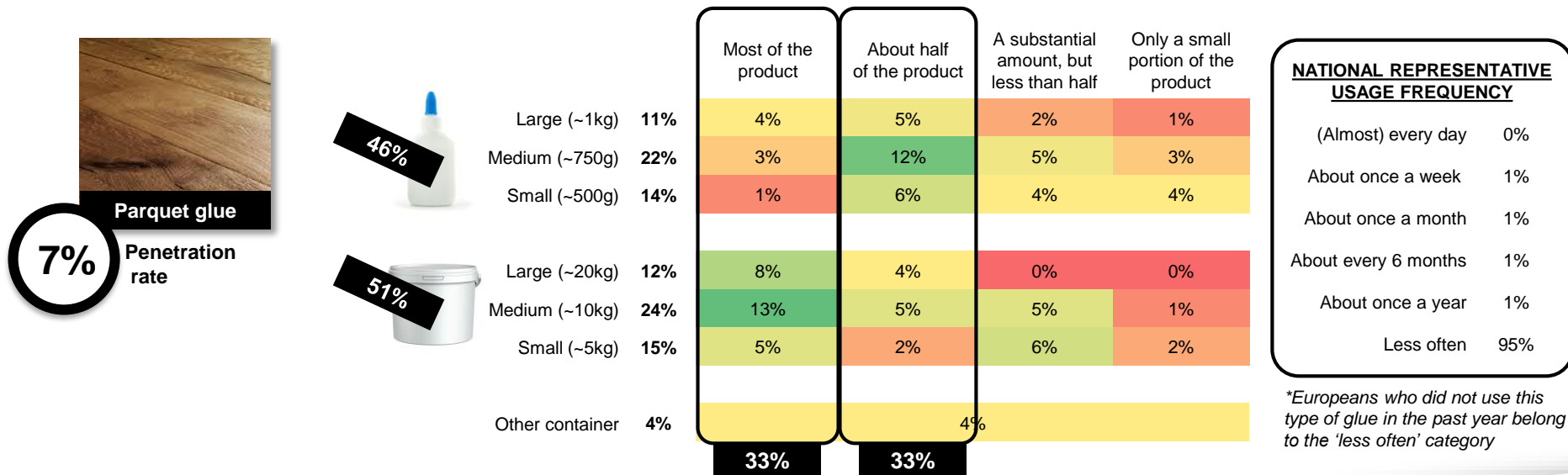
Conclusions

- It is to be noted that that the glues covered in this section refer to “ceramic and the like” and includes both wall and floor tiles, as well as border & feature tiles (mosaic tiles)
- Most used type of container for **tile glue** is the bag (36%) or the can (33%). However, there are still many Europeans who buy their tile glue in a bucket (25%).
- Only a few users, buying the glue in a bucket or in a can, have used a large container. Those who bought the glue in a bag are more to buy it in a large size.
- Less than 1 in every 10 users of tile glue, has used only a small portion of the product. About one third of the Europeans who used tile glue in the past year have used most of the product during their last glue job.
- Tile glue is not used very often. Only 11% of the Europeans use it on a yearly basis.



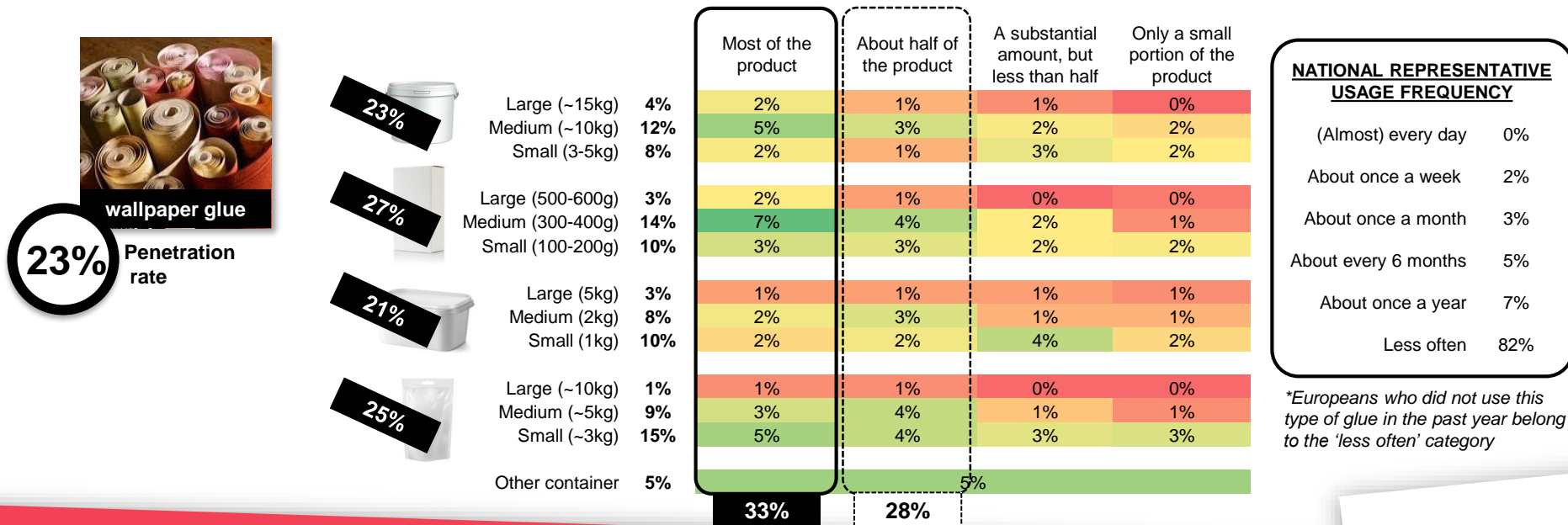
Conclusions

- **Parquet glue** was **almost equally used in a bottle or in a bucket** for the last glue job. Indeed, while 51% have used the bucket, 46% have used the bottle. For both containers, the medium sized packaging was the most often used.
- Two thirds of the Europeans using parquet glue have used at least half of the product. From those, half even indicated they have used most of the product during their last glue job. Only 1 out of 10 users of parquet glue have used a small portion of the product.
- Parquet glue is used even less often than carpet or tile glues. 95% of the Europeans use it less often than once a year.



Conclusions

- Usage of **wallpaper glue** is relatively **well spread over the 4 different types of containers**. The box is mostly used, with 27% of the Europeans who used it in the last year. It is followed by the bag (25%), the bucket (23%) and, to a lesser extent, the can (21%).
- Only 1 out of 10 Europeans using wallpaper glue have used large containers. The bucket and the box are mostly used in medium-sized containers, while the can and the bags are mostly used in a small-sized container.
- About two thirds of the users have used at least half of the glue during their last glue job.
- Wallpaper glue was used in the past year by almost 1 out of 4 Europeans. This type of glue is used a bit more often compared to other specific types of glues. 1 of 10 Europeans use it at least once every 6 months.



Conclusions

- Concerning usage of **sealants**, it is important to examine results carefully as data was collected amongst respondents who used glue (regular or specific) in the past year. Hence, conclusions for this product are not representative for the total population using sealant, but only for a sub-group of this population also using glues.
- In Europe, half of the people who used glues (regular or specific) in the past year have also used sealants. The majority of them have used a **medium-sized cartridge container** (60%). Only 1 out of 10 users of sealants have used the *tube* instead of the cartridge.
- When doing their last sealant job, most users have **used at least a substantial part of the product**. 6 in every 10 users have used half of the product or more.
- Europeans who did a sealant job in the past year are frequent user of sealant. 1 in 4 does it on a monthly basis.

