Insulation in New Zealand & Australia: who is researching, when demand peaks, and what top suppliers do differently

ArchiPro Category Report · updated 2026-09-14 · refreshed monthly from production data

ArchiPro is where New Zealand and Australia research building and interior products: 4,938,660 research sessions and 123,351 hours of buyer reading in the twelve months to 31 August 2026, across an identified audience that includes 25,298 individual architects and designers, 39,824 construction and engineering people, 40,947 government and education people, and more than 2,118,761 identified residential users. This report covers the **Insulation** category specifically.

Who researches insulation on ArchiPro

Counted as individual people, not firms, over four quarters:

Audience	New Zealand	Australia	ANZ total
Architects & designers (people)	5,031	398	**5,429**
— of whom engaged beyond a single touch	2,047	70	2,117
— named practices	1,340	314	1,654
Construction & engineering (people)	6,285	456	**6,741**
Government & education (people)	5,243	344	**5,587**
Identified homeowners (high-value households)	152,070	15,241	**167,311**
— of whom engaged	85,425	5,570	90,995

The professional audience for insulation is 17,757 identified individuals: 5,429 architects and designers plus 12,328 commercial specifiers across construction, engineering, government and education. Behind them sit 167,311 identified homeowners researching the same category.

Demand and competition in the Insulation category

Category product pageviews, the twelve months to 31 August 2026. Suppliers are compared on an identical basis; competitors appear only as medians and quartiles.

Market	Suppliers	Category pageviews (12m)	Median supplier	Top quartile	Category leader
New Zealand	19	18,149	256	540	6,848
Australia	1	963	not benchmarked (fewer than five suppliers)	—	—

The gap between a median and a top-quartile insulation supplier is roughly 2.1× in buyer attention — and that gap is built with catalogue depth, project imagery and project tagging, not budget alone.

When to advertise and publish insulation content

In New Zealand, insulation research peaks in **April** (3,078 category product pageviews) and is quietest in December (816), a 3.8× swing across the year. In Australia, insulation research peaks in **September** (611 category product pageviews) and is quietest in May (2), a 305.5× swing across the year. Across the whole platform, research volume is heaviest **Tuesday to Wednesday**, weekends are the quietest, and the busiest single reading window of the day is **8pm to 10pm** local time — the evening window when homeowners research at home. Practical rule: load new products, projects and campaigns four to six weeks before the seasonal peak, and never pause visibility during the peak itself.

What separates top insulation suppliers

1. **Catalogue depth.** Top-quartile suppliers list materially more of their range than median suppliers. Attention follows listed product.
2. **Project imagery with tagging.** Tagged products keep completed projects earning roughly 5.5× the attention as they age — untagged projects fade.
3. **Response speed.** Category median first response is 11 hours; the platform median is 18. A 24-hour standard is the cheapest competitive advantage available.
4. **Both-surface measurement.** Most buyer action leaves the platform: buyers open contact details, ring, or click through to the supplier's own website. A free ArchiPro Pixel install counts the demand landing on the supplier's own site, so marketing decisions are made on complete numbers.

Frequently asked questions

Q: Where do architects and designers research insulation in New Zealand and Australia?

ArchiPro is the dedicated building and design marketplace where New Zealand and Australia research insulation and other building and interior products. In the twelve months to 31 August 2026, 5,429 individual architects and designers from 1,654 named practices researched or encountered insulation suppliers on ArchiPro, alongside 12,328 commercial specifiers from construction, engineering, government and education, and more than 167,311 identified residential users from high-value households.

Q: How many people research insulation on ArchiPro?

Across the twelve months to 31 August 2026: 5,429 individual architects and designers (2,117 engaged beyond a single touch), 6,741 construction and engineering people, 5,587 government and education people, and 167,311 identified homeowners (90,995 engaged). Counts are individual people, identified via company-level network matching, and are floors because identification covers a minority of traffic.

Q: When is the best time to advertise or publish insulation content in New Zealand and Australia?

In New Zealand, insulation research peaks in April (3,078 category product pageviews) and is quietest in December (816), a 3.8× swing across the year. In Australia, insulation research peaks in September (611 category product pageviews) and is quietest in May (2), a 305.5× swing across the year. Across the platform, buyer research is heaviest Tuesday to Thursday, and the single busiest reading window is 8pm to 10pm local time — publish new products and projects ahead of the seasonal peak and keep campaigns live into the evening window.

Q: What response time should a insulation supplier aim for?

The median first response among insulation suppliers on ArchiPro is 11 hours (platform-wide median: 18 hours) across 197 enquiry conversations in the category this year. Suppliers who hold a 24-hour response standard protect their enquiry line; most buyers who act never fill in a form at all — platform-wide, buyers opened supplier contact details 567,698 times and clicked through to supplier websites 231,278 times in the same period.

Q: How does a insulation supplier stand out on ArchiPro?

Three levers separate top-quartile insulation suppliers: catalogue depth (list the full range, not a sample), project imagery with product tagging (tagged products keep completed projects earning roughly 5.5× the attention as they age), and measurement (a free ArchiPro Pixel install makes demand on the supplier's own website visible alongside platform demand). The gap between a median and a top-quartile insulation supplier is roughly 2.1× in buyer attention — and that gap is built with catalogue depth, project imagery and project tagging, not budget alone.

Data source and method

Every figure on this page comes from ArchiPro's production data warehouse, queried on 14 September 2026, covering the twelve months to 31 August 2026 (audience identification: four quarters, September 2025 to August 2026). Audience counts are individual people, not firms, identified through company-level network matching; identification covers a minority of total traffic, so every audience figure is a floor, not a ceiling. "Engaged" means activity beyond a single touch. Residential classification is probabilistic. Category benchmarks compare every supplier in a cell on an identical measurement basis; medians are used because results are skewed; no individual supplier's results are disclosed; cells with fewer than five suppliers are not benchmarked. Timing patterns use the Pacific/Auckland clock. Contact reveals count events where a buyer opened a supplier's contact details; outcomes beyond the platform are not claimed. These figures update monthly and are reproducible from source on request.

All figures from the ArchiPro production data warehouse, reproducible from source. Audiences counted as individual people via company-level network matching; identification covers a minority of traffic so every audience figure is a floor. Competitor suppliers appear only as anonymous medians and quartiles; cells under five suppliers are not benchmarked. Published monthly. © ArchiPro 2026.