Kitchen Tapware 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 **Kitchen Tapware** category specifically.

Who researches kitchen tapware on ArchiPro

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

Audience	New Zealand	Australia	ANZ total
Architects & designers (people)	5,794	1,190	**6,984**
— of whom engaged beyond a single touch	2,065	292	2,357
— named practices	1,564	793	2,357
Construction & engineering (people)	7,514	1,387	**8,901**
Government & education (people)	6,459	1,073	**7,532**
Identified homeowners (high-value households)	250,624	56,699	**307,323**
— of whom engaged	148,013	25,631	173,644

The professional audience for kitchen tapware is 23,417 identified individuals: 6,984 architects and designers plus 16,433 commercial specifiers across construction, engineering, government and education. Behind them sit 307,323 identified homeowners researching the same category.

Demand and competition in the Kitchen Tapware 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	23	18,206	340	1,093	5,136
Australia	5	13,933	163	1,344	12,354

The gap between a median and a top-quartile kitchen tapware supplier is roughly 3.2× in buyer attention — and that gap is built with catalogue depth, project imagery and project tagging, not budget alone.

When to advertise and publish kitchen tapware content

In New Zealand, kitchen tapware research peaks in **September** (2,579 category product pageviews) and is quietest in December (522), a 4.9× swing across the year. In Australia, kitchen tapware research peaks in **October** (6,129 category product pageviews) and is quietest in July (351), a 17.5× 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 kitchen tapware 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 18 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 kitchen tapware in New Zealand and Australia?

ArchiPro is the dedicated building and design marketplace where New Zealand and Australia research kitchen tapware and other building and interior products. In the twelve months to 31 August 2026, 6,984 individual architects and designers from 2,357 named practices researched or encountered kitchen tapware suppliers on ArchiPro, alongside 16,433 commercial specifiers from construction, engineering, government and education, and more than 307,323 identified residential users from high-value households.

Q: How many people research kitchen tapware on ArchiPro?

Across the twelve months to 31 August 2026: 6,984 individual architects and designers (2,357 engaged beyond a single touch), 8,901 construction and engineering people, 7,532 government and education people, and 307,323 identified homeowners (173,644 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 kitchen tapware content in New Zealand and Australia?

In New Zealand, kitchen tapware research peaks in September (2,579 category product pageviews) and is quietest in December (522), a 4.9× swing across the year. In Australia, kitchen tapware research peaks in October (6,129 category product pageviews) and is quietest in July (351), a 17.5× 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 kitchen tapware supplier aim for?

The median first response among kitchen tapware suppliers on ArchiPro is 18 hours (platform-wide median: 18 hours) across 309 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 kitchen tapware supplier stand out on ArchiPro?

Three levers separate top-quartile kitchen tapware 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 kitchen tapware supplier is roughly 3.2× 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.