TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Ceiling Lights — Category Report, September 2026 refresh · #7 of 20 by buyer demand

Category report · New Zealand & Australia · 1 October 2025 to 30 September 2026 · every figure per market, never summed. This refresh continues the Category Report Library series in the same structure: the funnel top down, where the category is moving, who researches it, and supplier benchmarks. Aggregate-only and safe for external use; supplier distributions are suppressed for any market under five listed suppliers.

332,960
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

256,770
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

389
NZ MEASURED ENQUIRIES, BOTH SURFACES

241
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	332,960	256,770
of which: views of the category's product pages	26,198	32,661
Saves and downloads	169	123
Click-throughs to suppliers' own websites	4,420	2,837
Pageviews measured on suppliers' own websites (pixel)	28,798	14,274
Measured enquiries, both surfaces	**389**	**241**
of which: conversations on ArchiPro	99	62
of which: direct enquiries on suppliers' own sites (pixel)	290	179

2 Where the category is moving

Product-page views ran **+29% in NZ and +43% in AU** in the second half of the window against the first (April–September 2026 vs October 2025–March 2026, consistent series — part growth, part seasonal shape). Enquiry growth is deliberately not stated: pixel coverage expanded during the year, so the two surfaces are shown as levels with the split always visible rather than as a growth rate.

3 Who researches the category

IDENTIFIED AUDIENCE, FOUR QUARTERS	NZ	AU
Design practices (A&D organisations)	1,800	1,846
Construction firms	1,855	1,509
Government & education workplaces	2,133	1,484
Residential audience (identified people)	208,753	171,973

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	25 · 1,497	19 · 1,500
Category leader's share of product-page attention	16%	34%
Top-3 suppliers, average products	269	255
Median supplier, product pageviews / yr	628	1,191
Top-quartile supplier, product pageviews / yr	1,850	2,053
Median supplier, enquiry conversations / yr	3	2
Top-decile supplier, enquiry conversations / yr	8	8