TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Cladding & Facades — Category Report, September 2026 refresh · #1 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.

535,165
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

398,350
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

1,296
NZ MEASURED ENQUIRIES, BOTH SURFACES

742
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	535,165	398,350
of which: views of the category's product pages	105,637	80,380
Saves and downloads	714	243
Click-throughs to suppliers' own websites	7,058	3,950
Pageviews measured on suppliers' own websites (pixel)	26,697	15,570
Measured enquiries, both surfaces	**1,296**	**742**
of which: conversations on ArchiPro	217	163
of which: direct enquiries on suppliers' own sites (pixel)	1,079	579

2 Where the category is moving

Product-page views ran **+14% in NZ and +66% 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)	2,333	2,256
Construction firms	2,582	2,235
Government & education workplaces	2,895	1,782
Residential audience (identified people)	324,366	270,327

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	74 · 772	37 · 368
Category leader's share of product-page attention	8%	31%
Top-3 suppliers, average products	60	36
Median supplier, product pageviews / yr	886	720
Top-quartile supplier, product pageviews / yr	2,006	2,370
Median supplier, enquiry conversations / yr	2	2
Top-decile supplier, enquiry conversations / yr	7	11