TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Curtains & Blinds — Category Report, September 2026 refresh · #16 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.

76,379
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

73,976
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

130
NZ MEASURED ENQUIRIES, BOTH SURFACES

148
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	76,379	73,976
of which: views of the category's product pages	11,399	14,783
Saves and downloads	135	55
Click-throughs to suppliers' own websites	965	839
Pageviews measured on suppliers' own websites (pixel)	3,838	2,644
Measured enquiries, both surfaces	**130**	**148**
of which: conversations on ArchiPro	32	34
of which: direct enquiries on suppliers' own sites (pixel)	98	114

2 Where the category is moving

Product-page views ran **+17% in NZ and +95% 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)	1,064	919
Construction firms	1,086	794
Government & education workplaces	917	579
Residential audience (identified people)	72,374	59,937

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	10 · 331	9 · 271
Category leader's share of product-page attention	34%	57%
Top-3 suppliers, average products	85	80
Median supplier, product pageviews / yr	642	514
Top-quartile supplier, product pageviews / yr	1,821	1,749
Median supplier, enquiry conversations / yr	3	3
Top-decile supplier, enquiry conversations / yr	6	8