TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Fireplaces — Category Report, September 2026 refresh · #6 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.

207,770
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

136,955
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

382
NZ MEASURED ENQUIRIES, BOTH SURFACES

175
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	207,770	136,955
of which: views of the category's product pages	28,020	33,086
Saves and downloads	183	52
Click-throughs to suppliers' own websites	2,909	1,746
Pageviews measured on suppliers' own websites (pixel)	8,718	4,643
Measured enquiries, both surfaces	**382**	**175**
of which: conversations on ArchiPro	120	84
of which: direct enquiries on suppliers' own sites (pixel)	262	91

2 Where the category is moving

Product-page views ran **+69% in NZ and +264% 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)	1,657	1,414
Construction firms	1,822	1,276
Government & education workplaces	1,787	1,031
Residential audience (identified people)	170,037	116,495

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	24 · 371	12 · 633
Category leader's share of product-page attention	21%	32%
Top-3 suppliers, average products	59	141
Median supplier, product pageviews / yr	327	2,132
Top-quartile supplier, product pageviews / yr	2,113	3,054
Median supplier, enquiry conversations / yr	5	4
Top-decile supplier, enquiry conversations / yr	11	18