TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Interior Wall Lining — Category Report, September 2026 refresh · #5 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.

348,656
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

292,049
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

783
NZ MEASURED ENQUIRIES, BOTH SURFACES

468
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	348,656	292,049
of which: views of the category's product pages	37,347	36,788
Saves and downloads	384	225
Click-throughs to suppliers' own websites	4,773	2,896
Pageviews measured on suppliers' own websites (pixel)	16,955	13,799
Measured enquiries, both surfaces	**783**	**468**
of which: conversations on ArchiPro	140	124
of which: direct enquiries on suppliers' own sites (pixel)	643	344

2 Where the category is moving

Product-page views ran **+59% in NZ and +17% 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)	1,999	2,115
Construction firms	2,161	2,065
Government & education workplaces	2,386	1,593
Residential audience (identified people)	237,884	203,477

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	41 · 384	30 · 723
Category leader's share of product-page attention	10%	19%
Top-3 suppliers, average products	57	125
Median supplier, product pageviews / yr	620	561
Top-quartile supplier, product pageviews / yr	1,333	1,773
Median supplier, enquiry conversations / yr	3	1
Top-decile supplier, enquiry conversations / yr	7	10