TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Gardening — Category Report, September 2026 refresh · #17 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.

248,253
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

74,801
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

310
NZ MEASURED ENQUIRIES, BOTH SURFACES

93
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	248,253	74,801
of which: views of the category's product pages	20,812	5,271
Saves and downloads	114	13
Click-throughs to suppliers' own websites	2,879	505
Pageviews measured on suppliers' own websites (pixel)	18,464	3,319
Measured enquiries, both surfaces	**310**	**93**
of which: conversations on ArchiPro	61	11
of which: direct enquiries on suppliers' own sites (pixel)	249	82

2 Where the category is moving

Product-page views ran **-23% in NZ and +157% 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)	1,543	826
Construction firms	1,713	724
Government & education workplaces	1,790	594
Residential audience (identified people)	175,549	61,661

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	23 · 482	7 · 265
Category leader's share of product-page attention	43%	47%
Top-3 suppliers, average products	106	74
Median supplier, product pageviews / yr	195	369
Top-quartile supplier, product pageviews / yr	458	1,120
Median supplier, enquiry conversations / yr	2	1
Top-decile supplier, enquiry conversations / yr	4	4

Gardening — Category Report · September 2026 refresh · Region: NZ + AU · Method and scope: period: 1 October 2025 to 30 September 2026, every figure per market; category register from the live benchmark table (suppliers with nonzero category product pageviews in the window); all-pageviews from production event data, bots excluded; product-page views are per-supplier max-per-month then summed; saves, downloads, click-throughs, conversations and own-site (pixel) figures from the daily journey ledger over the category register; enquiries shown on both surfaces with the split always visible — pixel coverage expanded during the year, so enquiry growth is not stated; momentum compares April–September 2026 with October 2025–March 2026 inside the consistent series (a February 2025 measurement-basis change prevents honest cross-year comparison) and includes seasonal shape; audience counts are identified organisations and individuals over the four quarters, floors, client staff excluded; supplier distributions published only for markets with at least five listed suppliers, and no individual supplier is named. Aggregate data, safe for prospect use. Reproducible from source on request.