TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Flooring — Category Report, September 2026 refresh · #11 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.

429,803
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

151,893
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

499
NZ MEASURED ENQUIRIES, BOTH SURFACES

224
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	429,803	151,893
of which: views of the category's product pages	25,833	13,927
Saves and downloads	344	75
Click-throughs to suppliers' own websites	4,403	1,569
Pageviews measured on suppliers' own websites (pixel)	22,444	7,102
Measured enquiries, both surfaces	**499**	**224**
of which: conversations on ArchiPro	125	37
of which: direct enquiries on suppliers' own sites (pixel)	374	187

2 Where the category is moving

Product-page views ran **+6% in NZ and +85% 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)	2,087	1,583
Construction firms	2,372	1,453
Government & education workplaces	2,689	1,176
Residential audience (identified people)	287,623	148,605

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	52 · 979	18 · 740
Category leader's share of product-page attention	11%	27%
Top-3 suppliers, average products	134	172
Median supplier, product pageviews / yr	110	341
Top-quartile supplier, product pageviews / yr	755	862
Median supplier, enquiry conversations / yr	2	1
Top-decile supplier, enquiry conversations / yr	6	5