TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Kitchen Appliances — Category Report, September 2026 refresh · #20 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.

214,755
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

47,515
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

169
NZ MEASURED ENQUIRIES, BOTH SURFACES

39
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	214,755	47,515
of which: views of the category's product pages	18,771	6,411
Saves and downloads	150	21
Click-throughs to suppliers' own websites	1,904	431
Pageviews measured on suppliers' own websites (pixel)	8,613	1,753
Measured enquiries, both surfaces	**169**	**39**
of which: conversations on ArchiPro	111	19
of which: direct enquiries on suppliers' own sites (pixel)	58	20

2 Where the category is moving

Product-page views ran **+173% in NZ and -5% 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)	1,536	719
Construction firms	1,765	620
Government & education workplaces	1,820	502
Residential audience (identified people)	176,158	52,427

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	19 · 244	6 · 160
Category leader's share of product-page attention	66%	29%
Top-3 suppliers, average products	47	48
Median supplier, product pageviews / yr	194	1,303
Top-quartile supplier, product pageviews / yr	562	1,482
Median supplier, enquiry conversations / yr	3	3
Top-decile supplier, enquiry conversations / yr	15	6