TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Landscaping — Category Report, September 2026 refresh · #8 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.

390,956
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

247,350
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

681
NZ MEASURED ENQUIRIES, BOTH SURFACES

297
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	390,956	247,350
of which: views of the category's product pages	38,434	17,424
Saves and downloads	255	62
Click-throughs to suppliers' own websites	5,084	2,044
Pageviews measured on suppliers' own websites (pixel)	21,527	11,208
Measured enquiries, both surfaces	**681**	**297**
of which: conversations on ArchiPro	154	61
of which: direct enquiries on suppliers' own sites (pixel)	527	236

2 Where the category is moving

Product-page views ran **+8% in NZ and +0% 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)	1,862	1,878
Construction firms	2,034	1,746
Government & education workplaces	2,259	1,531
Residential audience (identified people)	237,837	195,239

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	42 · 669	20 · 634
Category leader's share of product-page attention	23%	35%
Top-3 suppliers, average products	127	125
Median supplier, product pageviews / yr	256	380
Top-quartile supplier, product pageviews / yr	820	818
Median supplier, enquiry conversations / yr	3	2
Top-decile supplier, enquiry conversations / yr	8	6