| | |
|---|---|
| TO | Max Lawton — AEO report pages · cc Tom McCarty |
| FROM | Milot Zeqiri, ArchiPro |
| RE | Living Room Furniture — Category Report, September 2026 refresh · #10 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.

**455,465**
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

**205,556**
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

**759**
NZ MEASURED ENQUIRIES, BOTH SURFACES

**342**
AU MEASURED ENQUIRIES, BOTH SURFACES

## 1 The funnel, top down

| STAGE | NZ | AU |
|---|---|---|
| All pageviews across the category's suppliers | 455,465 | 205,556 |
| of which: views of the category's product pages | 27,473 | 15,380 |
| Saves and downloads | 182 | 50 |
| Click-throughs to suppliers' own websites | 5,889 | 2,284 |
| Pageviews measured on suppliers' own websites (pixel) | 30,148 | 11,137 |
| **Measured enquiries, both surfaces** | **759** | **342** |
| of which: conversations on ArchiPro | 178 | 52 |
| of which: direct enquiries on suppliers' own sites (pixel) | 581 | 290 |

## 2 Where the category is moving

Product-page views ran **+52% in NZ and +39% 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) | 2,139 | 1,774 |
| Construction firms | 2,317 | 1,631 |
| Government & education workplaces | 2,702 | 1,466 |
| Residential audience (identified people) | 307,953 | 171,494 |

## 4 Supplier benchmarks

| BENCHMARK | NZ | AU |
|---|---|---|
| Suppliers listed · products | 43 · 1,493 | 18 · 1,466 |
| Category leader's share of product-page attention | 12% | 29% |
| Top-3 suppliers, average products | 184 | 302 |
| Median supplier, product pageviews / yr | 266 | 383 |
| Top-quartile supplier, product pageviews / yr | 872 | 803 |
| Median supplier, enquiry conversations / yr | 3 | 1 |
| Top-decile supplier, enquiry conversations / yr | 9 | 9 |