TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Outdoor Furniture — Category Report, September 2026 refresh · #19 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.

380,617
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

180,142
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

579
NZ MEASURED ENQUIRIES, BOTH SURFACES

301
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	380,617	180,142
of which: views of the category's product pages	16,345	9,437
Saves and downloads	185	62
Click-throughs to suppliers' own websites	4,945	2,197
Pageviews measured on suppliers' own websites (pixel)	28,078	9,064
Measured enquiries, both surfaces	**579**	**301**
of which: conversations on ArchiPro	126	39
of which: direct enquiries on suppliers' own sites (pixel)	453	262

2 Where the category is moving

Product-page views ran **-23% in NZ and -34% 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)	1,884	1,661
Construction firms	2,014	1,444
Government & education workplaces	2,337	1,351
Residential audience (identified people)	244,645	155,692

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	28 · 860	17 · 587
Category leader's share of product-page attention	24%	27%
Top-3 suppliers, average products	169	118
Median supplier, product pageviews / yr	108	58
Top-quartile supplier, product pageviews / yr	486	955
Median supplier, enquiry conversations / yr	3	1
Top-decile supplier, enquiry conversations / yr	11	6