TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Paints — Category Report, September 2026 refresh · #4 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.

127,161
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

68,874
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

87
NZ MEASURED ENQUIRIES, BOTH SURFACES

50
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	127,161	68,874
of which: views of the category's product pages	69,348	6,016
Saves and downloads	48	27
Click-throughs to suppliers' own websites	697	375
Pageviews measured on suppliers' own websites (pixel)	4,515	2,761
Measured enquiries, both surfaces	**87**	**50**
of which: conversations on ArchiPro	28	6
of which: direct enquiries on suppliers' own sites (pixel)	59	44

2 Where the category is moving

Product-page views ran **-26% in NZ and +106% 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)	1,199	652
Construction firms	1,325	557
Government & education workplaces	1,264	504
Residential audience (identified people)	96,573	53,283

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	11 · 598	3 · 28
Category leader's share of product-page attention	82%	below disclosure floor
Top-3 suppliers, average products	146	—
Median supplier, product pageviews / yr	396	—
Top-quartile supplier, product pageviews / yr	1,486	—
Median supplier, enquiry conversations / yr	2	—
Top-decile supplier, enquiry conversations / yr	7	—