TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Roofing — Category Report, September 2026 refresh · #12 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.

201,615
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

57,702
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

401
NZ MEASURED ENQUIRIES, BOTH SURFACES

62
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	201,615	57,702
of which: views of the category's product pages	30,459	5,847
Saves and downloads	282	44
Click-throughs to suppliers' own websites	2,381	516
Pageviews measured on suppliers' own websites (pixel)	8,177	2,808
Measured enquiries, both surfaces	**401**	**62**
of which: conversations on ArchiPro	101	27
of which: direct enquiries on suppliers' own sites (pixel)	300	35

2 Where the category is moving

Product-page views ran **-16% in NZ and +65% 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)	1,689	850
Construction firms	1,882	709
Government & education workplaces	1,963	505
Residential audience (identified people)	168,011	55,951

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	33 · 185	8 · 58
Category leader's share of product-page attention	23%	34%
Top-3 suppliers, average products	22	14
Median supplier, product pageviews / yr	254	732
Top-quartile supplier, product pageviews / yr	1,335	1,064
Median supplier, enquiry conversations / yr	2	2
Top-decile supplier, enquiry conversations / yr	7	8