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|---|---|
| TO | Max Lawton — AEO report pages · cc Tom McCarty |
| FROM | Milot Zeqiri, ArchiPro |
| RE | Shelter and Shade Systems — Category Report, September 2026 refresh · #9 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.

**267,178**
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

**107,175**
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

**381**
NZ MEASURED ENQUIRIES, BOTH SURFACES

**222**
AU MEASURED ENQUIRIES, BOTH SURFACES

## 1 The funnel, top down

| STAGE | NZ | AU |
|---|---|---|
| All pageviews across the category's suppliers | 267,178 | 107,175 |
| of which: views of the category's product pages | 26,483 | 16,794 |
| Saves and downloads | 233 | 51 |
| Click-throughs to suppliers' own websites | 3,366 | 1,544 |
| Pageviews measured on suppliers' own websites (pixel) | 18,857 | 5,245 |
| **Measured enquiries, both surfaces** | **381** | **222** |
| of which: conversations on ArchiPro | 99 | 48 |
| of which: direct enquiries on suppliers' own sites (pixel) | 282 | 174 |

## 2 Where the category is moving

Product-page views ran **-43% in NZ and -15% 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) | 1,701 | 1,223 |
| Construction firms | 1,823 | 1,147 |
| Government & education workplaces | 2,013 | 831 |
| Residential audience (identified people) | 193,101 | 94,589 |

## 4 Supplier benchmarks

| BENCHMARK | NZ | AU |
|---|---|---|
| Suppliers listed · products | 30 · 177 | 11 · 100 |
| Category leader's share of product-page attention | 23% | 31% |
| Top-3 suppliers, average products | 18 | 24 |
| Median supplier, product pageviews / yr | 223 | 1,068 |
| Top-quartile supplier, product pageviews / yr | 981 | 2,331 |
| Median supplier, enquiry conversations / yr | 2 | 3 |
| Top-decile supplier, enquiry conversations / yr | 7 | 10 |

**Shelter and Shade Systems — Category Report · September 2026 refresh** · Region: NZ + AU · Method and scope: period: 1 October 2025 to 30 September 2026, every figure per market; category register from the live benchmark table (suppliers with nonzero category product pageviews in the window); all-pageviews from production event data, bots excluded; product-page views are per-supplier max-per-month then summed; saves, downloads, click-throughs, conversations and own-site (pixel) figures from the daily journey ledger over the category register; enquiries shown on both surfaces with the split always visible — pixel coverage expanded during the year, so enquiry growth is not stated; momentum compares April–September 2026 with October 2025–March 2026 inside the consistent series (a February 2025 measurement-basis change prevents honest cross-year comparison) and includes seasonal shape; audience counts are identified organisations and individuals over the four quarters, floors, client staff excluded; supplier distributions published only for markets with at least five listed suppliers, and no individual supplier is named. Aggregate data, safe for prospect use. Reproducible from source on request.