TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Wall & Ceiling Finishes — Category Report, September 2026 refresh · #13 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.

388,033
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

116,867
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

696
NZ MEASURED ENQUIRIES, BOTH SURFACES

159
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	388,033	116,867
of which: views of the category's product pages	24,992	7,578
Saves and downloads	372	87
Click-throughs to suppliers' own websites	4,188	1,064
Pageviews measured on suppliers' own websites (pixel)	18,764	3,677
Measured enquiries, both surfaces	**696**	**159**
of which: conversations on ArchiPro	107	56
of which: direct enquiries on suppliers' own sites (pixel)	589	103

2 Where the category is moving

Product-page views ran **+16% in NZ and -10% 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)	2,085	1,465
Construction firms	2,287	1,335
Government & education workplaces	2,538	980
Residential audience (identified people)	266,452	109,289

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	38 · 368	14 · 141
Category leader's share of product-page attention	15%	37%
Top-3 suppliers, average products	57	36
Median supplier, product pageviews / yr	279	123
Top-quartile supplier, product pageviews / yr	792	351
Median supplier, enquiry conversations / yr	2	1
Top-decile supplier, enquiry conversations / yr	6	9