TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Stairs, Lifts & Access — Category Report, September 2026 refresh · #18 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.

244,001
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

113,831
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

427
NZ MEASURED ENQUIRIES, BOTH SURFACES

309
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	244,001	113,831
of which: views of the category's product pages	17,820	7,999
Saves and downloads	282	86
Click-throughs to suppliers' own websites	3,168	1,234
Pageviews measured on suppliers' own websites (pixel)	18,847	8,642
Measured enquiries, both surfaces	**427**	**309**
of which: conversations on ArchiPro	111	44
of which: direct enquiries on suppliers' own sites (pixel)	316	265

2 Where the category is moving

Product-page views ran **-20% in NZ and -25% 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)	1,797	1,316
Construction firms	1,989	1,202
Government & education workplaces	2,095	911
Residential audience (identified people)	214,166	96,170

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	39 · 276	10 · 48
Category leader's share of product-page attention	17%	39%
Top-3 suppliers, average products	49	10
Median supplier, product pageviews / yr	139	199
Top-quartile supplier, product pageviews / yr	565	855
Median supplier, enquiry conversations / yr	2	3
Top-decile supplier, enquiry conversations / yr	6	10