TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Tiles & Stones — Category Report, September 2026 refresh · #3 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.

367,094
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

294,198
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

830
NZ MEASURED ENQUIRIES, BOTH SURFACES

544
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	367,094	294,198
of which: views of the category's product pages	95,130	58,470
Saves and downloads	317	138
Click-throughs to suppliers' own websites	5,197	2,511
Pageviews measured on suppliers' own websites (pixel)	24,526	15,367
Measured enquiries, both surfaces	**830**	**544**
of which: conversations on ArchiPro	171	91
of which: direct enquiries on suppliers' own sites (pixel)	659	453

2 Where the category is moving

Product-page views ran **+36% in NZ and +68% 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)	1,947	1,898
Construction firms	2,102	1,823
Government & education workplaces	2,310	1,590
Residential audience (identified people)	237,102	211,136

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	42 · 1,678	24 · 1,973
Category leader's share of product-page attention	15%	12%
Top-3 suppliers, average products	231	283
Median supplier, product pageviews / yr	532	1,663
Top-quartile supplier, product pageviews / yr	2,569	4,634
Median supplier, enquiry conversations / yr	3	2
Top-decile supplier, enquiry conversations / yr	8	11