TO	Max Lawton — AEO report pages · cc Tom McCarty
FROM	Milot Zeqiri, ArchiPro
RE	Windows & Doors — Category Report, September 2026 refresh · #2 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.

640,149
NZ PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

456,550
AU PAGEVIEWS ACROSS THE CATEGORY'S SUPPLIERS, 12 MONTHS

1,209
NZ MEASURED ENQUIRIES, BOTH SURFACES

957
AU MEASURED ENQUIRIES, BOTH SURFACES

1 The funnel, top down

STAGE	NZ	AU
All pageviews across the category's suppliers	640,149	456,550
of which: views of the category's product pages	95,124	88,017
Saves and downloads	642	298
Click-throughs to suppliers' own websites	8,444	5,101
Pageviews measured on suppliers' own websites (pixel)	39,103	26,001
Measured enquiries, both surfaces	**1,209**	**957**
of which: conversations on ArchiPro	323	209
of which: direct enquiries on suppliers' own sites (pixel)	886	748

2 Where the category is moving

Product-page views ran **+25% in NZ and +27% 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)	2,415	2,353
Construction firms	2,787	2,433
Government & education workplaces	3,276	1,938
Residential audience (identified people)	399,120	283,763

4 Supplier benchmarks

BENCHMARK	NZ	AU
Suppliers listed · products	88 · 1,860	49 · 1,823
Category leader's share of product-page attention	7%	13%
Top-3 suppliers, average products	183	337
Median supplier, product pageviews / yr	618	1,174
Top-quartile supplier, product pageviews / yr	1,407	2,770
Median supplier, enquiry conversations / yr	3	2
Top-decile supplier, enquiry conversations / yr	8	10