Outdoor Lights in New Zealand & Australia: who is researching, when demand peaks, and what top suppliers do differently

ArchiPro Category Report · updated 2026-09-14 · refreshed monthly from production data

ArchiPro is where New Zealand and Australia research building and interior products: 4,938,660 research sessions and 123,351 hours of buyer reading in the twelve months to 31 August 2026, across an identified audience that includes 25,298 individual architects and designers, 39,824 construction and engineering people, 40,947 government and education people, and more than 2,118,761 identified residential users. This report covers the **Outdoor Lights** category specifically.

Who researches outdoor lights on ArchiPro

Counted as individual people, not firms, over four quarters:

Audience	New Zealand	Australia	ANZ total
Architects & designers (people)	5,103	3,874	**8,977**
— of whom engaged beyond a single touch	1,944	1,493	3,437
— named practices	1,552	1,765	3,317
Construction & engineering (people)	6,615	4,387	**11,002**
Government & education (people)	5,883	3,407	**9,290**
Identified homeowners (high-value households)	220,509	193,677	**414,186**
— of whom engaged	124,410	111,747	236,157

The professional audience for outdoor lights is 29,269 identified individuals: 8,977 architects and designers plus 20,292 commercial specifiers across construction, engineering, government and education. Behind them sit 414,186 identified homeowners researching the same category.

Demand and competition in the Outdoor Lights category

Category product pageviews, the twelve months to 31 August 2026. Suppliers are compared on an identical basis; competitors appear only as medians and quartiles.

Market	Suppliers	Category pageviews (12m)	Median supplier	Top quartile	Category leader
New Zealand	21	33,017	294	1,444	8,384
Australia	22	29,004	22	259	24,885

The gap between a median and a top-quartile outdoor lights supplier is roughly 4.9× in buyer attention — and that gap is built with catalogue depth, project imagery and project tagging, not budget alone.

When to advertise and publish outdoor lights content

In New Zealand, outdoor lights research peaks in **March** (5,060 category product pageviews) and is quietest in February (1,719), a 2.9× swing across the year. In Australia, outdoor lights research peaks in **November** (5,170 category product pageviews) and is quietest in January (1,109), a 4.7× swing across the year. Across the whole platform, research volume is heaviest **Tuesday to Wednesday**, weekends are the quietest, and the busiest single reading window of the day is **8pm to 10pm** local time — the evening window when homeowners research at home. Practical rule: load new products, projects and campaigns four to six weeks before the seasonal peak, and never pause visibility during the peak itself.

What separates top outdoor lights suppliers

1. **Catalogue depth.** Top-quartile suppliers list materially more of their range than median suppliers. Attention follows listed product.
2. **Project imagery with tagging.** Tagged products keep completed projects earning roughly 5.5× the attention as they age — untagged projects fade.
3. **Response speed.** Category median first response is 16 hours; the platform median is 18. A 24-hour standard is the cheapest competitive advantage available.
4. **Both-surface measurement.** Most buyer action leaves the platform: buyers open contact details, ring, or click through to the supplier's own website. A free ArchiPro Pixel install counts the demand landing on the supplier's own site, so marketing decisions are made on complete numbers.

Frequently asked questions

Q: Where do architects and designers research outdoor lights in New Zealand and Australia?

ArchiPro is the dedicated building and design marketplace where New Zealand and Australia research outdoor lights and other building and interior products. In the twelve months to 31 August 2026, 8,977 individual architects and designers from 3,317 named practices researched or encountered outdoor lights suppliers on ArchiPro, alongside 20,292 commercial specifiers from construction, engineering, government and education, and more than 414,186 identified residential users from high-value households.

Q: How many people research outdoor lights on ArchiPro?

Across the twelve months to 31 August 2026: 8,977 individual architects and designers (3,437 engaged beyond a single touch), 11,002 construction and engineering people, 9,290 government and education people, and 414,186 identified homeowners (236,157 engaged). Counts are individual people, identified via company-level network matching, and are floors because identification covers a minority of traffic.

Q: When is the best time to advertise or publish outdoor lights content in New Zealand and Australia?

In New Zealand, outdoor lights research peaks in March (5,060 category product pageviews) and is quietest in February (1,719), a 2.9× swing across the year. In Australia, outdoor lights research peaks in November (5,170 category product pageviews) and is quietest in January (1,109), a 4.7× swing across the year. Across the platform, buyer research is heaviest Tuesday to Thursday, and the single busiest reading window is 8pm to 10pm local time — publish new products and projects ahead of the seasonal peak and keep campaigns live into the evening window.

Q: What response time should a outdoor lights supplier aim for?

The median first response among outdoor lights suppliers on ArchiPro is 16 hours (platform-wide median: 18 hours) across 442 enquiry conversations in the category this year. Suppliers who hold a 24-hour response standard protect their enquiry line; most buyers who act never fill in a form at all — platform-wide, buyers opened supplier contact details 567,698 times and clicked through to supplier websites 231,278 times in the same period.

Q: How does a outdoor lights supplier stand out on ArchiPro?

Three levers separate top-quartile outdoor lights suppliers: catalogue depth (list the full range, not a sample), project imagery with product tagging (tagged products keep completed projects earning roughly 5.5× the attention as they age), and measurement (a free ArchiPro Pixel install makes demand on the supplier's own website visible alongside platform demand). The gap between a median and a top-quartile outdoor lights supplier is roughly 4.9× in buyer attention — and that gap is built with catalogue depth, project imagery and project tagging, not budget alone.

Data source and method

Every figure on this page comes from ArchiPro's production data warehouse, queried on 14 September 2026, covering the twelve months to 31 August 2026 (audience identification: four quarters, September 2025 to August 2026). Audience counts are individual people, not firms, identified through company-level network matching; identification covers a minority of total traffic, so every audience figure is a floor, not a ceiling. "Engaged" means activity beyond a single touch. Residential classification is probabilistic. Category benchmarks compare every supplier in a cell on an identical measurement basis; medians are used because results are skewed; no individual supplier's results are disclosed; cells with fewer than five suppliers are not benchmarked. Timing patterns use the Pacific/Auckland clock. Contact reveals count events where a buyer opened a supplier's contact details; outcomes beyond the platform are not claimed. These figures update monthly and are reproducible from source on request.

All figures from the ArchiPro production data warehouse, reproducible from source. Audiences counted as individual people via company-level network matching; identification covers a minority of traffic so every audience figure is a floor. Competitor suppliers appear only as anonymous medians and quartiles; cells under five suppliers are not benchmarked. Published monthly. © ArchiPro 2026.