

AUSTRALIAN PALLET RACKING MARKET REPORT 2026

Market size, warehouse demand and buyer behaviour across Australia's major industrial markets

EXECUTIVE MARKET VIEW

Marketix Digital estimates Australia's annual new-installation pallet-racking market at approximately **\$397 million**. The public research edition also identifies a large, predominantly non-branded layer of commercial buyer demand and a strong concentration of opportunity across the major industrial markets.

Prepared by Marketix Digital

Search Intelligence & Advisory

Model reference date: 17 September 2026

Executive findings

Marketix combined official economic and construction data, industrial property indicators, freight activity, Australian project benchmarks and a proprietary Australian commercial search dataset to examine market size and buyer demand.

MODELLING PERIOD & REFERENCE DATE

Current annualised view as at 17 September 2026. Market inputs include ABS warehouse activity to March 2026 and JLL Q2 2026 data; search demand uses the snapshot extracted on 17 September 2026.

~\$397m ANNUAL MARKET Estimated annual new-installation market (AUD)	24.86k COMMERCIAL SEARCHES Approximate monthly commercial pallet-racking searches	94% WITHOUT A SUPPLIER BRAND Share of commercial pallet-racking searches	~84% TOP-THREE CLUSTER Share of the modelled five-market opportunity
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What the public research shows

Market size: The central planning estimate is approximately \$397m per year, supported by multiple independent modelling approaches.

Buyer demand: Approximately 24,860 commercial pallet-racking searches occur each month.

Non-branded demand: Around 94% of commercial search demand does not name a supplier; research may occur before supplier selection.

Geographic concentration: Melbourne, Sydney and Brisbane represent approximately 84% of the modelled five-market opportunity.

Broader needs: Buyer research spans new systems, used equipment, suppliers, installation, compliance and ongoing services.

1. A ~\$397m annual new-installation market

The market estimate is not derived from search volume. Marketix triangulated multiple independent physical and economic indicators of Australian warehouse activity.

CENTRAL ANNUALISED ESTIMATE

~\$397m

Estimated annual Australian new pallet-racking installation demand

Multiple independent modelling approaches converged around a central estimate of approximately \$397m.

How to interpret the estimate

This is a current annualised planning estimate as at 17 September 2026, rather than an official measured industry statistic. It indicates the scale of new-installation activity; it does not imply that the market is measured to the exact dollar.

SCOPE OF THE FINDING

The estimate concerns new installations. Buyer research also covers used equipment and ongoing services, which form part of the broader warehouse-storage ecosystem.

2. Warehouse storage opportunity is geographically concentrated

Marketix assessed geographic opportunity using multiple independent market indicators. The headline finding is a strong concentration across three major industrial markets.

~84%

Melbourne, Sydney and Brisbane

Combined share of the modelled five-market opportunity

Melbourne represents the largest modelled opportunity, with Sydney and Brisbane forming the remainder of the dominant top-three cluster.

HOW TO READ THIS FINDING

The approximately 84% figure is a modelled opportunity allocation across five markets, not measured supplier sales or actual market share. Detailed regional analysis is included in the full research report.

3. Buyer and search behaviour

Search behaviour provides a separate view of how Australian businesses research pallet racking before and during supplier selection. It does not replace the physical market-size model.

24,860

COMMERCIAL SEARCHES / MONTH

Approximate monthly commercial pallet-racking searches

94%

WITHOUT A SUPPLIER BRAND

Share of commercial pallet-racking searches

Commercial demand spans multiple buyer needs

Australian buyers research new systems, configurations, used equipment, suppliers, installation, compliance and ongoing services.

BEYOND THE INITIAL INSTALLATION

Warehouse-storage needs continue throughout the life of a racking system, from selecting and installing equipment to inspection, maintenance, modification and relocation.

What this indicates

A large share of commercial category research is expressed without naming a supplier. Buyers may be comparing options before deciding whom to contact. Non-branded search does not, on its own, establish a buyer's stage or readiness to purchase.

The monthly snapshot annualises to approximately 298,000 commercial search events. These are not unique buyers or transactions: one purchaser may search multiple times.

4. Methodology and about Marketix

Marketix triangulated multiple independent market indicators to produce a current annualised planning estimate. Search-demand analysis provides a separate view of buyer behaviour.

Data foundation

- ABS warehouse construction activity - trailing 12 months to March 2026
- Australian industrial property market data - JLL, Q2 2026
- Freight and logistics indicators - Infrastructure Australia / BITRE, 2024-25
- Australian pallet-racking project and pricing benchmarks
- Proprietary Australian commercial search dataset - 17 September 2026

Detailed weighting, conversion assumptions, calculation logic, geographic allocations and underlying datasets are retained within Marketix's full commercial research.

INTERPRETATION & LIMITATIONS

Market values are Marketix planning estimates as at 17 September 2026, not official measured industry revenue. Search volumes are platform estimates of search events, not unique buyers. Annualised search figures extend the monthly snapshot over 12 months; they are not measured annual transactions.

About Marketix Search Intelligence & Advisory

Marketix Digital combines market economics, buyer demand and search behaviour to support commercial decision-making. Its Search Intelligence & Advisory practice helps management assess opportunity and connect search demand with business goals.

Request the full research report

The complete Marketix analysis includes detailed market modelling, regional opportunity analysis, demand segmentation and commercial interpretation not included in this public edition.

Contact Marketix Digital: marketixdigital.com.au