

CI and CEDIA Expo: Two Channels, One Expanding Opportunity

Show director Jason McGraw highlights the unique opportunities the twin tradeshow open up, especially for resimercial markets.

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Updated: April 5th, 2023



It has long been thought that residential and commercial technologies and their respective markets were separate entities not meant to overlap. Over the last decade, we have recognized a shift in that mindset in the form of what has now been coined the '[resimercial](#)' market.

After the 2008 financial crisis, many residential integrators were challenged to find residential homeowners willing to invest in technology for their homes. They turned to commercial installations, ranging from corporate and education to houses of worship and hospitality.

A decade later, the coronavirus pandemic shuttered corporate workplaces, campuses and many in-person facilities. Many [commercial integrators](#) took on residential installations as many consumers upgraded their home technology to support their remote and hybrid work, distance learning, entertainment, security, and health and wellness needs.

Today, the resimercial market has provided an opportunity for crossover between manufacturers, integrators and many other business facets. Professional AV manufacturers are now designing and manufacturing solutions that can be utilized in both commercial and residential applications.

The Resimercial Market Continues to Grow in the Wake of the Pandemic

The crossover of residential integrators doing commercial projects and commercial integrators doing residential and mixed-use projects is accelerating with the growth of home and hybrid offices, flex spaces, and the redevelopment of commercial spaces into resimercial office, residential, retail and mixed-use facilities.