2020 BRAND ANALYSIS SPECIAL REPORT

EXCLUSIVE RESEARCH

CEPro

SUPPORTING EVIDENCE IN NUMBERS

The annual CE Pro 100 Brand Analysis results identify the most-used brands in 66 categories of equipment, along with fastest-growing 'Bullet Brands' among integrators.
by Arlen Schweiger & Robert Archer

AV and automation have always been hallmarks of the custom integration industry. Within those major categories, major players have long been established and while there may be some jockeying and some influence from acquisitions every year, the names and numbers comprising those subcategories within *CE Pro*'s annual CE Pro 100 Brand Analysis remain fairly predictable.

What can be unpredictable is whether or not our annual top tech trend opportunities highlighted in each January issue, as well as other trends we see at tradeshows and hear from integrators, will gain traction. Sometimes these things just take a lot longer to catch on and validate the industry buzz.

The disclaimer every year when we crunch the numbers and unveil our Brand

Analysis and corresponding Brand Leaders results is that these figures are compiled from the information integrators provide us when they participate in our CE Pro 100 program. On one hand, that's a fraction of the number of integrators that comprise the custom industry; on the other hand, it's a massively influential fraction consisting of the highest-revenue companies, many of whom claim membership in the very influential industry buying groups that also push market opportunities.

So despite its sample size (we also allow integrators to name multiple top brands they use in each category), the Brand Analysis essentially provides the key forensic evidence in the case for just how well some of these burgeoning categories and suppliers are performing. And this year's verdict certainly supports the current industry climate.

For instance, categories such as Lighting Fixtures and Water Leak Detection soared in their uptick across the leaderboards from last year's numbers, the first time *CE Pro* tracked those categories. Same goes for security-related areas that we began tracking a few years ago such as Access Control, Cybersecurity/Firewalls, IP Surveillance Cameras, Smart Locks/Deadbolts and Video Doorbells as that sector continues to innovate with products that play well with control systems.

Additionally, new categories to the 60+ tracked in the CE Pro 100 Brand Analysis, like Landscape Lighting, started strong this year, epitomized by a company such as Coastal Source, whose success has reflected that of outdoor technology in general. Other "Bullet Brands" — those we've pegged again within the leaders for their year-over-year (or a couple of years) gains — support similar upward trends; Screen Innovations and Hunter Douglas in Motorized Window Treatments, Artnovion, distributed by Origin Acoustics and doing well in Acoustical Treatments, popular commercial brand Planar cracking the top five in Outdoor Video, for just a few examples.

So put on your investigator's hat and peruse this year's CE Pro 100 Brand Analysis to examine the latest trends, and keep an eye out for those Bullet Brands that may unlock even more future business for you.

BRAND LEADERS

AUDIO

Wireless Speakers: Sonos
In-Wall/In-Ceiling Loudspeakers: Sonance
Audio Amplifiers: SnapAV
Floorstanding/Bookshelf Loudspeakers: Sonos
A/V Receivers: Sony
Home Theater Preamplifiers/ Processors: Marantz
Outdoor Audio: Sonance
Soundbars: Sonos
Media Servers: Sonos
Turntables: McIntosh
Subwoofers: Sonos
Speaker Cables/Interconnects: SnapAV/Binary/Wirepath
Headphones: Sennheiser
Multiroom A/V Systems: Sonos
Acoustical Treatments: SnapAV/Episode

VIDEO

Television Displays: Sony
Projectors: Sony
Projection Screens: Screen Innovations
HDMI Cables: SnapAV/Binary/Wirepath
Blu-ray/Ultra Blu-ray Disc Players: Sony
Outdoor Video: SnapAV/SunBrite
Satellite Television: DirecTV
Whole-House Video Distribution: SnapAV/Control4

NETWORKING/ CONNECTIVITY

Networking: SnapAV/Araknis/OvrC
Fiber-Optic Cable: SnapAV/ Wirepath, Binary
Network Cable: SnapAV/Wirepath
Structured Cabling/Enclosures: SnapAV/Wirepath
Cell Phone Boosters: Wilson Electronics
Phone Systems/Intercoms: SnapAV/Control4
Cybersecurity: SnapAV/Araknis

CONTROL & AUTOMATION

Automated Irrigation: Rachio
Whole-House Control & Automation: SnapAV/Control4
Lighting Control: Lutron
Universal Remote/Tablets: SnapAV/ Control4
Motorized Window Treatments: Lutron
HVAC Energy Smart Grid Management: SnapAV/Control4
IR Distribution Systems: SnapAV/Binary
Voice Control: Amazon
Landscape Lighting: Coastal Source

HOME ENHANCEMENTS

Lighting Fixtures: Lutron Ivalo
Water Leak Detection: WaterCop
Racks: Legrand/Middle Atlantic
Rack Cooling Systems: Legrand/ Middle Atlantic
Remote Monitored Services: SnapAV/ OvrC
Power Conditioners: SnapAV/Wattbox
Furniture: Salamander Designs
Seating: CinemaTech, Fortress (tie)
Mounts: SnapAV/Strong
Lifts: Future Automation
Central Vacuum: H-P Products/Dirt Devil/Vacuflo
Smart Appliances: Samsung, Sub-Zero (tie)
Energy Storage: Ametek/SurgeX
Indoor Air Quality: Delos

SECURITY

Security & Fire Systems: Johnson Controls/DSC
IP Security Cameras: SnapAV/Luma
Video Doorbells: Amazon/Ring
Access Control: SnapAV/Control4
Smart Door Locks/Dead Bolt: Black & Decker/Yale

DEALER SUPPORT

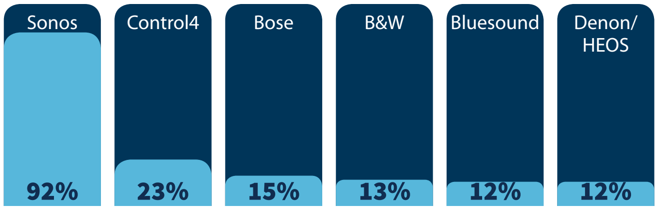
General Distribution: SnapAV
Design Proposal Software: D-Tools
Business Management Software: QuickBooks
Buying Groups: ProSource
Accounting Software: QuickBooks
Tools & Testers: Fluke
Vehicles: Ford

2020 CE PRO BULLET BRAND

FAST-GROWTH 'BULLET BRANDS'

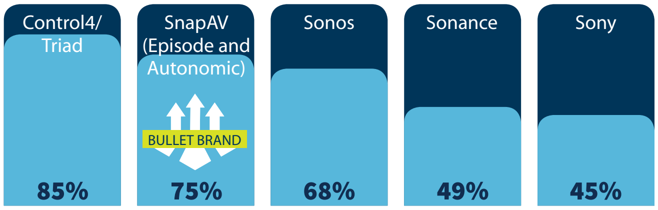
Access Control: Kwikset, 2N
Acoustical Treatments: Artnovion (Origin Acoustics)
Amplifiers: SnapAV (Episode & Autonomic)
Cybersecurity: Access Networks
Floorstanding/Bookshelf Speakers: B&W
Furniture: Fortress
Landscape Lighting: Coastal Source
Lifts: Nexus 21
Lighting Control: Lutron (including Ketra)
Lighting Fixtures: Lutron (Ivalo, Finiré), DMF Lighting, Coastal Source
Motorized Window Treatments: Screen Innovations, Hunter Douglas
Outdoor Audio: Coastal Source
Outdoor Video: Planar
Phone Systems/Intercom: Control4
Rack Cooling Systems: SnapAV (Strong)
Remote Managed Services: Parasol
Satellite: Dish
Security/Fire Systems: DSC
Seating: Fortress
Smart Locks/Deadbolts: Black & Decker (Baldwin)
Speaker Wire/Interconnects: ICE Cable
Subwoofers: B&W
Tools & Testers: Fluke
Video Distribution/Switchers/ Extenders: AV Pro Edge
Video Doorbells: Control4, 2N
Voice Control: Josh.ai
Water Leak Detection: WaterCop
Whole-House Control/Automation: Lutron

Wireless Speakers



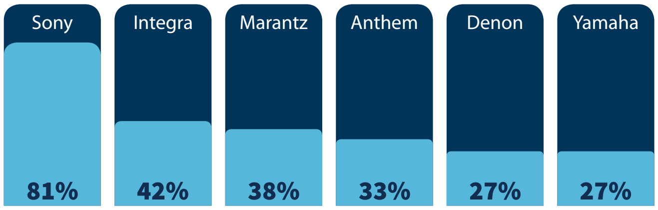
The amount of CE Pro 100 dealers installing Sonos remains staggering, as four more joined the party in 2019, leaving only a handful that eschew the Wireless Speakers pioneer. B&W's new Formation line has given the brand a boost, while Lenbrook's Bluesound and Sound United's Denon/HEOS platform have also found their niche.

Audio Amplifiers



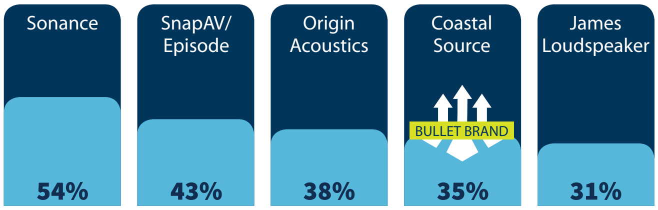
Acquisitions have impacted the amplifier category. Control4/Triad tops the list, while SnapAV/Autonomic is second. SnapAV just divested itself of the Autonomic brand, so it will be interesting to see the impact of that deal. Sonos maintains a strong third position, and it's clear when examining the raw numbers that whole-house audio and outdoor audio drive amplifier sales.

AV Receivers



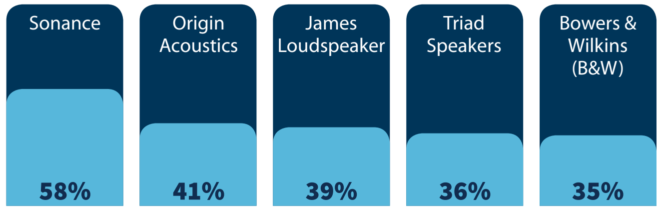
Driven by the popularity of immersive audio and formats like Dolby Atmos and DTS:X, the home theater market is now favoring the use of AV receivers over processor/amp combinations. Sony paces the AV Receiver category, but it's a competitive one extending beyond the leaders with McIntosh, AudioControl and Lexicon also well represented by CE Pro 100 integrators.

Outdoor Audio



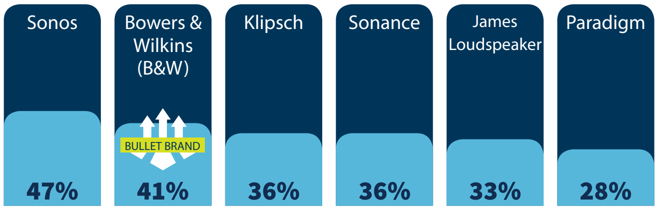
Sonance maintains its solid position as the longtime leader in this category, while the new parent company of James Loudspeaker can also boast another good showing from the custom brand here as well. Meanwhile, Bullet Brand Coastal Source jumps into the top five thanks to its appealing landscape solutions and dealer support.

In-Wall/In-Ceiling Loudspeakers



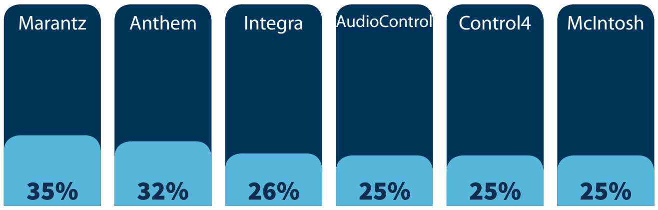
Sonance remains the In-Wall/In-Ceiling category leader, and its acquisition of James Loudspeaker just before CEDIA Expo last year provides dealers a popular custom option for architectural audio system designs. The competition is heating up within a tightly grouped pack of companies that includes Origin, Triad, B&W, plus companies such as Episode (SnapAV), Klipsch and Paradigm just outside the leaders.

Floorstanding/Bookshelf Speakers



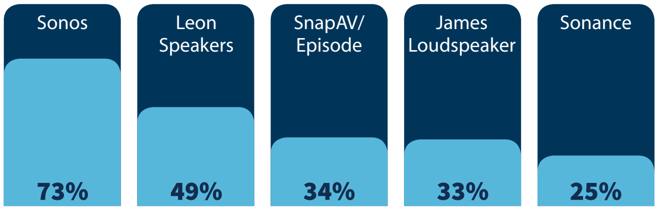
Fueled by the resurgence of home theater and the continued rise of whole-house audio, it appears the Floorstanding and Bookshelf Speaker category is maturing. A number of higher end brands including Bowers & Wilkins are increasing their CE Pro 100 ranks. Sonance strengthened its overall CE Pro 100 representation going forward with last year's acquisition of James Loudspeaker.

Home Theater Processors



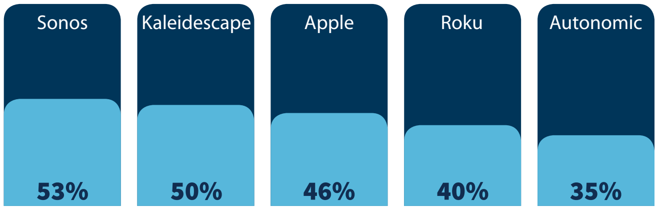
Home theater "separates" of processors and amplification are still a big deal for CE Pro 100 dealers designing high-performance media rooms, and these companies have long been go-to names for that. With dealers traditionally carrying a variety of offerings for different budgets, it's reflected in that no single company dominates this leaderboard.

Soundbars



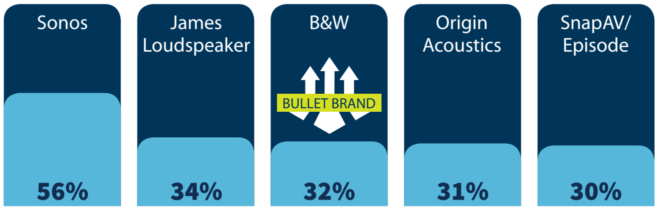
This list is similar to last year's list, when James Loudspeaker entered the ranks. Episode has jumped over James into third, while Sonos and Leon Speakers remain comfortably ahead of the pack. Several popular brands fall just outside the top five including Klipsch, Bose, Paradigm and Triad.

Media Servers



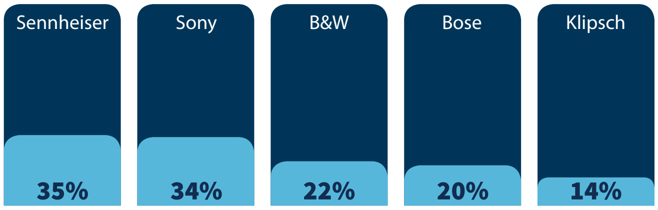
The Media Server category has been stable for the past few years with Sonos, Kaleidescape, Apple, Roku and Autonomic established as category leaders. One noteworthy point in the category is mass consumer electronics brand Roku's slow and steady acceptance within the custom market.

Subwoofers



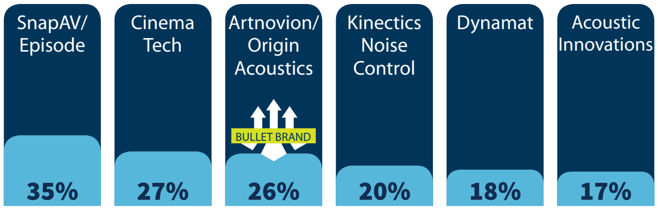
Sonos again has a firm hold of leadership in the subwoofer category, and James had another strong showing after surging into the second position a year ago. Bowers & Wilkins missed the top five last year but returns by adding close to 10 more CE Pro 100 dealers. Subwoofer stalwarts Klipsch and Sunfire dropped from the list but not by much, with 29 and 25 dealers, respectively.

Headphones



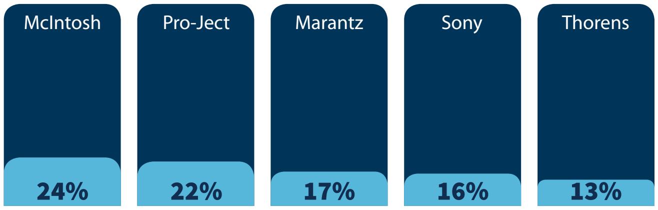
The Headphones category is annually one of the biggest markets in consumer electronics. Custom integrators are increasingly turning to headphones to help to augment their businesses with renowned brands that include Sennheiser and its wide-ranging offerings, as well as Sony and Bowers & Wilkins. Over the past few years, Sony has narrowed the gap between it and Sennheiser.

Acoustical Treatments



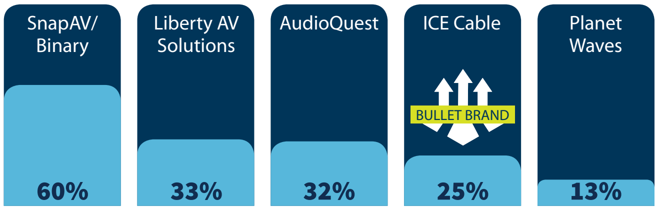
The Acoustical Treatments category continues to grow, paced again by SnapAV. Surging into the top five is Origin Acoustics through its partnership with the acoustical treatment company Artnovion. Overall, it's a sign of the increasing sophistication of the industry to see integrators using tools such as EQ and treatments to solve acoustical issues.

Turntables



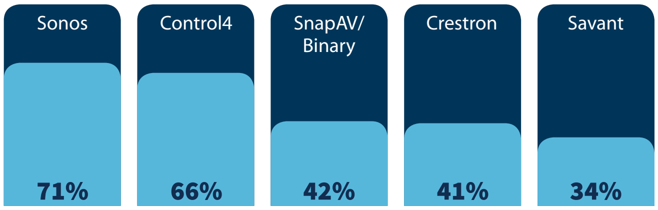
These brands have jockeyed for positioning in this category since CE Pro started tracking it, and the numbers remain relatively unchanged from the past few years. McIntosh leading again shows the company's loyal audiophile and dealer following extends to high-performance analog wares, while Pro-Ject continues to capitalize on offering turntables at a range of price points.

Speaker Wire/Interconnects



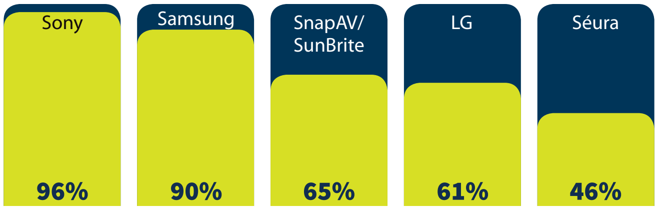
The same companies comprise the top five in this category as last year, when SnapAV moved into the top spot. ICE Cable wasn't among the leaders two years ago but now is used by a quarter of the CE Pro 100 after gaining nine more dealer mentions from 2019. Liberty AV, AudioQuest and Planet Waves essentially stayed the same.

Multiroom AV



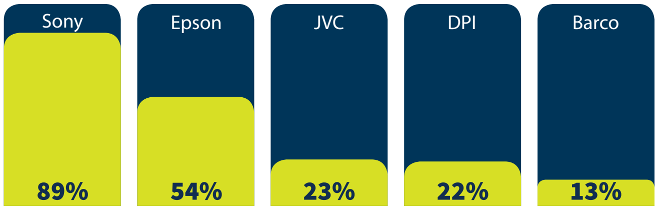
After sharing the top spot in last year's list, Sonos breaks from Control4 atop this year's leaders thanks to adding eight more CE Pro 100 dealers in 2019. Control4 added three, while SnapAV/Binary and Crestron also bolstered numbers as Binary moved from fourth to third.

Television Displays



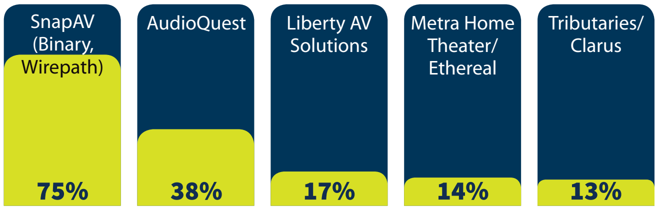
Sony and Samsung are once again the Displays category leaders. Perhaps showing the power of SnapAV as a dealer resource plus the growing popularity of the Outdoor AV industry SunBrite surpasses LG. Meanwhile, Séura's appearance also supports Outdoor AV as well as niche areas for moisture-resistant displays like its hidden mirror offerings.

Projectors



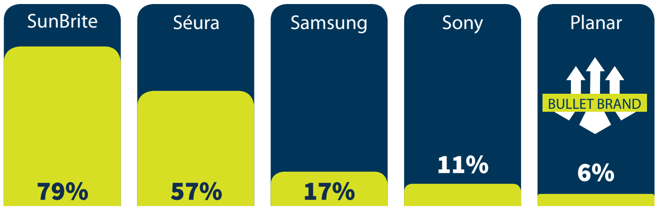
The top five brands in projection are back again, with the only difference from the past couple of years being JVC leapfrogging Digital Projection into third. While Sony, Epson and JVC offer a range of price points, it's noteworthy dealers also rely on DPI and Barco Residential on the high end. BenQ just missed the top five with a dozen dealers.

HDMI Cables



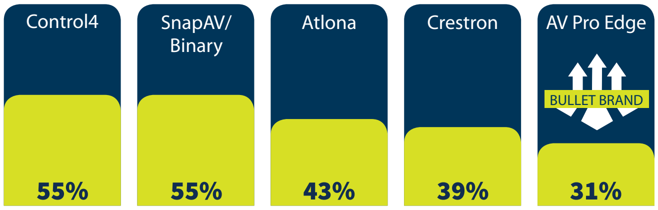
Compared to previous years the HDMI cabling category appears to be growing. This growth could be a result of more consumers buying Ultra HD televisions as well as more CE Pro 100 dealers delving into the commercial market and its widespread 4K implementation. Vanco just missed the top five brands.

Outdoor Video



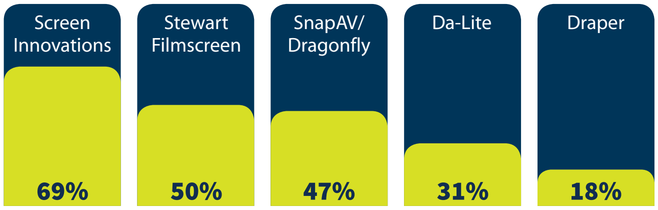
Perennial leaders in the Outdoor Video category, both SunBrite and Séura kept their strong showing here. Mainstream brands Samsung and Sony continue to be spec'd into outdoor living spaces, while Planar doubled its CE Pro 100 dealers from a year ago likely in another sign that more are performing outdoor digital signage work.

Whole-House Video Distribution



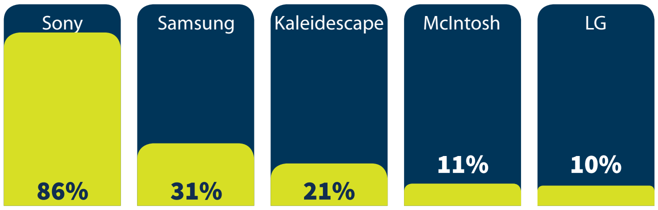
SnapAV's Binary brand caught up to Control4, the automation company that SnapAV acquired last year, as those companies enjoy a majority share of CE Pro 100 dealer mentions. Atlona went in the opposite direction by a tally of a half-dozen, while AV Pro Edge surged into the leaderboard. Savant fell from the top five but still saw usage by full quarter of the CE Pro 100.

Projection Screens



The list is virtually identical to that of the past couple of years in terms of who's on it, though SI continues to widen the gap from the competition. That could speak to the company's recent foray into the motorized shade realm as more dealers augment their lighting and shade control offerings. Da-Lite and Draper added three dealers apiece.

Blu-ray/Ultra Blu-ray Disc Players



Sony remains the Blu-ray and Ultra HD Blu-ray player category leader. CE Pro 100 dealers are still deploying Samsung disc players despite the company leaving the market a few years ago. Kaleidescape maintains a healthy presence, which shows dealers and their customers are embracing 4K downloads as a video source.

Satellite Television

DirecTV dominated this category for years, but the gap between the two satellite providers has now effectively been eliminated. Just two years ago DirecTV had mentions from 39 CE Pro 100 dealers compared with only 25 for Dish. The latter company has likely been aided by its presence at CEDIA Expo and proactiveness integrating things like 4K, voice control and a dealer support program.

Networking

SnapAV/ Araknis/ OvrC	Pakedge (Control4)	Access Networks	Ruckus	Luxul
69%	54%	41%	39%	35%

Given how important the network is to the modern home it's no surprise that more dealers are adding networking to their selection of services. Access Networks continues its steady ascent within the CE Pro 100 over the past couple of years.

Network Cable

SnapAV/ Wirepath	Liberty AV Solutions	ICE Cable	AudioQuest	Structured Cable Products
56%	36%	28%	17%	14%

SnapAV's Wirepath brand and Liberty AV Solutions continue to be the pace-setters in the Networking Cable category. After cracking the top five last year, ICE adds a half-dozen dealers to distance itself from AudioQuest and SCP, a newcomer to the category leaders this year.

Cell Phone Boosters

Wilson Electronics	SureCall	Verizon	AT&T	zBoost
46%	26%	11%	7%	3%

After a few years of losing market share within the Cell Phone Booster category, Wilson Electronics has stabilized its position at the top. The top five is also nearly identical from the previous year, with SureCall solidly second with a quarter of CE Pro 100 dealers. zBoost is Wilson's DIY consumer brand.

Cybersecurity/Firewalls

Araknis	Pakedge (Control4)	Access Networks (BULLET BRAND)	Ubiquiti	Cisco
47%	27%	23%	15%	12%

With network and web security a growing concern for the public it is not a surprise this category has exploded in a year's time. In 2019 CE Pro noted Cybersecurity/Firewalls was developing category. Not surprisingly given the overall popularity of SnapAV's product line that Araknis lands in the top spot followed by another popular brand, Control4's Pakedge. Access Networks continues to see traction for its enterprise solutions, which is impressive considering its competition are much larger corporations.

Fiber Optic Cable

SnapAV (Binary, Wirepath)	Cleerline	AudioQuest	Liberty AV Solutions	Metra Home Theater	Tributaries
48%	40%	24%	20%	12%	12%

Cleerline is the single most popular brand in the Fiber Optic Cable category, but through the combined strength of its Binary and Wirepath brands SnapAV lands in the top spot. This competitive category also features Liberty, along with Metra Home Theater and Tributaries, which are also well known for their respective AV interconnects.

Structured Cabling/Enclosures

SnapAV/ Wirepath	Legrand/ OnQ	Leviton	Legrand/ Middle Atlantic	ADI	Channel Vision	Liberty AV Solutions
70%	29%	11%	9%	7%	7%	7%

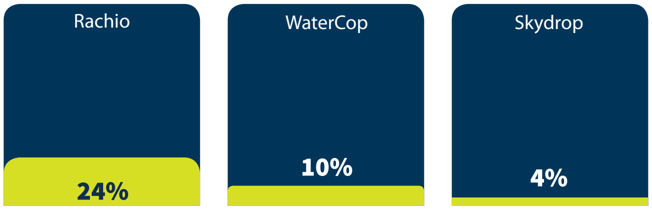
SnapAV's Wirepath brand paces this category once again, while Legrand's OnQ and Middle Atlantic brands plus Leviton remain steady with their numbers. Liberty AV Solutions rides the strength of its overall CE Pro 100 representation in this and other categories this year to break into the top five as part of a three-way tie.

Phone Systems/Intercoms

Control4 (BULLET BRAND)	Panasonic	Holovision	2N	Savant
37%	31%	16%	14%	10%

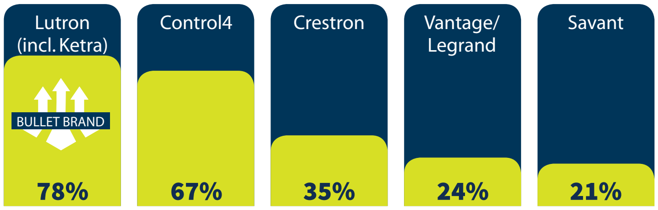
Control4 made a big splash with its introduction of Intercom Anywhere, which acts as an all-in-one door station and intercom device (see the Video Doorbell category also). It was enough to grab the reins of this category, which Panasonic held for years. Holovision, also a renowned brand with high-end entry systems, stayed in its third-place position while 2N's general uptick with the CE Pro 100 propelled it into the top five.

Automated Irrigation



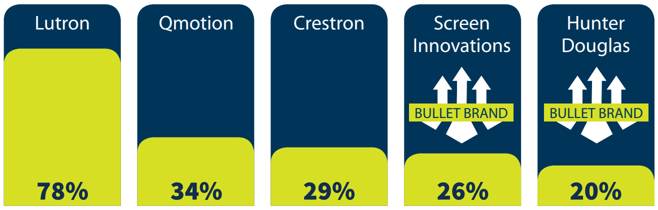
This is a new category for *CE Pro*. Based on the results, Automated Irrigation is a young and emerging category that has plenty of room for growth in today's smart-home market. Some brands here get a boost from also delivering dealers offerings in the Water Leak Detection category.

Lighting Control



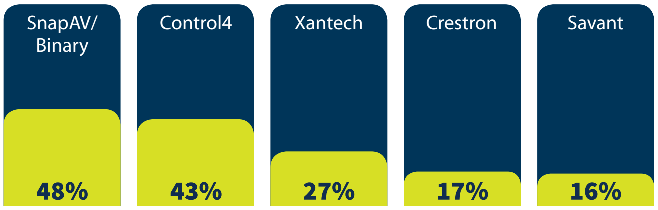
Annual leader Lutron has added to its Lighting Control category strength with the acquisition of natural LED light specialist Ketra. Among the CE Pro 100 totals, 16 dealers cited the inclusion of Ketra among its controllable lighting offerings, a worthy number to designate Lutron as a Bullet Brand. Vantage and Savant both spent a lot of time last year educating dealers on their human-centric lighting (HCL) capabilities.

Motorized Window Treatments



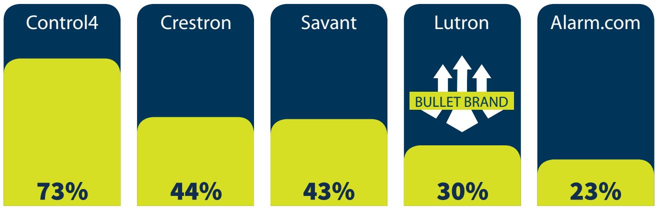
The top three brands in Motorized Window Treatment category have been entrenched for a number of years. Surging into the category in its first year as a window treatment manufacturer is Screen Innovations (SI). Receiving a "Bullet brand" designation to reflect its impact on the category, SI's product line was likely utilized so quickly by dealers through its strength as a go-to projection screen company.

IR Distribution Systems



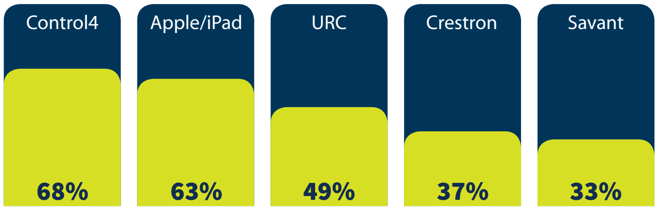
After a few years of contraction of brands, the manufacturers remaining in the category, particularly Binary (SnapAV), Control4, Xantech and Savant are gaining CE Pro 100 market share. The entire field of IR Distribution System brands also appears to be very competitive with several control and signal distribution brands doing well within the category.

Whole-House Automation/Integration



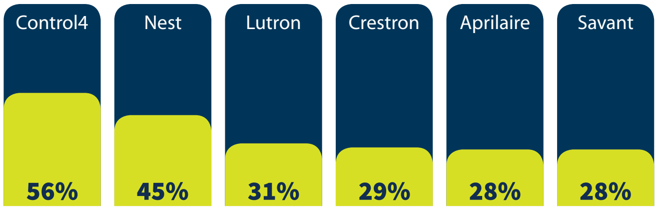
The number of CE Pro 100 dealers installing Control4 continues to climb, up five from a year ago. Meanwhile, those citing lighting/shade control leader Lutron as a means for Whole-House Automation/Integration rose by seven, reflecting the company's influence and ability to be tied into adjacent subsystems.

Universal Remotes/Tablets



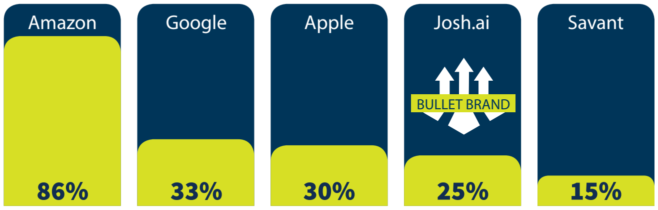
The same group of companies represents this category again as they have for the past several years, with similar numbers. Control4 puts some distance between its top spot and use of ubiquitous Apple devices, while URC maintains its dealer ranks and Crestron picks up a few to swap positions rounding out the leaders.

HVAC Energy Smart Grid Management



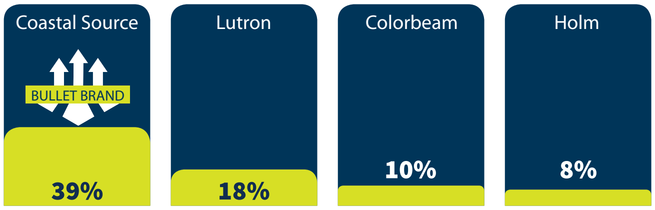
Control4 takes over as the most widely used HVAC Energy Smart Grid Management brand followed by a tightly packed group of companies: Nest, Lutron, Crestron, Aprilaire and Savant. Nest had been the "hot" brand within this category over the past couple of years.

Voice Control



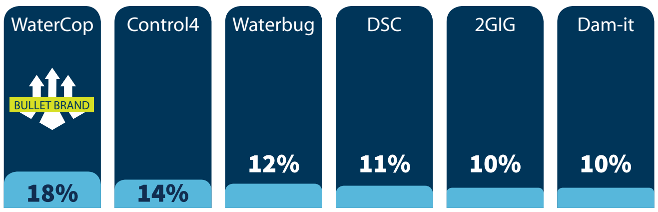
Amazon's Alexa voice command platform is everywhere, so it again dominates this category. Google Assistant and Apple Siri remain in second and third, respectively, but well behind. In a nice sign of the custom industry taking advantage of a custom-centric solution, Josh.ai earns a Bullet Brand distinction again this year after picking up nine more CE Pro 100 dealers.

Landscape Lighting



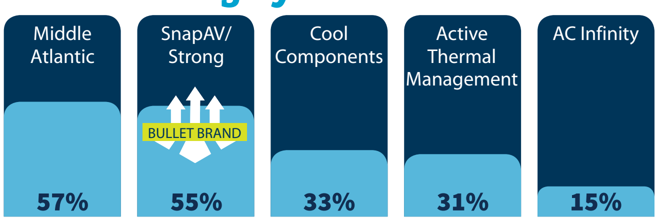
Landscape Lighting is a new category this year. Seizing the top position in the category is Coastal Source, which earned a Bullet Brand distinction for its impressive numbers in the initial tracking. Lutron and Colorbeam round out the top three. Legrand/Vantage, Luminaire and Ring all had four dealers each.

Water Leak Detection



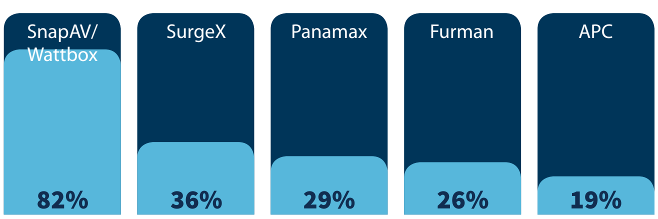
While still a burgeoning category, it has not taken long to see traction in Water Leak Detection, supporting *CE Pro*'s highlighting it as one of the five big tech trend opportunities for 2020. Last year in our first time tracking it, leaders WaterCop and Waterbug only had 3% of the CE Pro 100 and Control4 and Dam-it followed with 2%.

Rack Cooling Systems



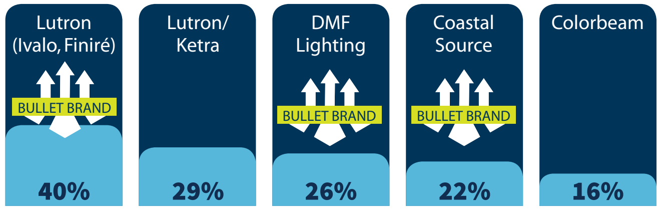
Just as its Strong brand has helped SnapAV surge into a major player in Racks, so too has it in the Rack Cooling Systems category. Cool Components and Active Thermal Management maintain spots in the top five, and AC Infinity cracks the list to round it out.

Power Conditioners



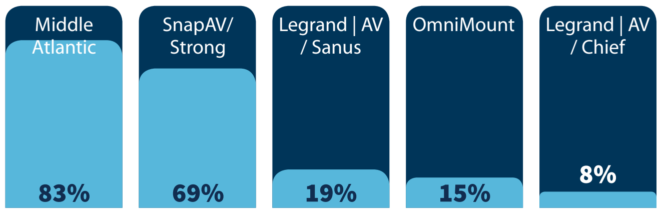
SurgeX, a 2019 Bullet Brand, continued its climb moving from third to second, but nine more dealers from last year helped SnapAV's Wattbox brand gain even greater foothold of the CE Pro 100. All three other brands held onto top-five spots, but Panamax and APC saw a slight drop.

Lighting Fixtures



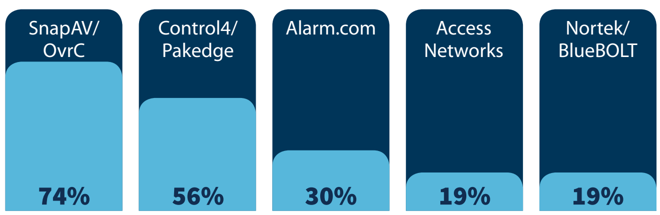
This is the second year *CE Pro* has tracked the Lighting Fixtures category, and in just one year this category has erupted. Toward that end, we designated three Bullet Brands here, while it's also worth noting that as with the Lighting Control category Lutron dealers are also capitalizing by adding Ketra fixtures. Lutron's own fixtures includes Ivalo and Finiré offerings. DMF Lighting added 22 CE Pro 100 dealers, and Coastal Source went from zero to 22.

Racks



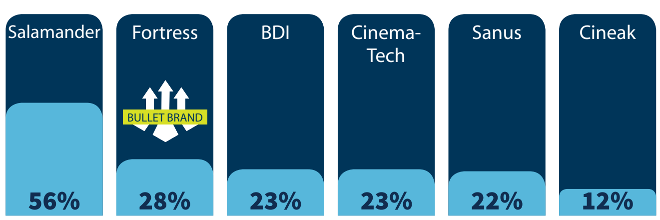
The usual suspects in the Racks category continue to be the go-to for helping integrators outfit equipment racks of all sizes. Legrand | AV makes two appearances, as Chief edges out Salamander Designs for the fifth spot this year.

Remote Monitored Services



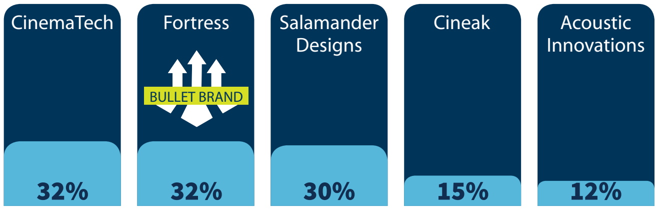
SnapAV and Control4 continue to dominate this space with their heavily used platforms. Crestron, Savant and third-party provider Parasol had 16 dealers apiece, and are just outside the top five; *CE Pro* designated Parasol as a Bullet Brand, as the company jumped from just two dealers in last year's count to 16 in 2019.

Furniture



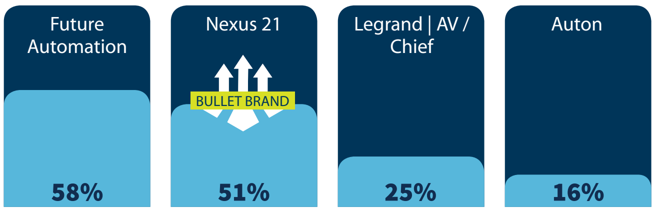
The Furniture category generally remains status quo with Salamander holding the top position, which it has held now for 14 years. Other perennial leaders in the category such as BDI, CinemaTech and Sanus fill out the top five. Taking a big step from its previous year's numbers, Fortress jumps into the number two brand position.

Seating



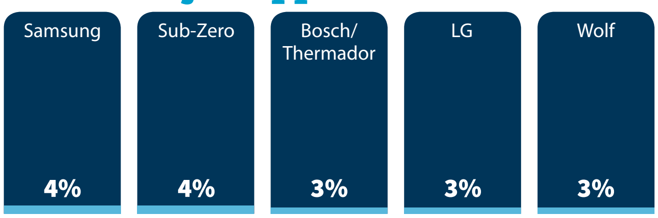
CinemaTech overtook Fortress for the top spot last year, but Fortress added eight dealers to its CE Pro 100 tally this year in what was a fruitful 2019 for the Seating category. Combined, the trio of leaders received 19 more dealer mentions and while Salamander sits third it has enjoyed steady increases the past couple of years.

Lifts



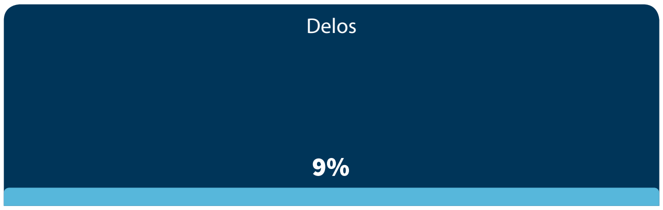
Future Automation maintains its position as the top brand within the Lift category. Making strides to close the gap between companies, Nexus 21 has added 14 dealers from its 2019 totals. Chief has added five CE Pro 100 dealers, while Da-Lite, Inca and Media Décor each tallied nine dealers to sit outside the leaders.

Smart Major Appliances



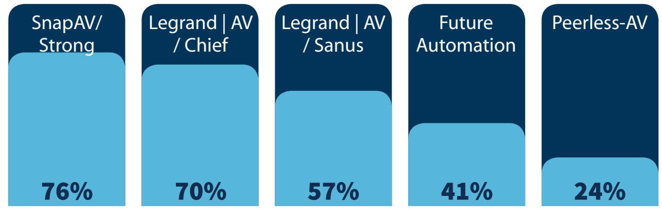
This is the first year *CE Pro* has tracked the Smart Appliances category, and there's clearly room for even the highest revenue integrators to grow into it. Bosch has been working to gain integration traction for the brands under its umbrella thanks to its Home Connect cloud platform and API.

Indoor Air Quality



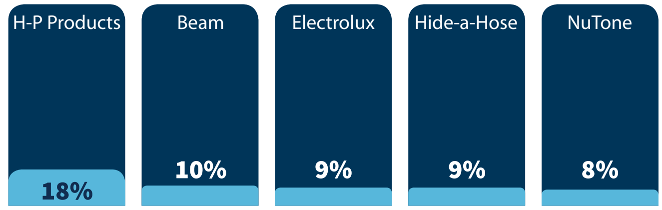
Indoor Air Quality (IAQ) is in its infancy as a category within the overall wellness/biophilia trend that *CE Pro* touted as a top opportunity going into 2020. At this point Delos is the only company CE Pro 100 dealers specifically noted, as IAQ is a portion of its DARWIN home wellness platform. The industry should expect that as the biophilia market matures more homeowners will demand these systems.

Mounts



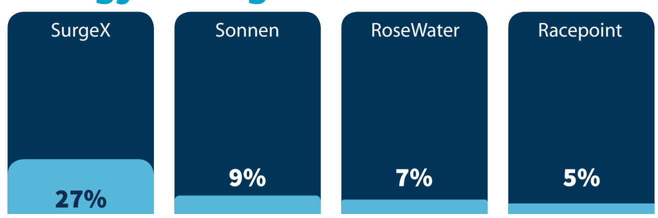
Whether it's a quick living room TV install or a large-scale job with displays in every room, these five continue to be go-to brands in the Mounts category. The same five comprise the rankings as the past couple of years, in the same order as last year and each picked up a few more mentions.

Central Vacuum



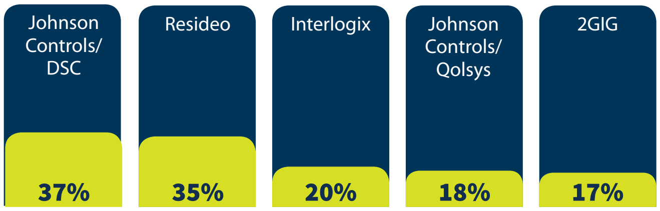
The Central Vacuum category is showing some growth and diversity. H-P Products has been the category leader for a couple of years. The rest of the brands rounding out the top five have similar numbers among CE Pro 100 dealers, and Honeywell just missed the top five brand rankings.

Energy Storage



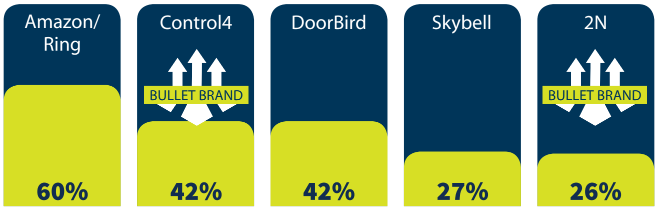
Energy Storage is an emerging market that offers CE Pro 100 integrators a lot of potential as homeowners seek cleaner power solutions and reliability to withstand outages or other disruptions from the grid. The category features a mix of purpose-built standalone and whole-house solutions.

Security & Fire Systems



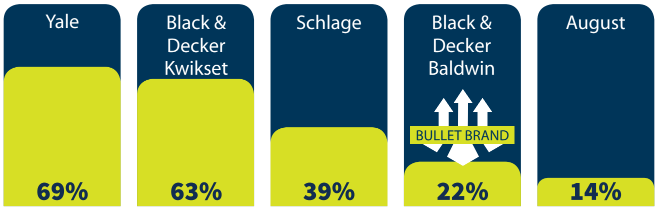
After a couple of years hovering in the low-20s of CE Pro 100 representation, DSC shot up the leaders list with 17 more mentions than last year to overtake Resideo. Interlogix announced it was shuttering its operations at the end of 2019, so it will be interesting to see how its numbers may get dispersed to other security brands going forward. Johnson Controls' Qolsys brand enjoyed another strong year to flip-flop positioning with 2GIG.

Video Doorbells



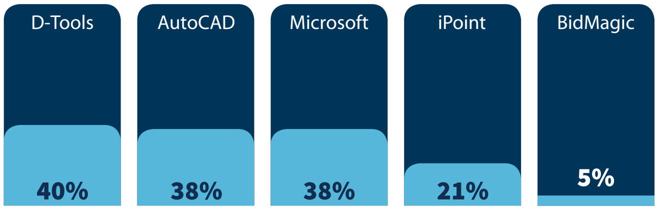
While it's no surprise that Ring still paces the red-hot Video Doorbell category, Control4's introduction of Intercom Anywhere generated a mega move up from just 9% of CE Pro 100 dealers last year. DoorBird saw its share drop by 13 dealers, Skybell picked up seven and 2N was the real surprise in this category after only a couple of mentions in 2019.

Smart Locks / Deadbolts



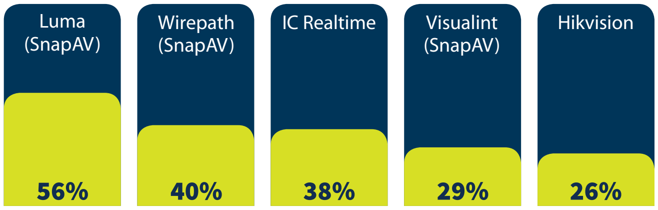
Yale, Kwikset and Schlage all picked up two-to-three more CE Pro 100 dealer mentions this year, but the big gainer in this group was Baldwin, which was only named by two CE Pro 100 companies a year ago. August added a half-dozen dealers as well to solidify its status among the leaders.

Design Proposal Software



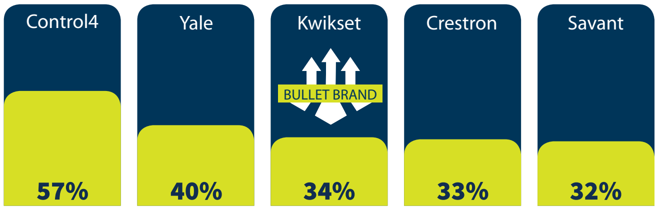
D-Tools is the perennial leader in the Design Proposal Software category, followed closely by AutoCAD and Microsoft, whose numbers include mostly Visio but integrators also noted products like Excel. Over the past couple of years, iPoint has also become a go-to software tool for integrators.

IP Security Cameras



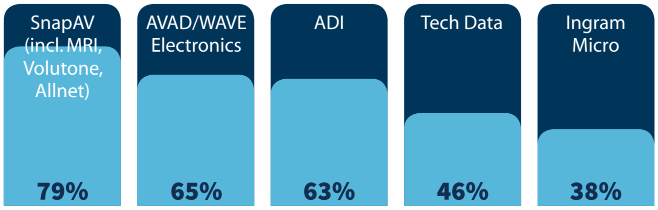
SnapAV continues to grow its presence in the IP Security Camera category. The company through its distinct Luma, Wirepath and Visualint offerings now dominates the category with IC Realtime and Hikvision providing SnapAV with its main competition among the CE Pro 100. Axis and Lilin dropped from the top five listings of a year ago.

Access Control



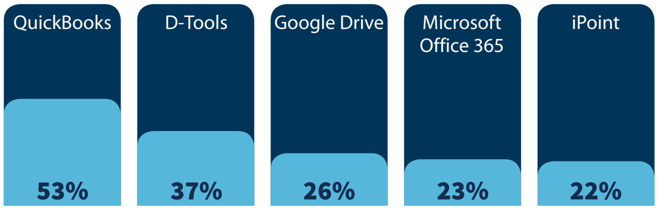
Validating lots of market evidence, the Access Control category includes two brands that have made noticeable dealer increases over the past two years. Yale adds eight dealers from its previous year's total, and Kwikset adds double digits to its CE Pro 100 dealer totals from 2018 and 2019. One more Bullet Brand to receive recognition in the category is 2N, which just missed making the top five after adding 19 dealers to its previous year's total.

General Distribution



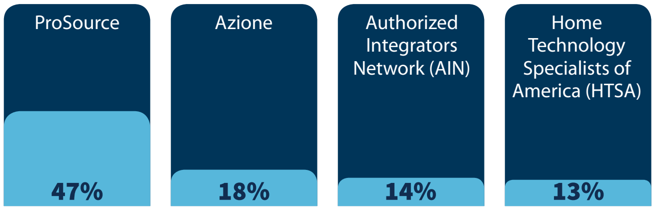
Distribution is a competitive category and the brand power of SnapAV, along with its acquisitions of high-level distributors MRI, Volutone and Allnet contribute to the company's ranking. Other big names round out the category, including the combined numbers produced by AVAD's acquisition of WAVE in late 2018.

Business Management Software



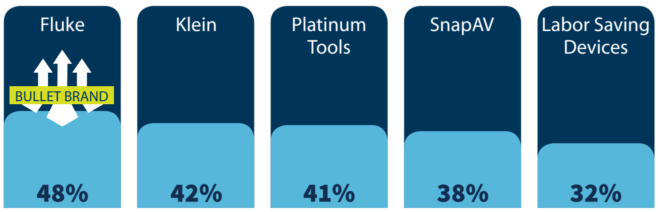
QuickBooks has established itself as the go-to product in the Business Management Software category. D-Tools remains a popular custom channel solution for the CE Pro 100. Major companies such as Google and Microsoft also rank within the top five manufacturers, while iPoint also continues to grow its presence.

Buying Groups



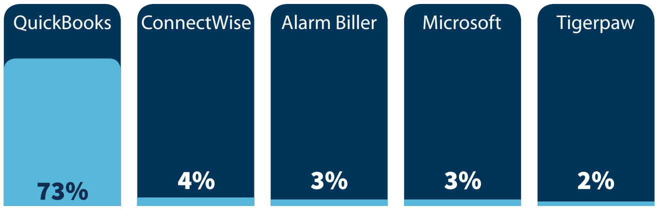
Each of these buying groups experienced a growth in their respective memberships. Adding 14 and 11 new dealers each, respectively, ProSource and AIN saw the biggest increase in their CE Pro 100 representation over the previous year. Azione also saw its CE Pro 100 dealer numbers double from the previous year.

Tools & Testers



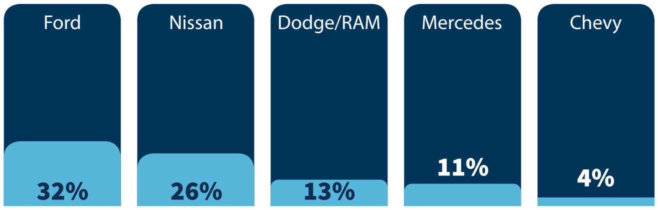
In only a few years, Fluke has grown its CE Pro 100 representation by nearly 75%; the company has paced the category and is now cited by nearly half the dealers (Fluke led with 28 back in 2017 and again last year with 37). All of the leaders have increased their numbers as pros work on larger projects — Klein and Platinum Tools, for instance, shared second last year with 36 apiece.

Accounting Software



This is the second year that *CE Pro* has tracked the Accounting Software category and for the second consecutive year QuickBooks is the most widely used accounting software program by a large margin.

Vehicles



CE Pro has only been tracking the Vehicles category for three years now and Ford continues to lead the way. However, while one-third of the CE Pro 100 noted using Ford, more than one-quarter now drives Nissan compared with numbers in the teens for the first couple of years tracking it. Additionally, Mercedes and its fleet of vans makes a nice move into double-digits.