

2025 STATE OF THE SMALL FLY CONTROL MARKET



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EXPERIENCE MATTERS

If you're in the pest control industry, there's a chance you'll have to deal with small flies — think fruit flies, drain flies and phorid flies — throughout your career.

Although it may not be a major part of your company's overall revenue, it's a vital service that some of your clients depend on.

"Knowing how to control small flies is extremely important," said Andy Nieves, vice president, BHB Pest Elimination, New York, N.Y. "For many restaurants in New York, even one fly can be detrimental if they get a bad review."

While 95% of pest management professionals (PMPs) reported their company offers services to control small flies, only 4.9% of revenue was generated by small fly services, according to PMPs who participated in the 2025 PCT State of the Small Fly Control Market survey.

"It's just not every day that we get a call about small fly control," said Matt Henderson, vice president, Country Boy Pest Control, Winter Haven, Fla. "And when we do, we try to educate our customers how to prevent fly issues by focusing on the role of cleanliness and sanitation. That's what we preach."

Customer education and cooperation remains one of the biggest issues PMPs encounter when treating for small flies.

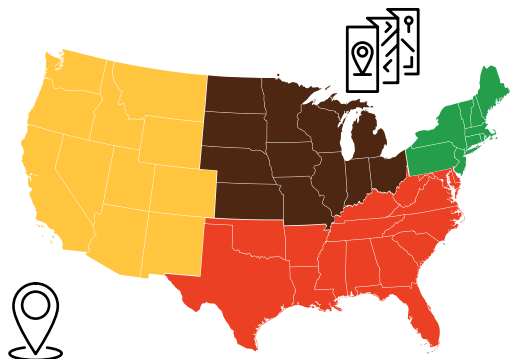
While PMPs are more than ready to dole out knowledge on small flies, many customers struggle or are reluctant to improve sanitation conditions. This can lead to repeated service calls and frequent treatments.

In fact, 52% of PMPs said they've turned a one-time small fly-only customer into a recurring pest control client.

"The most common issue — whether it's drain flies, fruit flies or fungus gnats — is the sanitation or the environment of a location that's giving these small flies an opportunity to breed and grow," said Zachary Hall, service supervisor, Thomas Pest Services, Schenectady, N.Y.

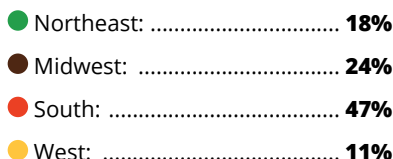
While customer education is essential, it all starts with PMPs and their expertise. Being able to identify the type of fly causing your client issues — and how to successfully treat and prevent — can mean having a lifelong customer.

"If you're new to pest control, or a seasoned professional who has never dealt with small flies, once you start noticing a small problem, address it right then and don't let it get out of control," said Melisa Arnold, owner, Horizon Pest Solutions, New Cambria, Kan. "As with anything in pest control, the longer you wait to try to control it, the harder it is and the more money it costs you and your client." •



WHERE YOU WORK

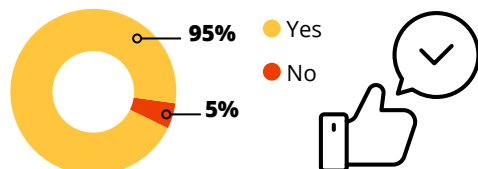
PMPs who participated in the 2025 PCT State of the Small Fly Control Market survey worked in the following regions:



Source: Readex Research; Number of respondents: 123

YES TO SMALL FLIES

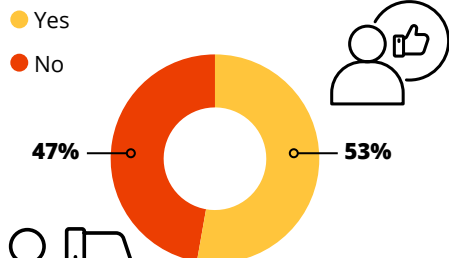
Does your service location offer services to control small flies (fruit flies, drain flies, phorid flies, etc.)?



Source: Readex Research; Number of respondents: 123

INCLUDED AND STAND-ALONE

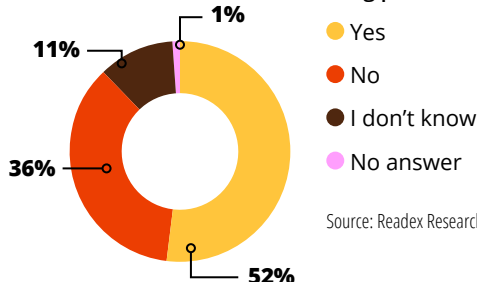
Are small flies included as part of your service location's general pest control (GPC) service?



Source: Readex Research; Number of respondents: 117

RECURRING OPPORTUNITY

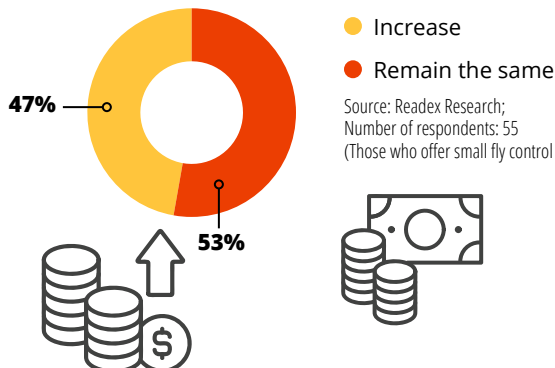
Has your service location ever grown a small fly-only call/customer into a recurring pest control customer?



Source: Readex Research; Number of respondents: 117

PRICE CONSISTENCY

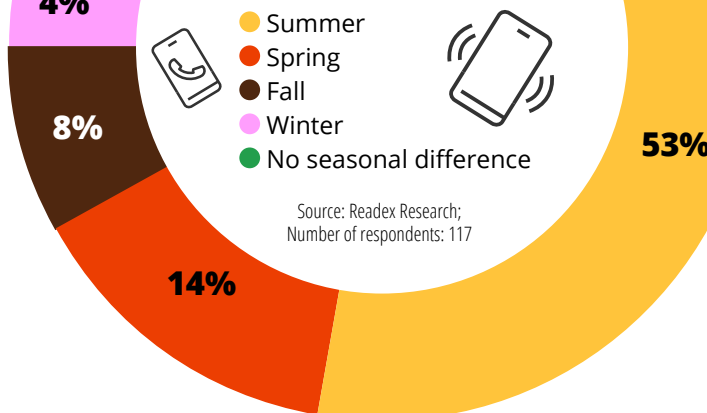
Compared with 2024, do you expect the price that your service location charges for small fly control service to increase, remain the same or decrease in 2025?



Source: Readex Research;
Number of respondents: 55
(Those who offer small fly control separately)

BUSY SEASON

At your service location, which season tends to be the busiest for small fly control service calls?



Source: Readex Research;
Number of respondents: 117

ROOM TO GROW

Though small flies can be a big problem, the service line may not be generating the amount of revenue you'd like. PMPs reported only 4.9% of revenue was generated by small fly services, according to the 2025 PCT State of the Small Fly Control Market survey.

But do PMPs see an opportunity for growth next year? While 64% say they expect revenue to remain the same, 36% see a chance to increase revenue. And while the majority of revenue — 67% — comes from commercial clients, residential clients make up 32% of this work.

“About 30% of our business is on the commercial side, while the rest is on [the] residential side,” said Collin Chapman, vice president of operations, Forterra Pest Control, Southlake, Texas. “Whether you're dealing with a commercial or residential house, it's always considered an emergency pest. There's a lot of pests that people can deal with, and for whatever reason, flies are not that.”

UNLOCKING POTENTIAL

Blasingame Pest Management, Griffin, Ga., saw a need in the market and began offering small fly control services in 2025.

“We decided to start offering small fly services because we have clients asking for our help,” said Dylan Blasingame, vice president of operations. “We wanted to really start offering a solution for them as their pest control provider.”

Matt Henderson, Country Boy Pest Control, said he's seen an uptick in residential clients who need small fly services. He's made a connection between that growth and the number of new homes being built in the central Florida area.

“With all of these subdivisions that they're building, they're having to tie into all these sewer systems. Some of these places, they're building foundations and adding plumbing, then have everything sit for months on end,” he said. “That can be a perfect breeding ground for small flies.”

Lingering effects from the COVID-19 pandemic are still being felt throughout the industry. Henderson said he also attributes an increase of residential clients to those who started adding houseplants to their space — and didn't realize that potting soil can be a haven for small flies, especially fungus gnats. When it comes to the commercial side, Chapman said now that people are required to return to work, there's been more emphasis on the control of small flies in office buildings.

“We're starting to find that the owners of these office buildings are becoming more sensitive to keeping pests at bay,” Chapman said. “They understand that



4.9%

Average percentage of revenue generated by small fly control services in 2024 at pest control company locations.

Source: Readex Research;
Number of respondents: 117

there's a liability, so they're starting to be more proactive in adding some of these services."

HOLDING STEADY

While some PMPs are looking for ways to increase their small fly revenue, others aren't too concerned with expanding the service line. When it comes to consistency, 63% of PMPs reported the number of small fly jobs stayed the same in the past year, while 32% saw an increase.

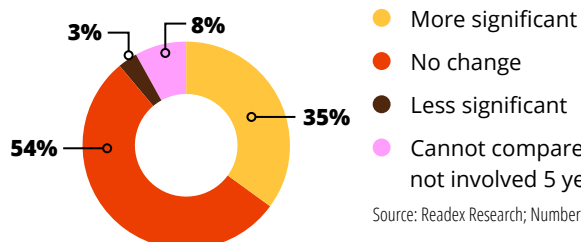
"It's not terribly important for my business," said Melisa Arnold, Horizon Pest Solutions, who mostly services commercial spaces including grain elevators, a meat market and a butcher shop. "I have a couple of accounts where fly control is super important to them, but the overall scope of what I do is not fly control."

American City Pest & Termite, Gardena, Calif., mostly provides service to commercial locations like restaurants and food handling facilities. It includes small fly control as part of its general pest control services. But Vice President Greg Bausch says small fly services would be an add-on for residential clients.

"I found small fly control to be very consistent with our business, and I don't see it growing," Bausch said. "I would see it growing with our business as we add more business, but I would say the percentage would stay the same." •

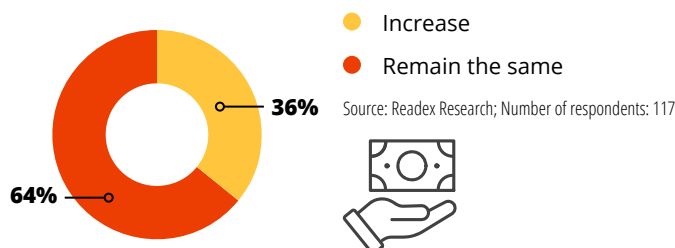
SMALL FLIES = SIGNIFICANT

In the past five years, have small fly control services become a more or less significant portion of your service location's business?



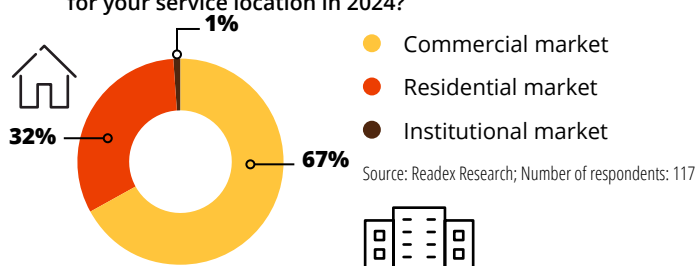
SOLID REVENUE EXPECTED

How do you expect revenue generated from your service location's small fly control services to change in the next year?



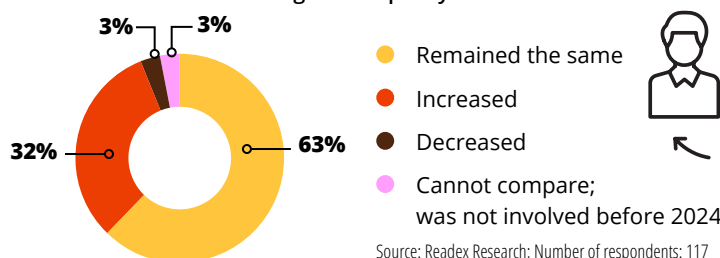
COMMERCIAL TOPS THE LIST

Which market generated the highest revenue from small fly control for your service location in 2024?



JOBS WERE STEADY

How did the number of small fly jobs at your service location change in the past year?





Treat where they hide.

NIBOR-D[®] INSECTICIDE FOAM + IGR

For the control and prevention of listed insect pests such as **drain flies**, **fruit flies**, **phorid flies**, **fungus gnats**, **ants** (except carpenter, fire, harvester and pharaoh ants), **beetles** (except wood destroying beetles) and **cockroaches** (by direct contact).



FOR INTERIOR USE

Use Nibor-D Insecticide Foam + IGR in residential, commercial and institutional facilities and all transportation vehicles.

ACTIVE INGREDIENTS:

Disodium Octaborate Tetrahydrate	5.000%
Pyriproxyfen	0.018%
OTHER INGREDIENTS	94.982%
TOTAL	100.000%

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EPA Est. No. 7754-GA-1 (A)

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Don't let small flies cost you extra time and money!

Small flies are one of the most persistent and frustrating pests in a commercial kitchen and cause problems in residential accounts, as well. Both cockroaches and small flies hide in drains, cracks and crevices, under equipment, and in other hard-to-reach areas where food debris and other organic matter tend to build up.

Nibor-D® Insecticide Foam + IGR is a ready-to-use aerosol foam that allows for fast application into tight areas. Each can comes with a full cone spray actuator for broad applications, and a separate 17" straw actuator for drains, voids, and precise applications.

NIBOR-D INSECTICIDE FOAM + IGR

- Contains both an insecticide for contact kill and an Insect Growth Regulator to prevent pests from maturing and reproducing.
- Use in drains, cracks and crevices, and under equipment to control small flies and cockroaches.

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Not all small flies are the same. As a PMP, you know this all too well. And that's why providing successful small fly control hinges on two important aspects: identifying the type of small fly and locating the breeding source.

While most PMPs reported fruit flies (41%) and drain flies (26%) as the species that accounted for most of their small fly service calls, PMPs also ran across phorid flies (19%) and fungus gnats (10%), according to the 2025 PCT State of the Small Fly Control Market survey. Bottom line? You have to be knowledgeable in all types of small flies.

"You have to have the correct identification before you can come up with a game plan," said Zachary Hall, Thomas Pest Services, whose company offers training videos to help with continuing education on small flies, especially some of the species PMPs don't see very often.

That game plan includes giving you clues on what areas to inspect and the kind of treatments that may be needed.

"Fruit flies and other flies like phorid flies are going to look similar, but you have to identify them first," said Greg Bausch, American City Pest & Termite. "Often they're going to breed in different places, and finding that breeding site is where you need to focus your treatment. Otherwise, you're not really controlling the problem. You can do certain space treatments and things like that, but you're just controlling adult fly populations, but not at the source."

Finding the breeding source is vital to stopping small flies. But when it comes to locating the breeding source, the list of possible spots is long. You may feel like a detective investigating everything from drains, houseplants, beverage lines, mops or buckets. It can even be a structural issue, a broken pipe underneath a cement floor or a leak behind a counter.

Matt Henderson, Country Boy Pest Control, recalls one client who had a drain fly issue at her home. Even after Henderson treated all her drains the problem persisted.



"I started asking her more questions, taking my time to think about things to ask her. One question was: 'When's the last time you changed your toilet flanges?'" he said. "She hadn't changed her toilet flanges in 25 years."

Henderson suggested she contact a plumber as he suspected her flange was leaking — making it the perfect breeding ground for drain flies. "She called me back three days later. She said her toilet flange was leaking and the plumber replaced it," said Henderson. "And they haven't had an issue since."

Even though small flies are tiny in stature, they can be a big headache for you and

your clients. This can lead to continual or repeated services if you can't determine the breeding source or if your client is uncooperative when it comes to sanitation issues. In fact, PMPs reported an average call back rate for small fly control jobs at 4.3%.

"If you don't find the breeding source, you're not going to truly control these insects," said Dylan Blasingame, Blasingame Pest Management. "They breed so quickly. The main goal is to solve the problem. I tell customers all the time that sanitation is one of the key puzzle pieces through the whole control method. If you don't cover all aspects of control, you're not going to get control." •

4.3%

Average callback
rate for small fly
control jobs

Source: Readex Research;
Number of respondents: 117

**FRUIT FLIES
TOPPED THE LIST**

At your service location, what small fly
species accounted for the largest percent-
age of small fly calls in the past year?

- Fruit flies
- Drain/moth flies
- Phorid flies
- Fungus gnats
- Other

19%

26%

41%

Source: Readex Research; Number of respondents: 117

PROBLEMATIC PESTS

Which small fly species are commonly problematic in your market area?



79%

Fruit flies



70%

Drain/moth flies



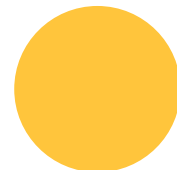
51%

Fungus gnats



44%

Phorid flies



5%

Other

Source: Readex Research; Number of respondents: 117; (respondents could select more than one answer)



LET'S TALK TREATMENT

It's all about strategy when it comes to a successful small fly treatment. You need to identify the type of fly, locate the breeding source and then determine the best form of treatment. When it comes to the type of product PMPs turn to most, drain foams/gels (87%) and IGRs (70%) top the list, found the 2025 PCT State of the Small Fly Control Market survey.

In addition to selecting a treatment, there are some other basics that can go a long way to providing stellar service. Here's some helpful advice from PMPs.

CONSISTENCY IS KEY

On average, 17.8% of commercial kitchen customers have regular small fly problems that require at least one service visit per quarter. PMPs stress the importance of staying on top of appointments — especially before summer, which PMPs report as their

busiest season for small fly control service calls. “This is especially important to start around spring. That’s when I start telling the other PMPs to get their fly traps working, because that’s the first line of defense,” said Andy Nieves, BHB Pest Elimination. “You want to change all the fly machine bulbs in a location so that you have optimal attractiveness for them. A lot of times if you don’t change that bulb, the fly machine looks fine, but it’s not really. Its range is limited.”

CONSIDER THE LOCATION

Whether you’re dealing with a small fly problem in a home, a restaurant or a commercial space, it’s vital to consider what the space is used for and what kind of treatment is safe.

“In the meat market that I take care of they have raw meat they’re cutting for retail sales. Everything goes down the drain,” said

Melisa Arnold, Horizon Pest Solutions. “I make sure that those drains are completely treated with a bio cleaner and an IGR that’s approved for drain use.”

For the grain elevators that she treats, she depends on parasitic wasps to control small flies.

“Their only job is to eat fly larva and eat the flies when they emerge,” said Arnold. “Doing that type of service once a month doesn’t completely eliminate the small fly problem, but it results in a 75% to 80% reduction of flies.”

DON'T OVERLOOK THE BASICS

Sure, you can use a variety of treatments for most small flies. But don’t forget the fundamentals of having (and keeping) a clean, sanitized space. In fact, physical sanitation/deep cleaning accounts for 50% of treatments used by PMPs for small fly situations.

“Usually it’s cleanliness, sanitation and cleaning that makes sure small flies don’t return,” said Greg Bausch, American City Pest & Termite.

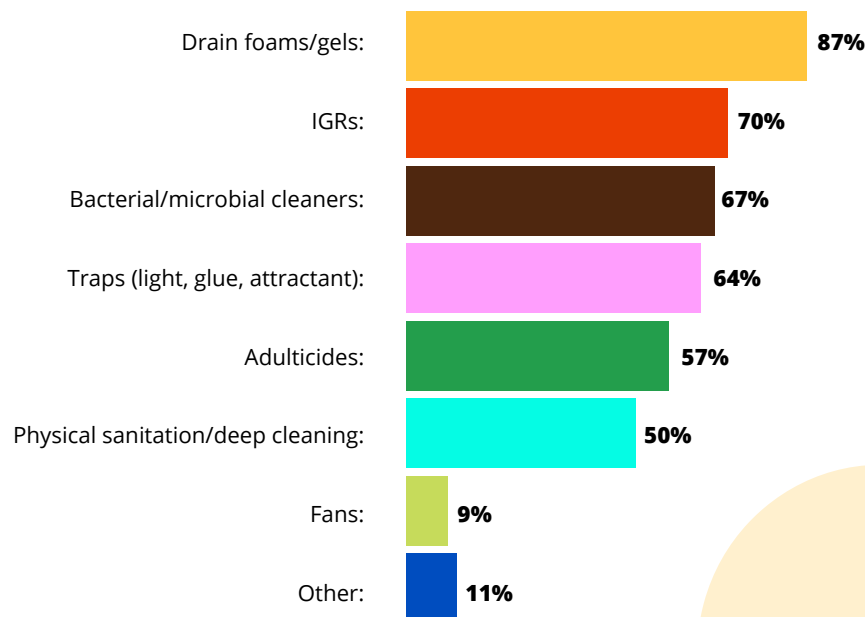
EMPOWER YOUR CLIENTS

You can’t be at every client’s house or business on the daily to point out what needs to be cleaned or sanitized. But you can empower your clients to take control between service calls.

“We recommend that our customers who have a persistent small fly problem use a foaming drain cleaner nightly before they go to bed,” said Dylan Blasingame, Blasingame Pest Management. “It needs time to sit in those drains and work before a client uses the drains again. It’s just not possible for us to go out to our customers every day.” •

Go-To Treatments

Which of these products, tools or tactics does your service location use to treat for small flies?



Source: Readex Research; Number of respondents: 117; (Respondents could select more than one answer)



ABOUT THE SURVEY

The 2025 PCT State of the Small Fly Control Market survey was sponsored by Nisus and compiled by Readex Research, a privately held research firm in Stillwater, Minn. A sample of 5,008 pest control company owners, executives, technical directors and managers was systematically selected from the PCT database. Data was collected from 123 respondents — a 2% response rate — via online survey from Feb. 20 to March 12, 2025. Respondents who did not offer small fly control services were eliminated. The margin of error for percentages based on the remaining 117 respondents is plus or minus 9% at the 95% confidence level. Charts may not add up to 100% due to rounding.



**Treat where
they hide.**



Nibor-D* + IGR is your ready-to-use secret weapon for eliminating cockroaches, small flies, and other pests in the hard-to-reach places they like to hide.

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