

2025 STATE OF THE **COCKROACH** CONTROL MARKET

INSIDE:

A High-Demand, High-Reward Pest • Where to Look for Cockroaches •
Sanitation Strategies • Proven Treatment Approaches • Exclusive Research



Sponsored by

syngenta®

GREETINGS FROM SYNGENTA!

Pest management professionals (PMPs) understand the public health significance they provide through reliable cockroach control services for their customers. Unfortunately, issues like cockroach aversion or resistance to pesticide treatments can be obstacles to service success. This year's State of the Cockroach Control Market report underscores that significance, finding that 63% of surveyed PMPs consider resistance to be a concern in their area.

To help address this and other issues, Syngenta is proud to once again sponsor the State of the Cockroach Control Market report, which uncovers annual cockroach insights from — and for — the industry. We're confident these findings will enlighten PMPs and help inform their approach to cockroach control.

Syngenta offers a strong portfolio of cockroach solutions, including Advion® Trio cockroach gel bait, the latest addition to the trusted Advion brand family. Advion Trio features three active ingredients with three distinct modes of action, including an insect growth regulator and chitin synthesis inhibitor, making it an important tool for resistance management. Advion Trio is included in the SecureChoice™ Cockroach Assurance Program, which guarantees an infestation reduction of at least 90% within the first four customer visits over a 60-day period. Additionally, Advion MicroFlow insect bait can help combat tough cockroach populations as recommended in the assurance program's treatment protocols.

Syngenta is fully invested in cutting-edge research and development so PMPs can keep cockroaches under control. Coming soon, upon Environmental Protection Agency registration, Syngenta will be launching a new cockroach control solution featuring PLINAZOLIN® technology, the first new active ingredient and mode of action to be launched in the pest control industry in two decades. Be the first to know when PLINAZOLIN technology will be available in your state by visiting SyngentaPMP.com/PLINAZOLIN.

While these pests continue to present challenges, we'll continue to bring PMPs top-of-the-line innovations so customers can live a life uninterrupted by cockroaches. 🪳

Dr. Tim Husen

Dr. Tim Husen, BCE, PHE
Technical Services Manager
Syngenta Professional Pest Management



DR. TIM HUSEN

For more information about our trusted cockroach solutions, visit SyngentaPMP.com/Cockroach

FOR LIFE UNINTERRUPTED™



@SyngentaPest

© 2025 Syngenta. **Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties and/or may have state-specific use requirements. Please check with your local extension service to ensure registration and proper use. PLINAZOLIN is not currently registered for sale or use in the United States and is not being offered for sale.** Advion®, For Life Uninterrupted™, PLINAZOLIN®, SecureChoice™ and the Syngenta logo are trademarks or service marks of a Syngenta Group Company. All other trademarks are the property of their respective third-party owners. Syngenta Customer Center: 1-866-SYNGENT(A) (796-4368).



THE HIGH-DEMAND, HIGH-REWARD WORLD OF COCKROACHES

“You have to be detail oriented. That means getting down on your hands and knees, getting dirty, and finding out where they are, even if that means taking things apart. With cockroaches, you need to do what you need to do to get rid of them.”

CEO Phil Clegg pulls no punches when it comes to describing cockroach management. Like 97 percent of pest management companies in the U.S., Clegg’s Pest Control in Durham, N.C., offers cockroach services. It’s challenging work for sure, but it’s certainly appreciated by customers who, because of either health-related concerns or the “ick” factor, want to be rid of these pests — yesterday.

“I tell our technicians they might as well be wearing capes because, to customers, they are superheroes,” said Ken Perkes, vice president of operations, Midwest Pest Control, Omaha, Neb., and Kentucky Pest Control, Lexington, Ky. “They rescue customers from infestations, helping them feel at home in their houses again and enjoy a better quality of life. Technicians who recognize that find that this type of work can be very rewarding.”

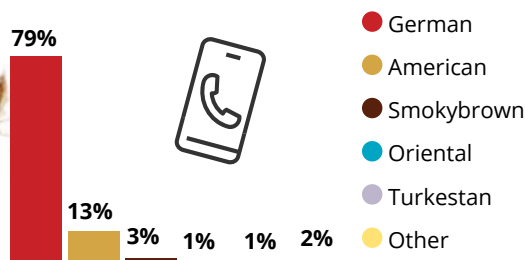
Clegg and Perkes are among the 79% of PMPs who told PCT through our 2025 State of the Cockroach Control Market survey that their teams encounter more German cockroaches than other species. They are also among the 98% of respondents who said they expect revenues from their cockroach services to increase or remain steady in the coming year.

“We’re seeing fewer cockroaches in our single-family accounts, but an influx of them in senior citizens’ facilities, apartments and public housing,” said Clegg, whose company serves North Carolina, upper South Carolina and lower Virginia. Across that Southern region of the U.S., 42% of PMPs said that cockroach control services have become a more significant portion of their business in the past five years, compared with 56% in the Northeast, 51% in the Midwest and 31% in the West.

Nationwide, only 6% said cockroach control services were less significant to their business in the past five years. That’s a solid indicator that demand for cockroach management continues, offering pest management companies opportunity in practically every U.S. market. 🦗

STAND-OUT PEST

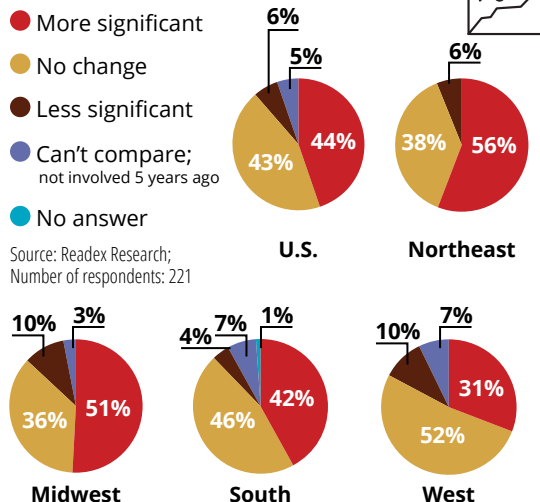
Which one cockroach species represents the largest percentage of your service location's cockroach control service calls?



Source: Readex Research; Number of respondents: 221

A SIGNIFICANT SERVICE

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



Source: Readex Research; Number of respondents: 221

OUTLOOK IS GOOD

How do you expect the percentage of revenue generated by your service location's cockroach control services to change in the next year?

	U.S.	Northeast	Midwest	South	West
increase	51%	53%	54%	53%	34%
remain the same	47%	41%	46%	46%	62%
decrease	2%	6%	0%	1%	3%

Source: Readex Research; Number of respondents: 221

COME OUT, COME OUT... WHERE TO LOOK FOR COCKROACHES

The callback/reservice rate for cockroaches tends to be higher than that of many other pests — 6.4% across the country, and as high as 9% in the Midwest and 7.1% in the Northeast. Experienced PMPs know that thorough inspections can make all the difference.

“Our service technicians don’t start a cockroach treatment until they have done a complete inspection,” said Troy Albitz, general manager, Swanson’s Pest Management, Eugene, Ore.

“In an apartment complex, that means inspecting every unit surrounding the infestation to get a clear picture of what’s going on before applying products anywhere. We look at it like a tree — you have to pay attention to where the main trunk — the main problem area — is, and then you know where to concentrate your efforts.”

Where do PMPs typically find cockroaches? German cockroaches famously love kitchens and bathrooms — especially behind or under appliances and sinks, and in warm cracks and crevices — but

don’t forget to check basements, crawl-spaces and other areas with food and water sources, too.

When peridomestic cockroaches get into a house, they will also seek moisture, warmth and food, so check those same spaces and become familiar with the habits of the species you’re managing.

Ken Perkes, Midwest Pest Control, said it’s not unusual for his team to find brown-banded cockroaches in places where they can stay high and dry — in picture frames, shelving and light fixtures, for example. That’s quite different from American cockroaches, which prefer to hang around sewers. Identifying entry points is important to controlling peridomestics as well — gaps around doors, windows, roofs, chimneys, etc.

“Don’t rest on your laurels,” advised Albitz. “When it comes to cockroaches, you need to stay ahead of the game. Educate yourself by reading PCT articles, books — whatever reliable resources you can find. Reach out to your state extension services, too. The information is out there; don’t be afraid to go find it.” 🐜



RETURN IS LIKELY

Average callback or reservice rate for German cockroach treatments:

6.4%

Nationwide

7.1%

Northeast

9.0%

Midwest

5.7%

South

4.8%

West

Source: Readex Research; Number of respondents: 221

THE SANITATION SITUATION



Cockroach management can be challenging for sure: These pests are adaptable, resilient, crafty and they reproduce at the speed of light. But, thanks to the efforts of PMPs and the innovations of manufacturers, the industry has these aspects pretty well under control. The difficult part is the challenge that falls outside of that control: sanitation.

“Sanitation is a big issue, particularly in commercial accounts, public housing and assisted living,” said Phil Clegg of Clegg’s Pest Control. “Sometimes it’s an issue where people aren’t physically able to clean, or they’re not accustomed to cleaning thoroughly. In other circumstances, the customer just believes it’s not their problem; they expect us to control the infestation without their cooperation. In both cases, these customers create conditions that provide cockroaches with a great habitat to live in.”

Clegg’s team is always in education mode, trying to help customers understand their role in limiting food and harborage. With large accounts, they meet quarterly with upper management, explaining the sanitation issues and how they can help by addressing them.

Troy Albitz of Swanson’s Pest Management takes a firm stance. “For commercial accounts, we give the client a checklist. They’re required to go down the list, initial each section and sign at the bottom. They also acknowledge our terms: If you don’t carry through on these items, we can, A, charge you extra or, B, refuse to service your account. I’ll walk away from an account rather than letting them sink money into something

we know won’t work. Sometimes that’s what it takes to make the business leader understand that they need to do their part.”

Jason Rothamel, PCQI, who leads the Food Safety and Defense Division of Dominion Pest Control in Lancaster, Pa., shared insights into educating and engaging customers in food accounts: “You need to talk with maintenance and cleaning personnel, pointing out sanitation issues and necessary repairs, whether it be tears [in fabric] or a piece of equipment that isn’t being properly cleaned. In restaurants, it’s important to speak with people who work there — cleaners, cooks, busboys — during your inspection. They are your eyes, and that’s how you find out what’s going on.”

While these employees tend to be cooperative in reporting problems, trying to get them to clean up food debris and grease buildup is another story, Rothamel added. But the Dominion team has a proven strategy for gaining cooperation of restaurant managers in sanitation efforts.

“If you tell them they need to clean the entire building front and back, they’re not likely to do anything, but if you give them smaller projects, you get better cooperation,” Rothamel explained.

“For example, if you have a cockroach issue at a bar, encourage them to clean under the equipment, properly clean the bar taps and soda guns, keep the drains clean and clear, and empty the trash every night. Once you get them to clean one area a month and keep it clean, you can move on to target another area. When you keep moving in those increments, you’re moving the ball down the field to reach the goal of zero pests.” 🐜

TREATMENT STRATEGIES TO HELP YOU GAIN THE UPPER HAND

“We went into an apartment and my nose started twitching because of the skin sheddings and other telltale signs of cockroaches,” said Troy Albitz, Swanson’s Pest Management. “We could tell immediately that we were walking into a bad infestation.”

As the team started performing its cleaning, the sound of cockroaches hitting the HEPA vac was like a machine gun going off because there were so many, he added.

Few would disagree that German cockroach calls can be unpleasant, but when treatments are done thoughtfully, thoroughly and efficiently, you can save yourself a lot of repeat visits.

To that end, nearly all PMPs (89%) reported using a combination of sprayable pesticides and gel baits, and 83% said using glueboards to monitor and pinpoint activity is somewhat or very important to their cockroach management protocols.

Overall, 93% said they use pesticide applications, with baits accounting for 50% of these applications. Ninety-three percent also make a habit of rotating baits to get ahead of potential resistance, a concern to about three in five PMPs.


Ken Perkes of Midwest Pest Control shared his team’s protocol for domestic and peridomestic species inside the home: “We apply a non-repellent spray mixed with an insect growth regulator, and then a cockroach gel bait, which we change up from time to time, especially if we’re noticing resistance. Another product we may use, most often in the discovery phases, is a pressurized contact insecticide that we spray back into the areas where

the cockroaches are hiding. Sticky traps help us monitor populations, telling us not only how we’re doing in terms of control, but also whether we’re dealing primarily with juveniles or adults, and where those remaining pests are located. Our first two visits are spaced fairly close together, and then we decide what else we need to do based on our sticky trap findings.”

Perkes added they sometimes use cockroach “tacos,” placing bait into small pieces of wax paper folded like tacos. “These are great for shelves and tight places,” he said. “They’re more sanitary and easier to monitor, plus they can be prepared ahead of time, so if you have a house that isn’t especially pleasant to be in, much of the

work can be done outside. Then you can go in and quickly arm the house with bait.”

Dean Johnson, owner, Healthy Homes Pest Control, Palmyra, Va., swears by a dry flowable bait he describes as a game-changer. He explained, “Many houses are built without a baseboard or shoe molding behind the refrigerator, and so you can end up with a little crack between the vinyl flooring and the drywall, or sometimes you just have the OSB subfloor, and there’s a little gap there — right where the warm air from the fridge blows. We very often find cockroach infestations in that little crack. Using a hand duster, we blow dry flowable bait into the crack after we apply a non-repellent liquid insecticide. Within

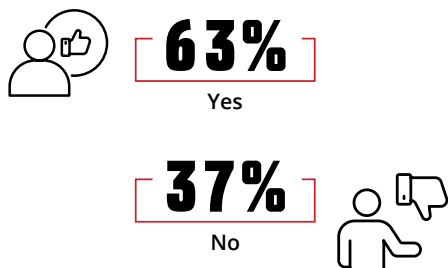


OVERALL
93% **50%**
use use
pesticides cockroach baits

Source: Readex Research; Number of respondents: 221

POWER TO RESIST

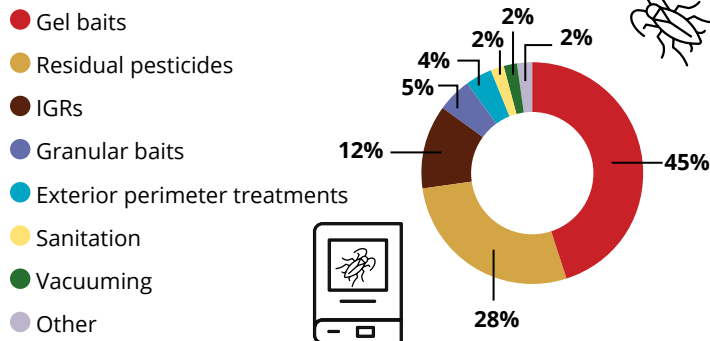
Is cockroach resistance a concern in your market area?



Source: Readex Research; Number of respondents: 221

BAITS RULE

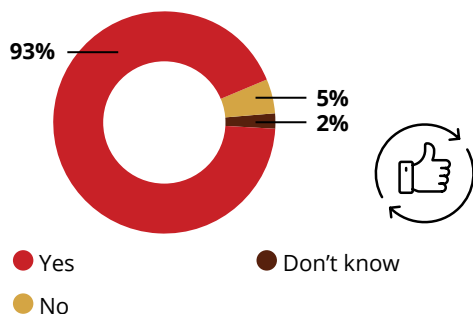
What is your service location's primary control measure for managing cockroaches in homes and/or businesses?



Source: Readex Research; Number of respondents: 221

ROTATION PROTOCOL

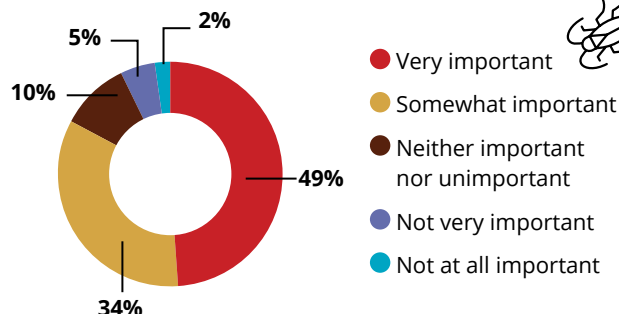
Is it your service location's practice to rotate products with different modes of action to help prevent cockroach resistance?



Source: Readex Research; Number of respondents: 221

STICKY IS GOOD

How important is the use of glue traps in your service location's cockroach management program, such as for monitoring and assessing cockroach populations?



Source: Readex Research; Number of respondents: 221

30 seconds or a minute, cockroaches start staggering out and dying.”

The key is finding the main harbor-age spot, Johnson said. Once you do, it may take some above-and-beyond effort to resolve the pest issue. “We had a situation where cockroaches were hiding under the homeowner’s dishwasher, but we couldn’t get access because the cabinetry had been installed around it. After foaming underneath the kick space, we had to drill holes from inside the cabinet to the void space around the dishwasher, and then we foamed all of that,” he said. “The same kitchen had an island with a cooktop where cockroaches were living, so we threaded the applicator of an

aerosol into the 1/8-inch gap between the countertop and the wood beneath it. Sometimes you have to really look for a way in to treat an infestation effectively.”

For peridomestic species (American, oriental, smokybrown, Turkestan, Australian, wood and others that live and breed mostly outdoors), perimeter repellents can be ideal, Perkes said. “We sometimes see oriental cockroaches coming in from woodlands and wetlands, or cockroaches moving from an abandoned house to neighboring houses. No matter where the bugs are coming from, we find that our spray and granule repellent usually does the job of repelling cockroaches away from the house.”

ABOUT THE SURVEY

The PCT 2025 State of the Cockroach Control Market survey was sponsored by Syngenta and compiled by Readex Research, a research firm in Stillwater, Minn. A sample of 4,857 pest control company owners, executives, technical directors and managers was systematically selected from the PCT database. Data was collected from 227 respondents – a 5 percent response rate – via online survey from Jan. 7-27. The majority of results are based on the 221 respondents whose locations offer cockroach control. The margin of error for percentages is +/- 6.5 percentage points at the 95 percent confidence level. Charts may not add up to 100% due to rounding.

THIS IS BIG



After years of research and development, a new class of pest control chemistry is coming soon. Get ready for **PLINAZOLIN® technology**, a **NEW** insecticide active ingredient that can equip you with novel pest-stopping power, durability, application flexibility and resistance management.



Learn more about our BIG innovation
at SYNGENTAPMP.COM/PLINAZOLIN



FOR LIFE UNINTERRUPTED™

  @SyngentaPest

All photos are either the property of Syngenta or are used with permission.

© 2025 Syngenta. Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties and/or may have state-specific use requirements. Please check with your local extension service to ensure registration and proper use. PLINAZOLIN is not yet registered for sale or use in the United States and is not being offered for sale. For Life Uninterrupted™, PLINAZOLIN® and the Syngenta logo are trademarks of a Syngenta Group Company. All other trademarks are the property of their respective third-party owners.

syngenta®