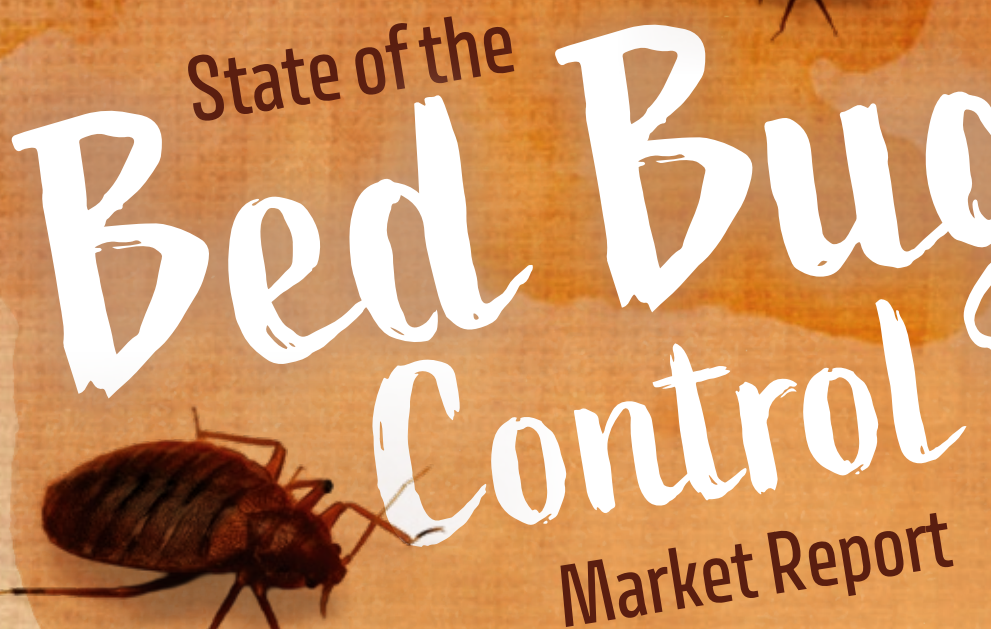


SPONSORED CONTENT

Two bed bugs are shown on a textured, orange-brown background that resembles a water stain. One bug is positioned in the upper right, and the other is in the lower left. The title text is overlaid on this background.

State of the Bed Bug Control Market Report

Inside

- Vital work for full-service companies
- Modest growth expected
 - Challenges: Who pays, higher costs
- Inspection for direction
- A robust toolbox of treatment options
- Exclusive research!

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State of the Bed Bug Control Market

VITAL WORK



Bed bug control remains an essential service for pest management companies.

On average, bed bug work generated 12.7% of revenue at company locations in the past year, found the 2025 PCT State of the Bed Bug Control Market survey. Pest management professionals (PMPs) interviewed for this report said the service contributed less to the bottom line but was vital to meet customer needs.

Bed bugs are a priority pest in the Big Apple even though bed bug income decreased year over year at Standard Pest Management, Queens, N.Y., said President Gil Bloom.

The pests are everywhere and always top of mind. “They’re running for mayor now,” joked Bloom, who served on the city’s bed bug task force and has offered bed bug control services since the late ’90s.

“There is high demand for it, and it’s a new business revenue stream, but even more importantly, it reinforces existing revenue streams, because a good percent of our bed bug work is from existing customers and clients.” If he didn’t offer bed bug control, customers “would seek it elsewhere.”

Dennis Guinan, quality assurance manager, Green Pest Solutions, West Chester, Pa., agreed. “If you’re not offering a service line for a pest control problem that maybe the consumer expects to be underneath your umbrella of care, then you always risk that possibility of losing a customer,” he said.

Nearly one third (32%) of PMPs said bed bug control became a more significant portion of their business over the past five years, while 38% said there had been no change in impact.

Bed bug work accounts for about 2% of revenue at Cowleys Pest Services, Farmingdale, N.J. “We do offer the service, and we train hard on it, because it’s not an easy service. And we’re good at it. It’s just not a big part of our business, and I prefer it that way,” said co-owner Bill Cowley.

He’s found bed bug customers are hard to convert to a home protection or mosquito control program. “They’re more interested in solving their immediate problem. They’re not always interested in continuing service.” As such, bed bug control typically is one-time work. He prefers to pursue work that generates recurring revenue.

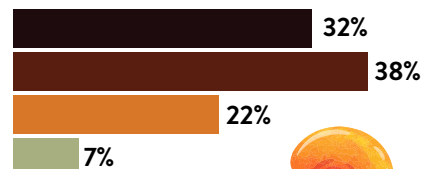
Availability dictates whether Apple’s Environmental Pest Management Solutions, Lebanon, Tenn., takes on bed bugs. “How we look at that is really based on how fast we can get out to do the inspection, and then how fast we would be able to perform that initial treatment,” said Andrew Reynolds, vice president of operations for the company. Bed bugs are a panic-inducing pest, and customers want an immediate response.

“It’s not fair to a customer to say, oh yeah, we can get out there, but it’s going to be four days. Or we can get out there tomorrow, but we know the initial treatment is not going to be until the next week,” he said. When time is an issue, he lets customers know “it probably would be beneficial for them to contact someone else.”

According to the PCT survey, 83% of pest control company locations offered bed bug control services. ●

BOTTOM LINE VALUE

In the past five years, have bed bug control services become a more or less significant portion of your location’s business?

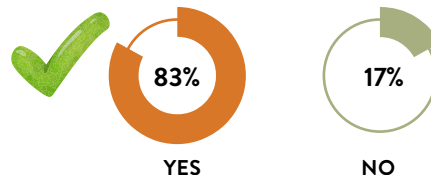


- More significant
- No change
- Less significant
- Cannot compare; not involved five years ago

Source: Readex Research; Number of respondents: 134

ESSENTIAL SERVICE

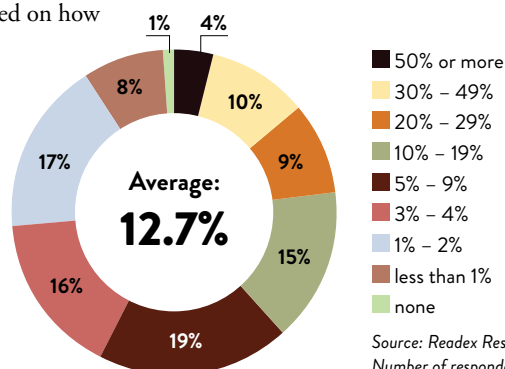
Does your company location offer bed bug control services?



Source: Readex Research; Number of respondents: 161

MONEY MAKER

What percentage of your location’s revenue in the past 12 months was generated by bed bug control services?



Source: Readex Research; Number of respondents: 134

MODEST GROWTH EXPECTED



Most PMPs expect flat to modest increases in bed bug revenue next year.

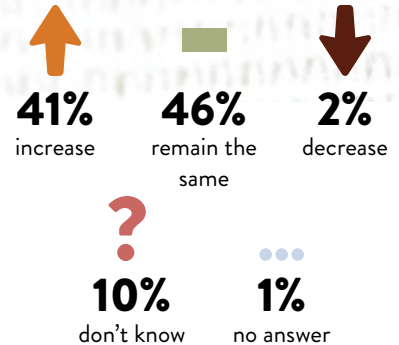
PMPs were optimistic about growth of bed bug services at their locations, though they did not expect big revenue gains in the year ahead. At Green Pest Solutions, bed bug inquiries and annual revenue have been increasing. Dennis Guinan expected revenue to reach 3% by year's end, nearer to the 4% of revenue the cryptic pests generated for the company before the pandemic. "We're starting to see that in our service market now, finally, after five years," he said. "The uptick coincides with this time of the year and traveling and folks, unfortunately, bringing that problem back home."

Gil Bloom, Standard Pest Management, also expected more calls and a modest bump in bed bug revenue in July-August and November-December when people return home from summer vacations and holiday travels.

According to the 2025 PCT State of the Bed Bug Control Market survey, PMPs forecasted bed bug revenue to hold steady (46%) or increase (41%) over the next 12 months. Most either anticipated the number of bed bug calls and jobs to increase (44%) or remain the same (41%). ●

MORE AND THE SAME \$

How do you expect the percentage of revenue generated by your location's bed bug control services to change in the next 12 months?



Source: Readex Research; Number of respondents: 134

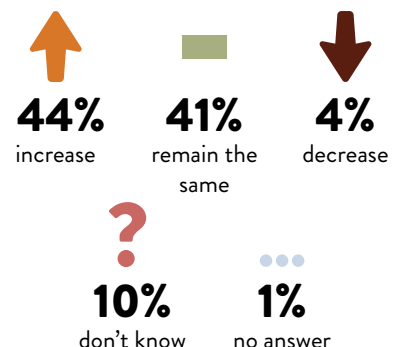
ABOUT THE SURVEY

Sponsored by Envu, the 2025 PCT State of the Bed Bug Control Market survey was conducted by Readex Research, a privately held research firm based in Stillwater, Minn. A sample of 5,347 pest control company owners, executives, technical directors, general managers and branch managers was systematically selected from the PCT circulation file. Data was collected from 161 respondents – a 3 percent response rate – via online survey from July 9-28, 2025. For the 134 respondents offering bed bug control services, the margin of error is plus or minus 8.4% at the 95% confidence level. Charts may not add up to 100% due to rounding.

MORE AND THE SAME BUGS



Compared to the past 12 months, do you expect the number of bed bug calls and jobs in your market area to increase, decrease, or stay the same over the next 12 months?



Source: Readex Research; Number of respondents: 134



Controlling pests starts with knowing them

Forty-four percent of PMPs reported an increase in revenue¹ from bed bug services.

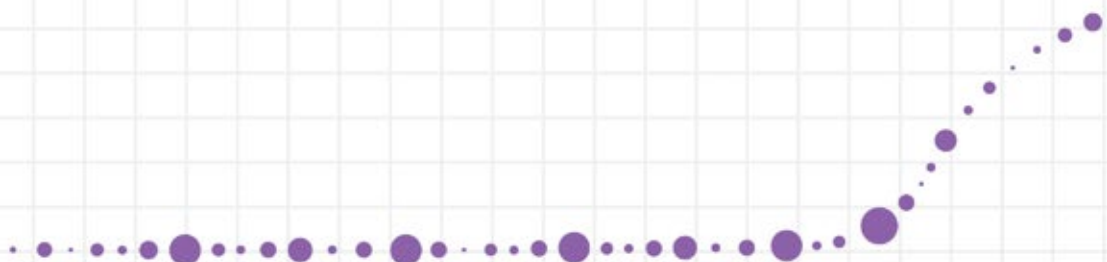
Envu understands that the only way to put a stop to pests is to understand them. Especially when it comes to bed bugs. That's why Envu offers solutions built on expert insights and evidence to deliver effective pest control. With solutions designed to help you work smarter, we're demystifying how professionals can stay ahead of every pest challenge.



9 out of 10 professionals were satisfied with Temprid® FX insecticide.²

Combining a powerful, co-milled, dual-active formula, Temprid® FX insecticide provides long-lasting control of pests that can make professionals second-guess treatment options. It also controls bed bugs throughout all stages of its life cycle. With a flexible label and longer residual efficacy that gives you confidence to take on the toughest jobs, it's no wonder this is the No. 1 product for treating bed bug infestations.³

- ✓ Dual-action technology
- ✓ Can prevent infestations for up to six months
- ✓ Kills even pyrethroid-resistant bed bugs and eggs





Start putting bed bugs to rest in 10 minutes.⁴

As pests adapt, the need for understanding them becomes even greater. Temprid® Dust insecticide is an innovative solution that swiftly tackles bed bugs with two modes of action in a formulation lighter than similar products. Eighty-three percent of professionals were satisfied⁵ with how it managed even resistant strains of bed bugs with quick-acting, long-lasting power.

- ✓ Provides long-lasting control
- ✓ Complements the coverage of Temprid FX
- ✓ Use on hard-to-reach places, baseboards, outlets, cracks and crevices

Comparing control options

Type	Effectiveness	Residual control	Fast-acting	Ease of use
Heat	+++	×	✓	Hard
Temprid FX	+++	Up to six months	✓	Easy
Temprid Dust	+++	Years	✓	Medium

Scan to reveal
the truth on
pest control.



¹Pest Control Technology 2025 State of the Bed Bug Control Market. ²Pest Control Technology 2025 State of the Bed Bug Control Market. ³Based on the percent of respondents who mentioned Temprid FX. ⁴Protocol OE18USAXKD. ⁵Pest Control Technology 2025 State of the Bed Bug Control Market. **ALWAYS READ AND FOLLOW LABEL INSTRUCTIONS.** Environmental Science U.S. LLC, 5000 CentreGreen Way, Suite 400, Cary, NC 27513. For additional product information, call toll-free 1-800-331-2867, www.envu.com. Not all products are registered in all states. Envu, the Envu logo and Temprid® are trademarks owned by Environmental Science U.S. LLC or one of its affiliates. ©2025 Environmental Science U.S. LLC. ES-1023-BBS-084-A-R1

CHALLENGES: WHO PAYS, HIGHER COSTS

Opportunities arise depending on what type of account the PMP is servicing.

When Cowleys Pest Services gets a bed bug call, it's usually because customers brought the pests back home after traveling. "People come back from vacation, or kids come back from college with them, or a business trip; somebody comes back with them," explained Bill Cowley.

The company mostly gets called to treat single-family homes, which at 43% made up the biggest market for bed bug revenue, found the 2025 PCT State of the Bed Bug Control Market survey.

Treating apartments and multi-family housing generated 36% of bed bug revenue. Controlling the pests in these settings, however, was more challenging, said PMPs in follow-up interviews.

One reason: It's not unusual for one tenant to cause bed bug problems for people living nearby. "There's spillover to where, unfortunately, the tenant that's having the problem isn't saying anything, and now other tenants that are adjacent to that problem unit are experiencing an issue," said Dennis Guinan, Green Pest Solutions.

Smaller multi-family dwellings with three to eight units account for the bulk of bed bug work performed by Green

Pest Solutions. Located in urban environments, the buildings typically are older structures converted from single-family residences.

Doing this work can get tricky due to the tenant-landlord dynamic. And city regulations can muddy the waters for who is responsible for paying.

During the pandemic, Philadelphia passed legislation that requires landlords to pay for bed bug control during the first year of a lease. "The issue is that the landlords aren't privy to all of the rules, unless they're a part of an association, so they are not aware that they're responsible for it," said Guinan.

If bed bugs are found in subsequent years of the lease, tenants share the cost of controlling the pests. But renters may fear reprisals. "Most often it is a tenant calling us letting us know they have a problem, and they want it taken care of, but they don't want their landlord to know," Guinan said.

PMPs said challenges to growing bed bug services at their locations included increased competition (24%), fewer infestations (23%) and less concern about the pests (19%). The high price of treatment also was a deterrent, said PMPs in

follow-up interviews.

"With everything we include with our service and how we go through the process of our service, we are certainly on the higher end for cost. So cost is certainly a factor," said Andrew Reynolds, Apple's Environmental Pest Management Solutions.

Scott Monks agreed. The general manager of National Exterminating Co., Newport News, Va., said price was a particular challenge for low-income renters who may be required to pay for treatment. As a result, they may delay reporting a bed bug problem and "then it really does get out of control," he said.

Cost is what caused Standard Pest Management to change bed bug treatment methods. In the early 2000s, heat was its go-to control approach. Today, the company uses chemical.

"Once landlords were required in New York to treat bed bugs, they weren't going to be paying for heat services," said Gil Bloom. ●

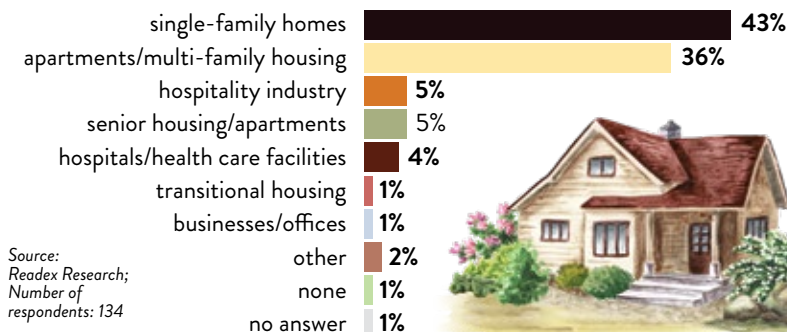
\$965

average charge for a typical residential bed bug treatment

Source: Readex Research; Number of respondents: 134

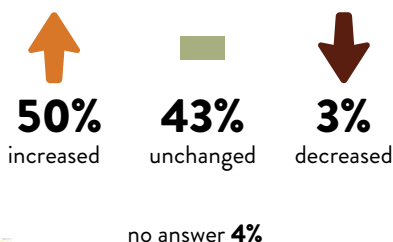
TOP CONTRIBUTOR

Which one of these bed bug markets represented the largest portion of your location's bed bug revenue in the past 12 months?



PRICE INCREASE

Has the pricing for bed bug services at your location increased, decreased, or remained unchanged in the past three years?



INSPECTION FOR DIRECTION

The inspection sets the tone for everything related to bed bug treatments.

Effective bed bug treatment requires a thorough inspection. At Apple's Environmental Pest Management Solutions, inspection is methodical. It starts with the bed and radiates outward, explains Andrew Reynolds.

His inspectors strip the bed, if this hasn't been done, check the mattress and box spring, then move on to the bed frame and headboard. Next, they analyze nightstands, baseboards and electrical outlets near the bed, then move further afield to other furniture, baseboards, outlets and closet areas. If a living room has bed bugs, they start with the couch or recliner and expand from that center.

Performing a thorough inspection takes practice. "You can't read it all from a book. You've just got to get in deep and look at bad infestations and put your nose in the dirt," said Scott Monds, National Exterminating Co. With experience you develop intuition for where to look, such as that tiny screw hole in the bunk bed, he explained.

Inspection determines the course of treatment. "We don't just quote them over the phone, because we need to see the severity level of the infestation," said Justin Causky, operations manager, Admiral Pest Control, Bellflower, Calif.

The inspection also helps set customer expectations. "Explaining those details, as well as determining what's best for the situation, that's crucial to bed bugs," said Causky.

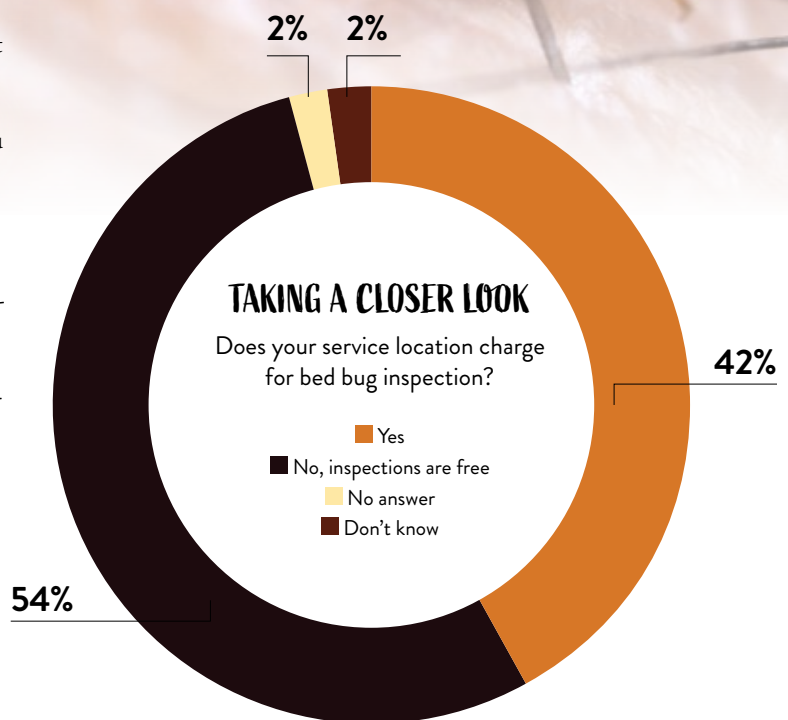
According to the 2025 PCT State of the Bed Bug Control Market survey, 42% of pest control service locations charged for bed bug inspection, while 54% provided them for free.

Admiral Pest Control has considered charging an inspection fee that can be applied toward the cost of bed bug treatment. "We've teetered with charging a fee but we're not quite there yet," said Causky. ●

5.1%

average callback rate for bed bug control jobs

Source: Readex Research; Number of respondents: 134



Source: Readex Research; Number of respondents: 134

A ROBUST TOOLBOX OF TREATMENT OPTIONS

In addition to knowledge and experience, PMPs rely on a variety of products to provide control.

More tools are better for controlling bed bugs, say PMPs via the 2025 PCT State of the Bed Bug Control Market survey.

“There are multiple ways to solve this problem,” said Dennis Guinan, Green Pest Solutions.

Most PMPs (95%) said their service locations used conventional insecticide treatments to control bed bugs. This was the primary treatment approach for 64% of service locations. Liquid/spray (76%) was the most preferred chemical formulation.

Other top tactics were mattress encasements (61%), vacuuming (51%) and bed bug monitoring (46%).

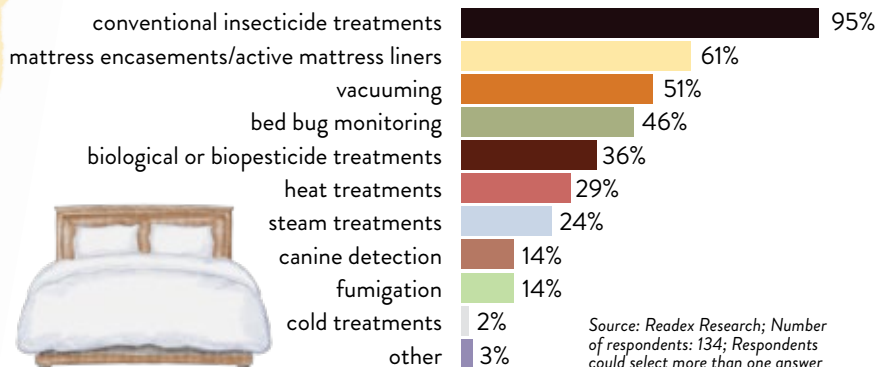
More than a third (36%) of service locations used biological or biopesticide treatments. This was the primary treatment for 13%.

Apple’s Environmental Pest Management Solutions takes an “all inclusive” approach to bed bug treatment that includes the application of biopesticide, silica dust and sometimes conventional insecticide. Mattress encasements, vacuuming and monitoring devices are deployed. A follow-up visit with spot treatment (if needed) is performed at 30 days, followed by two service visits over the next 60 days to monitor for bed bug activity.

“After that 60-day follow-up monitor-

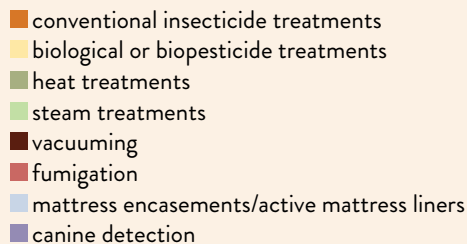
MORE TOOLS ARE GOOD

Which of these treatments or service regimens does your company location use to control bed bugs?



LEADING TREATMENT

Which of the following is the **primary** treatment or service regimen used by your location to control bed bugs?



ing, then we would consider the treatment finished,” said Reynolds.

In follow-up interviews, pest management professionals said they relied on heat treatment, used by 29% of service locations, and fumigation, used by 14%, to quickly resolve severe infestations. They said these methods also were a good option when clients were unable or unwilling to prepare the site for conventional treatment.

Nearly a quarter (24%) of PMPs said they used steam treatment for bed bug control. Standard Pest Management uses steam at homes where small children sleep in cribs. “We will only treat a crib with dry steam vapor,” said Standard’s Gil Bloom. Others found this method useful for upholstered furniture and decorative pillows.

National Exterminating Co. took a

creative approach to getting rid of bed bugs for an ill client who was getting bit in her powered recliner during dialysis. The recliner was relatively new, so tossing it wasn’t an option, and conventional treatment risked damaging the chair’s electronics, recalled Assistant General Manager David Turner. His team eliminated the pests by building a custom trap, complete with CO₂ and heating pad, which they placed under the chair to draw out and eliminate the bed bugs.

Providing effective bed bug control requires knowledge and experience. “If you’re thinking about getting into the bed bug world, you’ve got to lean in, do your research and understand everything about them before you go in,” said Turner.

The average typical callback rate for bed bug control jobs was 5.1%. ●