



STATE OF THE
**MOSQUITO
CONTROL
MARKET**

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Executive Letter



Shawn Mullen, mosquito management and specialty business manager, Envu

Why Lawn Care Operators Should Tap the Rapidly Growing Mosquito Control Market

For today's lawn care operator (LCO), business growth is increasingly tied to services that extend beyond maintenance and application. Homeowners see mosquitoes as a nuisance pest — appealing for relief in their own backyards. Mosquitoes are more than a nuisance, they're the deadliest animal in the world, transmitting diseases that cause more than 725,000 deaths globally each year. Mosquito services are a clear opportunity that is reshaping the residential services market.

Homeowners are placing a higher value on outdoor living, which has made effective mosquito control an expected part of property care rather than a luxury. That shift is reflected in consumer behavior, with rising searches for “eco-friendly mosquito control,” “mosquito control services” and “mosquito treatment near me.” At the same time, mosquito activity is increasing as longer periods of warm weather extend mosquito season and create more favorable breeding conditions. More active days mean more biting pressure and a greater need for ongoing control. For the LCO, this demand represents clear purchase intent and an immediate opportunity to add profitable services.

The financial opportunity is already being realized among LCOs. In the 2025 State of the Mosquito Control Market, L&L reported that 54% of LCOs surveyed offer mosquito control services. 82% of respondents expect mosquito control work will be on average or higher than previous years. We expect these numbers to increase. Lawn care routes often cover the same properties that need mosquito control. The mosquito customer might be your lawn customer, meaning programs can fit your regular schedule. And seasonal or monthly contracts for mosquito control create ongoing cash flow.

Differentiation remains critical. Homeowners want mosquito control solutions that are effective while being mindful of the environment. Eco-conscious mosquito control options that protect pollinators such as bees and butterflies are becoming a deciding factor. Targeted approaches, including botanical-based mosquito stations and auto-dissemination systems, allow LCOs to control mosquitoes precisely where they rest and breed without drift into neighboring properties.

Solutions such as Barricor® Essential Mosquito Control and the In2Care® Mosquito Station exemplify a precise, mosquito-only approach to control. Barricor Essential Mosquito Control uses a botanical-based formulation to deliver same-day knock-down with 100% mosquito mortality within 24 hours*, targeting mosquitoes where they rest without drift into neighboring properties, and it's safe on bees and butterflies. The In2Care Mosquito Station provides continuous, multigenerational control by using mosquitoes themselves to spread control to nearby breeding sites, eliminating larvae and preventing eggs from developing. Together, these solutions offer LCOs flexible service models, predictable monthly revenue and a differentiated program that increases overall profitability while meeting homeowner demand for effective and precise mosquito control.

Envu understands that adding new services can feel complex. That is why we're offering tools and training programs to help LCOs grow with confidence. Mosquito control is a natural extension of lawn care. LCOs who act now can meet rising customer expectations, build recurring revenue and strengthen their competitive position in an increasingly crowded market.

Sincerely,
Shawn Mullen

*24 hours for Aedes and 48 hours for Culex when used as directed.

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Deliver a clean strike

Target mosquitoes with control that's trusted around pets and people.

Sensitive areas demand precise protection. With targeted control from Envu®, you hit mosquitoes – and only mosquitoes – with a clean strike that delivers maximum control with minimal environmental impact. Provide peace of mind to your customers with a targeted approach that offers control where it matters and precision when it counts.

IN2CARE Mosquito Station

Uses mosquito behavior to spread control to breeding sites, providing continuous control with no drift.

BARRICOR Essential Mosquito Control

Botanical-based solution eliminates mosquitoes within 24 hours* while remaining safe for people, pets and pollinators.



Get precise protection that's built for sensitive areas

envu Mosquito Management

*24 hours for *Aedes* and 48 hours for *Culex* when used as directed.

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STOP THE BITE

Disease awareness, evolving delivery systems and shifting customer expectations are driving steady growth in mosquito control.

by **Kristen Hampshire**

*Survey results were based on more than 100 responses.
Not all percentages will equal 100 due to rounding.*

When local news reports a mosquito-borne illness case and social media starts buzzing about Zika, dengue or West Nile virus, the phones ring at Legacy Lawns in Gainesville, Georgia.

“Public health concerns are a prime reason customers want mosquito control services,” says Jason Bishop, southeast vice president.

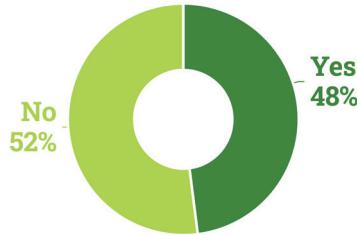
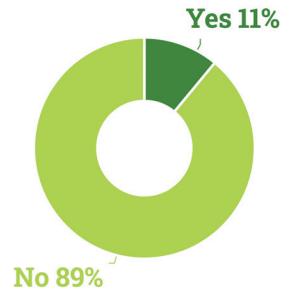
But the company doesn’t wait. When coverage surfaces, Legacy Lawns launches a targeted email campaign acknowledging the report, reinforcing prevention messaging and offering a limited-time 10% promotion on seasonal mosquito programs.

“When awareness is high, people are ready to act,” Bishop says. “We make sure we’re responding with education and a solution.”

Mosquito control has “grown exponentially” in the last five years, Bishop reports. The company has offered the service for about a decade and amped up its marketing efforts to existing and potential customers in the last few years.

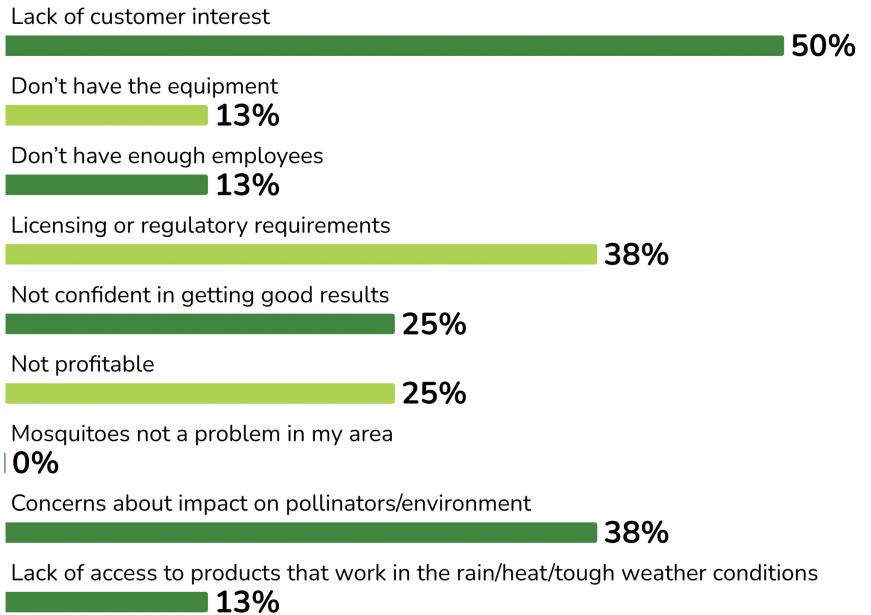


In the past three years, have you provided mosquito control services and then stopped providing them?



Do you currently offer mosquito control services?

If you don't provide mosquito control, what is stopping you from adding it? (Select all that apply)



About 8% of the client base subscribes to mosquito control — an answer to offering homeowners all things lawn care.

Across the board, respondents to Lawn & Landscape's 2026 State of the Mosquito Control Market survey indicate at least a steady interest (48%) in the service compared to years past, with 31% expecting a slight increase and 15% planning on a significant spike in mosquito control work.

At Rutland Turfcare & Pest Control, Kevin Schofield says mosquito control grows about 20% annually. Concern for disease is a key driver. "In our central and

eastern Massachusetts area, there is a very high concentration of mosquitos and ticks," he says, pointing to the region's cranberry bogs and swampy environment.

Last year, the company made about 6,700 mosquito/tick control applications. "We don't see it slowing down anytime soon," says Schofield, vice president.

"Overall, in recent years, there's a rising demand for professional mosquito abatement services from for-hire applicators, especially in fast-growing metro areas without well-established mosquito abatement districts," says Daniel Markowski, PhD, technical advisor, American Mosquito Control Association (AMCA).

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Rutland provides organic and traditional mosquito control.



PRECISION IS THE TARGET

WHILE DISEASE PREVENTION and outdoor living top the charts for why customers lean into mosquito control offerings, John Scott says people in his small town outside of Charleston, S.C., may decide not to elect the service when they know the county is applying broadcast mosquito control.

“They have been knocking back [mosquitos] pretty good for the past couple of years, so that has eaten into my demand,” says Scott, owner of The Yard Butler in McClellanville.

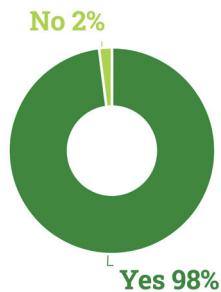
Meanwhile, the American Mosquito Control Association’s technical director, Daniel Markowski, PhD, notes that public tolerance for these applications is “mixed, to say the least.”

Concerns over wide-area pesticide use can turn more business to lawn care providers for the service, he says.

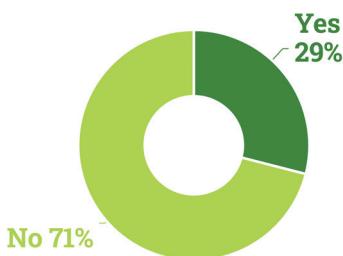
Targeted, thoughtful mosquito control strategies appeal to a population of customers.

“The general public is increasingly expecting data-driven, targeted interventions and transparent communication rather than routine, wide-area spraying such as truck-based or aerial ULV applications,” he says, noting that AMCA members operating in mosquito abatement districts are more interested in demonstrating how they conduct surveillance-based decision making and ensuring transparent communications.

Do your mosquito control customers also purchase other services from you?



If you provide mosquito services, do you only provide them to existing customers?



Markowski also points to increased awareness of mosquito-borne disease as a factor.

“Many of our members have been reporting longer and often more intense transmission seasons, which tends to drive public interest and demand for visible control actions, especially when the local media coverage highlights human cases,” he says.

TAKE THE BAIT. As mosquito control has gradually shifted from a nice-to-have to an in-demand component of a lawn care

program, operators also note advances in service delivery, particularly with baiting.

Legacy Lawns offers mosquito control as an “expanded program” to its core of lawn, tree and shrub services. And there are three options to mitigate mosquitos: barrier control (fogging), the barrier residual with bait stations, or baiting only.

Bishop always recommends the combination offering.

“Fogging is more of a knock-down approach and bait stations provide long-term control,” he says.

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— Daniel Markowski, PhD, technical advisor, American Mosquito Control Association (AMCA)

This year, the company plans to expand its mosquito control bait offering as a complement to traditional barrier and residual applications. Roughly the size of an outdoor speaker, the discreet bait stations are placed in mosquito harborage areas. They are pet-friendly, semi-permanent — winterized during the off-season — and designed to avoid harm to pollinators. Bishop adds that crews are trained to identify and avoid treating areas where pollinators are active.

Bishop explains that the bait stations attract female mosquitoes looking for a place to lay eggs. Inside, they contact a small sachet coated with a naturally occurring fungus and a growth regulator that prevents larvae from developing into adults.

The fungus shortens the mosquito’s lifespan, and the female carries the growth regulator to other breeding sites, helping reduce populations beyond the station. Combined with a barrier spray, Bishop says the one-two punch is especially effective.

“Some mosquitos will fly up to a mile to find food,” he says, noting that invaders swooping in from neighboring lawns may zoom past a barrier treatment but will eventually be impacted by the bait.

Bishop remarks, “If you’re not using bait stations for mosquito control, you’re missing the boat.”

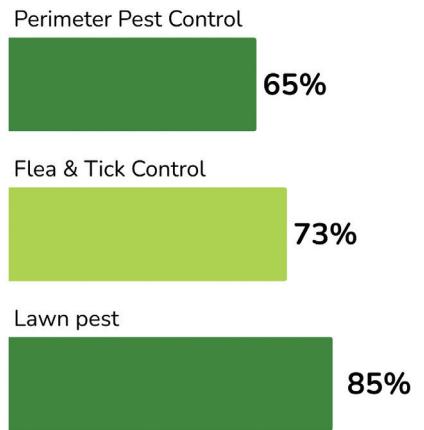
CHOICE IN CONTROL. Providing mosquito control without upsetting pollinators and offering eco-friendly solutions are of interest to some customers. Service providers are responding with options.

Rutland Turfcare & Pest Control answers the call with a choice: organic or traditional. “People love them both,” Schofield says, estimating that about 60% of clients prefer a synthetic program while 40% select the organic, essential-oil based repellent.

The service is priced the same, but frequency differs. Both involve applying sticker products to help the treatments sustain weather conditions like rain. “You’ll naturally run into a freak storm here and there, so the stickers extend the life of the product,” Schofield relates.

The traditional program involves an insect growth regular (IGR) and “overall great results,” Schofield says. He estimates a 1.5% callback rate, which includes customers who choose organic.

What other pest control measures do you provide?



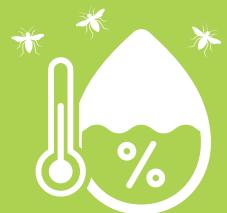
Are there any environmental or weather-related challenges that impact your ability to provide mosquito control?



WEATHER OR NOT

MOSQUITO PRESSURE and customer demand for service can somewhat depend on the forecast. Respondents report a split

response when asked whether environmental or weather-related challenges impact their ability to provide mosquito control. Roughly half say yes, half say no. For some, rainfall patterns, humidity swings and early warm spells directly influence hatch cycles and service timing. For others, program structure and recurring routes help buffer those variables. Across markets, early-season weather appears to be the biggest driver. Respondents point to March through May as peak pressure months in many regions, when warming temperatures and consistent moisture accelerate breeding activity.





Rutland’s synthetic program includes six applications about every five weeks from spring to fall. “For the organic program to be effective, we apply the product 10 times, about every two to three weeks,” he says.

Northern Turf Management in rural Cyr Plantation, Maine, will provide organic mosquito control but no longer markets the service, says Patrick Vaillancourt, owner. He points to the rural environment “in the sticks” as one reason he isn’t as confident in the results as a stand-alone offering.

“We need synthetic for staying power,” Vaillancourt says, adding that organics in a combination program can “provide a short burst of relief for some stronger fliers.”

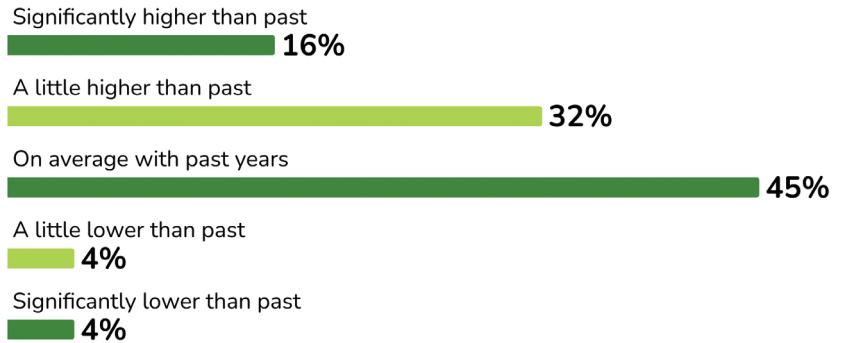
The company’s mosquito and tick control program has increased slightly every year, and customers can choose five to 10 applications. Some extend the typical May to October season.

“We are in an area with a lot of lakes where some people have summer places, and they want to take advantage of the warm season because it’s so short,” Vaillancourt says of a selling point for mosquito and tick control.

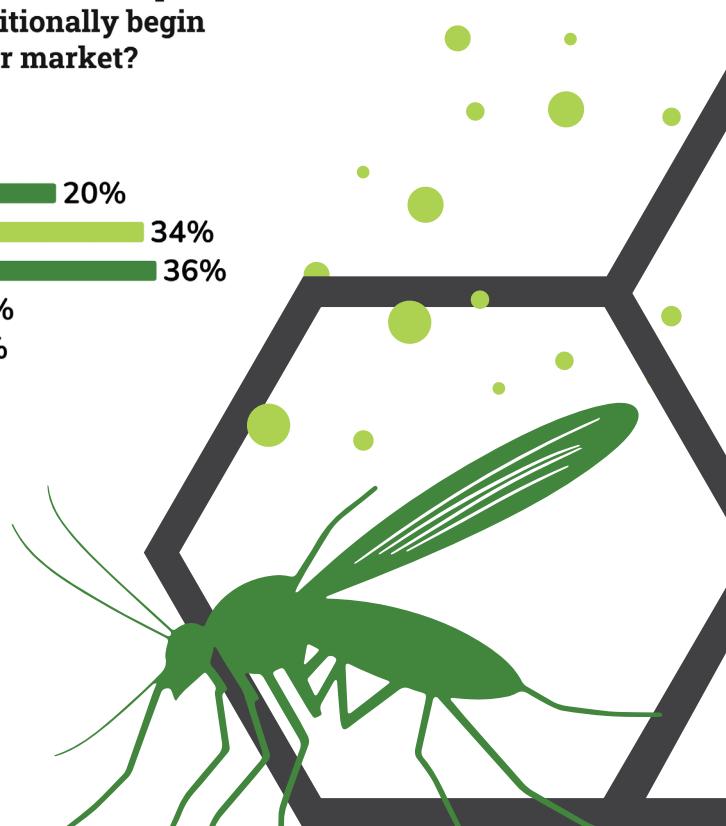
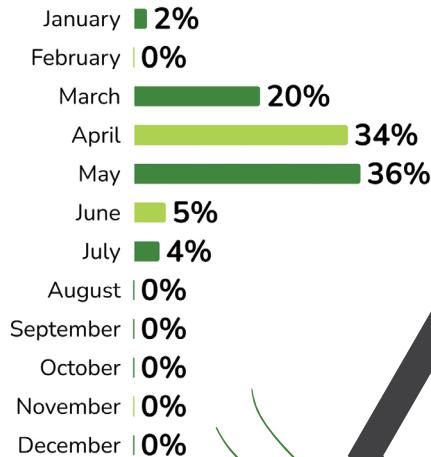
“This is their escape and they don’t want to deal with insects, so they find the service to be a worthwhile investment.” **L&L**

The author is a freelance writer based in Wisconsin.

How do you expect this year’s mosquito control work to compare with year’s past?



What month does mosquito season traditionally begin in your market?



SERVICE INCENTIVES

YOUR CUSTOMERS ARE INVESTING in mosquito control, but what about the neighbors? Referral credits and discounts give clients a reason to spread the word — and build a company’s route density. Rutland Turfcare & Pest Control offers a \$100 credit to customers if a referral signs on for mosquito control services. “You try to build up a barrier as best as you can,” says Owner Kevin Schofield.

Legacy Lawns leverages timely outreach with a 10% promotional offer tied to email and social media campaigns, particularly when mosquito-borne illness makes headlines. “We follow up on these reports with posts and encourage people to give us a call,” says Jason Bishop, southeast vice president.