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Ant Pressure: Consistent and Growing

+ Keying in On Ant Hot Spots

+ Ant Control Opens Other Doors

+ Building Customer Trust

Inside

2026 State of the

Ant Control Market Report

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Greetings from Syngenta

Ant infestations remain one of the most persistent and frustrating challenges facing homeowners today. As highlighted in PCT magazine's 2026 State of the Ant Control Market report, 94% of surveyed pest management professionals (PMPs) reported that ant infestations in their area have either remained constant or increased over the past year. Thanks to dedicated PMPs like you, meaningful progress is being made every day to reduce the impact of stubborn ant populations while protecting the spaces your customers value most.

Syngenta is proud to sponsor this year's report and partner with PCT to deliver research that matters. The insights captured here — ranging from market drivers to revenue opportunities — help showcase where ant control is headed and how PMPs can continually strengthen their service offerings in a competitive landscape.

Delivering exceptional ant management is easier when you have the right tools at your disposal. That's why Syngenta offers proven solutions such as **Advion® MicroFlow insect bait**, a dry flowable formulation designed to reach deep into hard-to-reach voids and harborage areas. With its unique range of particle sizes, Advion MicroFlow readily adheres to ants' exoskeletons and is easily carried back to colonies while foraging. The result is enhanced secondary transfer during grooming and ultimately, outstanding control where it matters most.

Advion MicroFlow also pairs seamlessly with other trusted ant gel baits in the Syngenta portfolio, including **Advion Ant and Optigard® Ant gel baits**. These top-performing solutions have earned the confidence of PMPs for their consistent performance and reliability against a wide range of ant control populations.

Looking ahead, we're excited about what's next. Syngenta is currently developing a next-generation sprayable solution designed to deliver strong efficacy against ants and other indoor/outdoor structural pests — further expanding the tools available to help you tackle evolving challenges. More details will be available soon, and we look forward to sharing this innovation with you.

As you continue to rise to the demands of ant control, Syngenta is honored to serve as a committed resource and partner. Our team is dedicated to supporting your success and helping you provide your customers with a life uninterrupted by ants. 🐜



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For more information, visit SyngentaPMP.com.

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Ants Go Marching

Weather is up, down and all over. But ant pressure is consistent and growing across the nation. Here's what PMPs report.

Last year was “definitely weird” for weather and ant pressure in the Northeast and there are more extremes expected this year. Storms are more severe. Wet seasons are soggy. Temperatures are mostly warmer, and certainly volatile, with a side of cold snaps and white stuff.

Expect anything and everything, says Brett Lieberman, owner and CEO of My Pest Pros in Fairfax County, Va. “All the back and forth with the weather is confusing to us and the pests,” he says, such as when mild days are interrupted by extreme temperature spikes. “This drives up pest activity, and the warmer, wet weather is perfect for ants.”

Wash-out rainfall has become more typical. “Those surges push out the ants, so they’re more visible,” Lieberman adds.

Indeed, seeing is believing an infestation is happening for property owners, triggering service calls. This contributes to why 90% of respondents to PCT’s 2026 State of the Ant Control Market survey say converting an initial ant treatment request to a recurring program happens at least sometimes, with nearly half reporting an easy sell.

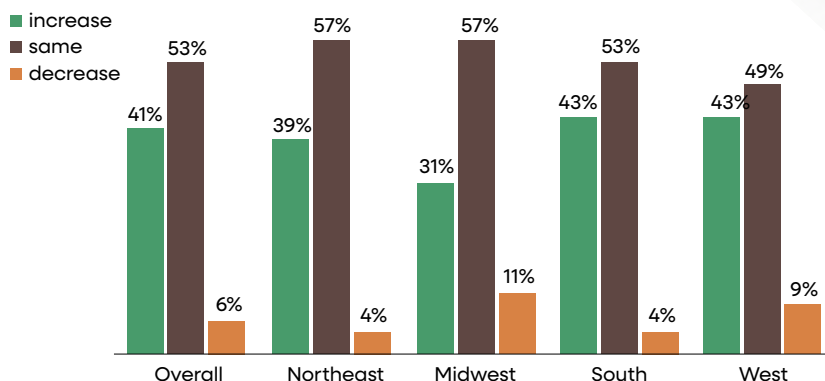
Get rid of the ants? Sold.

While ant activity is largely seasonal across the country, with the exception of southern and southwest regions, sporadic environmental conditions have thrown off the norm. Dauphin Ewart says winter cold spats mixed with 80-degree days in Austin, Texas, invite mounds to the surface. Still, ant activity has been pretty consistent, reports the CEO of Bug Master. His observations align with 53% of respondents who say the incidence of ant infestations are the same as in years past.

Weather or not, we’re surrounded. Ants outnumber humans millions to one for every person in the world, scien-

INCREASE, DECREASE, REMAIN THE SAME

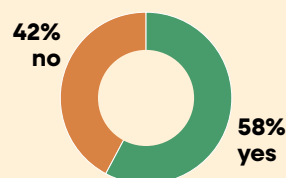
During the past year, do you feel the incidence of ant infestations has increased, decreased, or remained the same in your service location's market?



Source: Readex Research; Number of Respondents: 204

A GROWING PROBLEM

Are invasive ants a growing problem in your service location's market area?



Source: Readex Research; Number of Respondents: 204

tists estimate.

“Ant pressure is a mainstay for the industry, especially in our sub-tropical climate,” says Del Lawson, vice president of Houston-based Modern Pest Control, a third-generation, family-owned operation.

Ants are the reason for about 40% of service calls, he says. Every program sold includes ant control because of a “constant pressure.”

Fifty-two percent of PCT survey participants anticipate ant control revenue to increase at their service locations this year.

To get the word out early, a February Facebook post from Burks Pest Control in Cleveland, Tenn., reminded customers: “Carpenter ants will be swarming soon!” At the time, going into a 10-day forecast of temperatures in the 60s to 80s, owner Michael Burks says the warm streak is enough for these wood-destroying insects to wake up in a big way. And they are a mounting problem in his region.

Across the board, survey respondents are seeing more crazies, wood destroyers, stingers and nuisance ants — including fire ants, odorous house ants, carpenter ants and ghost ants — that some say were probably misidentified in the past.

“We can’t control the weather,” says Lieberman. But the pest management professionals PCT interviewed are gaining control over ant populations on client properties with accurate pest identification, a layered treatment approach and by setting customer expectations upfront.

Here’s what our 2026 State of the Ant Control Market report reveals and what your colleagues are seeing in the field. 🐜

Where and How?

PMPs know where the ant hot spots are.
How are you and your peers treating them?

A few crumbs lingering under a toaster on the countertop, a swipe of toothpaste left behind in the bathroom sink, buildup you can't see and don't think about behind appliances. Everyday, no-big-deal "messes" are a feast for ants.

Just add moisture from a minuscule leak under the sink. Count those hair-line cracks in caulking and check out the worn weather stripping. "Even in the cleanest of homes, there are so many opportunities to attract ants," says Brett Lieberman, owner and CEO of Virginia-based My Pest Pros.

Where next?

"Odorous house ants get into wall outlets, small cracks and crevices — they're notorious," says Omar Martinez, president of Integrity Pest and Termite in El Paso, Texas. Ants are always in season in this U.S.-Mexican border city, he says.

Targeting ant hot spots and honing in on insect behavior are integral to creating an appropriate, layered Integrated Pest Management (IPM) and control approach to mitigate and prevent ant infestations.

Case in point: ghost ants.

Are they on the rise in Del Lawson's Houston service area? Sort of. "This is not a new ant, but we are getting more customer calls, and for years they were probably misdiagnosed as Pharaoh ants," says Lawson, vice president of Modern Pest Control.

Tuning into how ants act is key.

Bug Master CEO Dauphin Ewart says: "With ant treatments, you have to react to the behavior of the species." Otherwise, reservice is probable.

There are target ant harborages inside and out. As such, PMPs lean on a multi-pronged treatment strategy, given the type of ant, location, infestation intensity and outliers, including sanitation concerns and client participation. This includes what the neighbors are up to.

"I wish I could wave a magic wand and have one protocol to solve it all, but it's a layered approach, layers of protection," says Brett Lieberman, My Pest Pros. "You want to find the source and treat there, but that's not always possible. Multiple barriers — whether a granular product, liquid, dust — baits is all part of the picture."

Connecting Behaviors to Barriers

All survey respondents reported pesticide applications are included in ant control. Other ant control measures include sanitation (44%), exclusion (35%) and vacuuming (11%). But overwhelmingly, 92% say pesticide baits, sprays, aerosols and dusts dominate ant control.

But ant control isn't so A, B, C, D, all-of-the-above. There are options, and treatment protocols are tailored to ant species. Every situation is different. Speaking to baits, Lieberman compares

ant control to controlling cockroaches. "Imagine you ate pizza all the time," he says. "You might love it. But you might get sick of it and there is an aversion."

With ants, he notices that bait selection should be tied to species and behavior.

"Inspect for the conditions, the situation, the specific pest and tailor your treatment," says Lieberman, noting that he surveys the environment. Are there kids and pets? This could factor

into his decisions and strategies like bait placement. "Are kids going to touch bait on the corner of the counter?"

As for treatments inside and out, protocols vary.

Lawson says his team often discovers aphid-infested crepe myrtle trees/shrubs and scales living on landscaping that is close to a structure. These are trigger points for species such as rover ants and little black ants.

"When there are small ants inside, we can almost guarantee there are aphids on a tree somewhere nearby that produce honeydew — a food source," he says. It's when foraging ants enter the building that homeowners notice the problem.

He recommends tree and ornamental treatments from a landscaping partner and treats with perimeter products on the outside. Meanwhile, ghost ants hide out in front of decorative rocks in landscaping. Lawson says they tend to take well to gel baits.

When operating in the Goshen, Ind., area, the target ants are carpenter, pavement, odorous house and citronella. Chase Freel, operations manager of RS Pest Control, offers mostly perimeter treatments with an option for five to seven exterior services and one interior treatment, usually in spring (though that's up to the client).

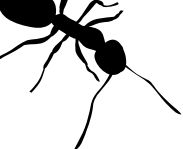
Freel has noticed more clients are interested in targeted exterior applications vs. a blanket approach. "They want us to be precise," he says, echoing the view of other pest management professionals interviewed.

Terms of Service

Are these ants included in general pest



Dauphin Ewart



control services?

It depends on the ant and the market. For instance, in Texas where fire ants are an everyday concern, clients expect control to be built into a service agreement. But initial treatments may be categorized as special visits.

In Cleveland, Tenn., where Michael Burks operates his business, carpenter ants are drawn to “food, water, home,” plus leaf debris from heavily forested properties. These ants are not part of the quarterly program. Treatment involves interior and exterior protocols, baits and follow-ups.

Carpenter ants also are not part of the general pest program at Goshen, Ind.-based RS Pest Control. “It’s more in-depth,” RS’s Freel says, calling these ants “a pretty big issue.” Targets are usually utility rooms, kitchens, bathrooms, basements and crawlspaces.

Other PMPs may include these ants in a program after a separate initial service.

“We generally include carpenter ants in with most of our plans,” says Lieberman, noting that initial services for this species require more labor and time, and may be charged separately.

Obviously, there are regional differences and market conditions matter.

“Our residential customers, generally speaking, are covered for fire ants,” Lawson says of exterior control. Exceptions might include a larger property, two acres or more. “The market here dictates that we need to cover fire ants because they are continually a problem. We treat preventively and curatively.”

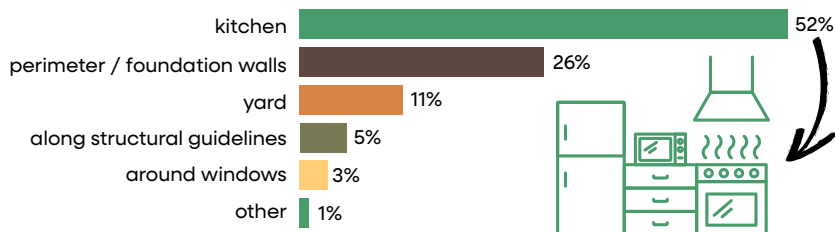
And because fire ants in this region are a public health threat, Lawson is passionate about integrating this service into what’s expected. After a personal experience with his son, he wants his clients to feel protected.

Talking Crazy

In Houston, the number of crazy ants is, well, crazy. “They can come on very, very quick,” says Lawson. “It speaks to the number of ants in a colony and the size of the colonies.” When they show up, they show up in force, trailing along

RESIDENTIAL HOT SPOTS

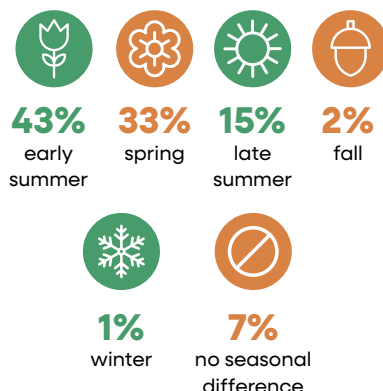
What is the primary “hot spot” in homes/residential properties in your service location’s market area?



Source: Readex Research; Number of Respondents: 204

BUSIEST ANT SEASONS

For your service location, what season tends to be the busiest for providing ant control services?



Source: Readex Research; Number of Respondents: 204

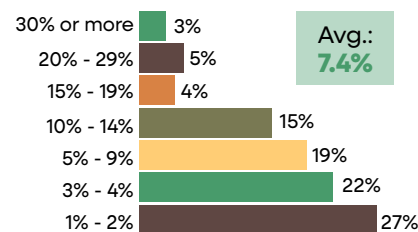
expansion joints, hiding beneath decorative rocks and sometimes spreading across large commercial sites. In some cases, they’re even shorting out pumps and electrical components.

The challenge isn’t just knockdown. It’s control. Lawson recalls early treatments using standard repellents that seemed effective at first. “You’ll kill a ton of ants,” he says. “But there will be so many dead ants they bridge up over treated zones, and they’re walking on top of dead bodies and not being impacted by the treatment at all.”

Today, his team leans on nonrepellent materials and follow-ups. “You can’t just do one treatment. You need a treatment program in mind,” Lawson says. A typical approach includes a nonrepellent pe-

RESERVICE FOR NUISANCE ANTS

Which of the following best represents your service location’s callback or reservice rate for nuisance ant treatments?



Source: Readex Research; Number of Respondents: 204

rimeter application, a return visit about a week later and physically blowing dead ants away from the foundation so surviving ants re-contact treated surfaces. In heavy infestations, they expand the treatment zone rather than relying on a thin perimeter band.

And because colonies can extend beyond property lines, setting expectations is critical. “It’s about educating the customer vs. going in there with a silver bullet,” he says.

They follow hard lines like the edges and expansion joints of sidewalks and driveways, decorative rocks and commercial parking lots. “You can trail them from 50 yards away on a big property and follow them to a building,” Lawson says. 



Calls Open Doors

Why ant calls open the door to recurring revenue and how PMPs set expectations that stick.

Ant service calls may start with a trail across the counter, but for many PMPs, they're the gateway to a long-term customer.

"Ants are the No. 1 call," says Michael Burks of Burks Pest Control in Cleveland, Tenn. Whether it's carpenter ants showing up during a warm few days or nuisance ants invading kitchens, the customer's initial ask is simple: Get rid of them.

The opportunity is bigger.

Across markets, one-time ant treatments frequently convert to comprehensive general pest control programs. Survey data supports what operators say in the field: Recurring service is often an easy sell when customers understand that ants aren't a one-time event. Their pressure will be constant.

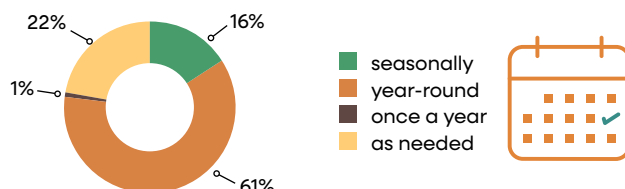
Brett Lieberman of My Pest Pros in Virginia includes carpenter ants in most ongoing plans, though initial services may require more labor and time. "If there's a breakthrough problem, they're covered," he says. The emphasis is preventive — layered exterior treatments with interior support when needed.

Chase Freel of RS Pest Control in Indiana takes a similar approach. One-time ant services come with a four-month warranty and free reservice, but "we're usually converting them," he says. Exterior programs run through peak season, and customers also gain protection against spiders and wasps, which are increasingly common concerns.

The key to retention? Setting expectations early. 🐜

SERVICE FREQUENCY

How often does your service location provide its ant control services to its typical client?

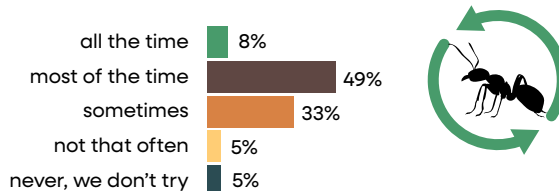


Two regions rely most on year-round ant control service: West (83%) and South (63%)

Source: Readex Research; Number of Respondents: 204

SUCCESS AS A RECURRING PROGRAM

How often are your service location's technicians able to convert a new ant service call to a recurring service customer?



Source: Readex Research; Number of Respondents: 204



BUILDING TRUST

When it comes to ant calls, the most successful operators know the conversation is about more than eliminating a current trail; it's about building trust and positioning long-term protection. The following tips highlight practical ways to reframe the sale, set expectations and turn a single service into an ongoing relationship:

1 Sell prevention. Ants may trigger the call, but prevention closes the deal. “The reality is the ants are all around us,” says Brett Lieberman, My Pest Pros. “Whether it’s next month or three months, they’re going to have that continued pressure.” Framing service as ongoing protection — not a one-time fix — shifts the conversation from elimination to management.

2 Clarify what’s included. Not every ant fits neatly inside a base program. Lieberman includes carpenter ants in most ongoing plans, but notes initial services often require more labor. Transparency around what’s covered and what may require additional work builds credibility and reduces friction later.

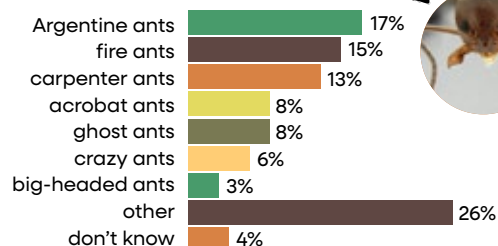
3 Reservice is reassurance. Callbacks can be retention tools. Chase Freel, RS Pest Control, warrants one-time ant services for four months and offers free reservice if needed. “We’re usually converting them,” he says. The guarantee lowers hesitation and opens the door to recurring service.

4 Talk value. Ant calls often reveal bigger concerns. Freel notes that exterior programs also protect against spiders and wasps, which customers increasingly mention alongside ants. Bundling adds value without complicating the message.

5 Set expectations, now. Ant control takes time, especially with baits. “It can get worse initially,” Lieberman says. “You’ll see more activity before you see the decline.” Explaining the science upfront prevents frustration and protects the relationship.

LARGEST PERCENTAGE OF SERVICE CALLS

In your best estimate, which species made up most of your location’s ant-related service calls in 2025?

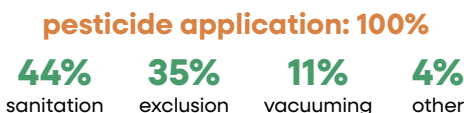


Source: Readex Research; Number of Respondents: 204



ANT CONTROL MEASURES

What types of control measures does your service location use to manage ants in homes and/or businesses?



Source: Readex Research; Number of Respondents: 204; Respondents could select more than one answer

Primary Method

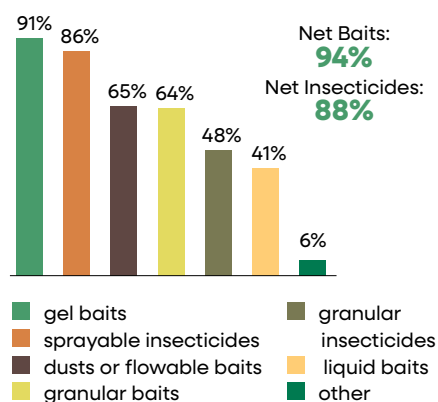
pesticide application: 92%

Source: Readex Research; Number of Respondents: 204



PRODUCTS USED

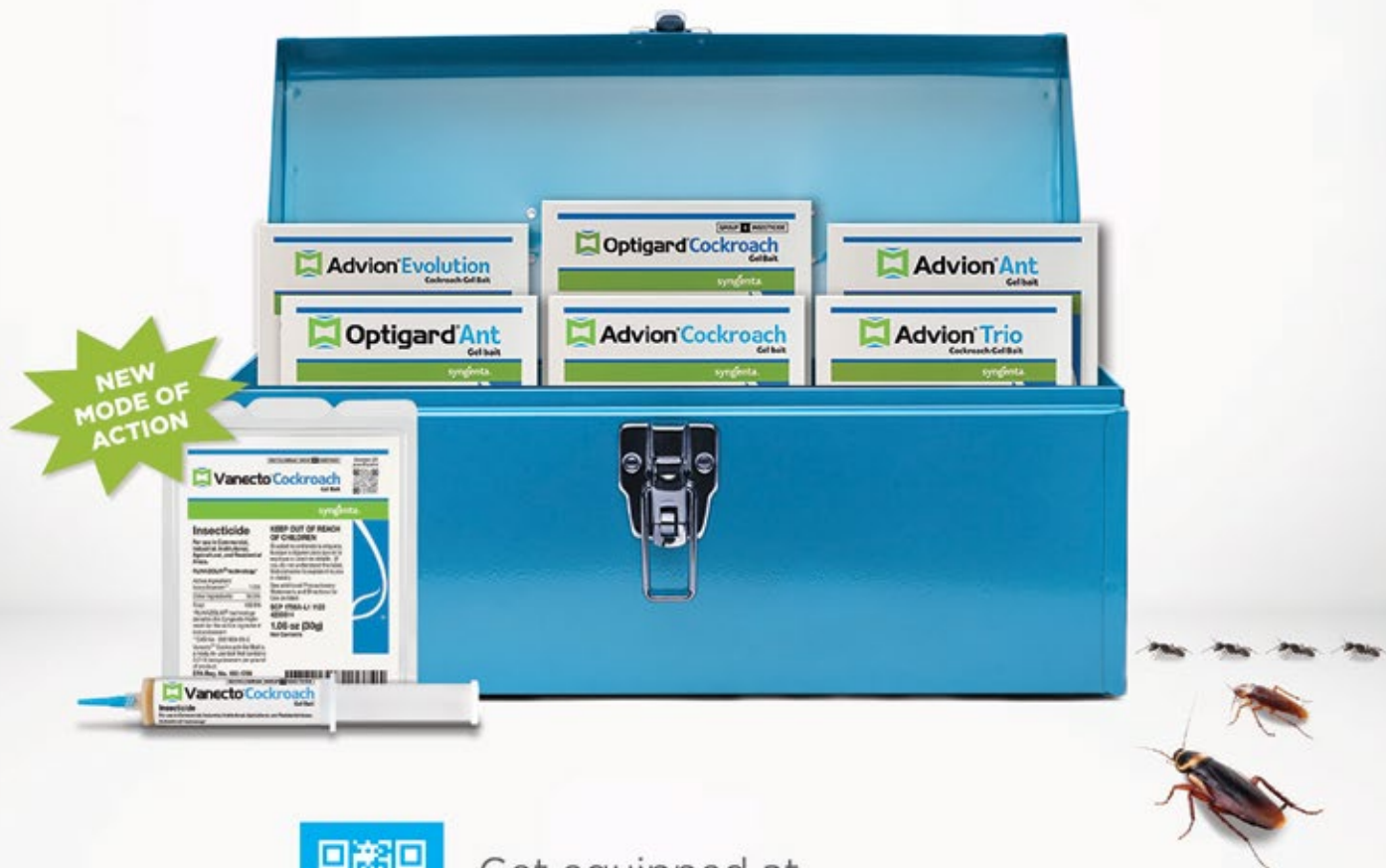
Which types of products do you use for ant control?



Source: Readex Research; Number of Respondents: 204; Respondents could select more than one answer

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