

**2026
STATE
OF THE**

MOSQUITO CONTROL MARKET REPORT

- Gains sustained • Gearing up for growth
- New customer niche
- Weather impact • IPM for best results
- Why customers buy • Exclusive research



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Gains Sustained

Revenue from mosquito control
continued to climb.



For many pest management professionals (PMPs), mosquito control has become a lucrative revenue stream.

And for 58%, revenue from this service increased year over year, according to the 2026 PCT State of the Mosquito Control Market survey.

Even drought conditions didn't dampen demand in south-central Michigan. "Our mosquito service grew 38% from last season. I'm not sure if more people are paying attention to mosquito diseases or customers are keeping up with the Joneses," said Brent Young, owner, Brent's Bugs in Stockbridge.

"It was our most requested service last season, and I already have 94% confirmed for next season," he reported in January.

Bohannan Services, Florence, Ala., also saw mosquito revenue increase. "It was a good year for growth," said COO Craig Keller. The company started offering the service about four years ago, initially just to existing customers. He's now aggressively selling it to the greater marketplace.

For Olympic Pest & Termite Control, Hoschton, Ga., the 2025 mosquito season "wasn't as good as it has been," said owner Glenn Fordham. Heavy competition from national pest management and mosquito-only companies is one reason for slower growth.

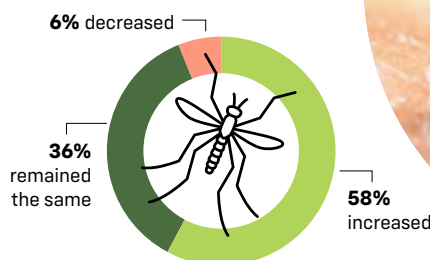
For sure, more companies have added on the service line. The PCT survey found 90% of service locations offered mosquito control in 2026, up from 54% 10 years ago.

Another reason for slower growth, said Fordham, was the growing anti-mosquito spraying movement in his metro Atlanta market. "There's a big push against mosquito services," he said, adding that it's not uncommon to see yard signs in certain neighborhoods with the message "Don't spray for mosquitoes. It kills beneficials."

On average, mosquito control services accounted for 17.8% of overall revenue at pest management locations, an increase from 11.5% 10 years ago. ●

REVENUE ROSE

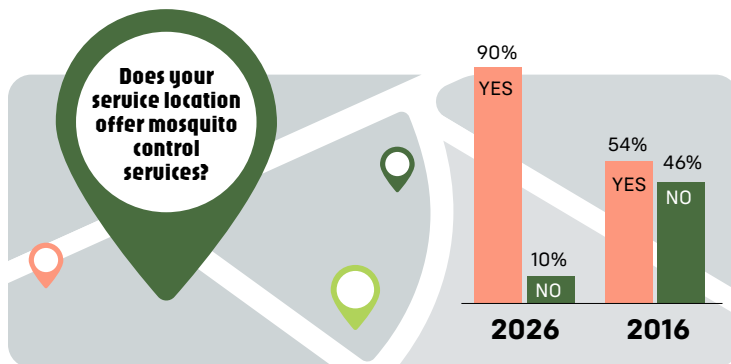
How did the revenue derived from your service location's mosquito control services change last year versus the year prior?



Source: Readex Research; Number of respondents involved in mosquito control before 2025: 144



GREATER COMPETITION



Source: Readex Research; Number of respondents: 175 in 2026, 428 in 2016



ABOUT THE SURVEY

Sponsored by MGK, the 2026 PCT State of the Mosquito Control Market survey was conducted by Readex Research, a privately held research firm based in Stillwater, Minn. A sample of 5,266 pest control company owners, executives, technical directors and managers was systematically selected from the PCT circulation file. Data was collected from 175 respondents — a 3% response rate — via online survey from Feb. 9-24, 2026. For the 157 respondents offering mosquito control services, the margin of error is plus or minus 7.8% at the 95% confidence level. Charts may not add up to 100% due to rounding.

Gearing Up for GROWTH

Mosquito services are expected to contribute more to the bottom line in the year ahead.

According to the 2026 PCT State of the Mosquito Control Market survey, 75% of PMPs expect mosquito revenue at their locations to increase in 2026.

Slow and steady growth is anticipated at Planet Pest Solutions, serving Kansas City, Mo. “The general populace is becoming less and less tolerant of any uncomfortable conditions, and mosquitoes definitely affect comfort,” said Craig George, partner and general manager.

Mosquitoes also may carry disease. Being able to get rid of uncomfortable and potentially

dangerous pests remains “a strong closing tool in mosquito program sales,” said George.

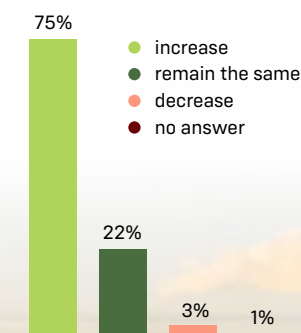
Some PMPs expect growth of mosquito services to be tempered by economic uncertainty.

That is why Glenn Fordham, Olympic Pest & Termite Control, is planning for modest growth of mosquito services this year.

“I think people have money, but there are a lot of folks who are not spending money,” he said. “I think things are getting tight. So I think we probably grow it a little bit, but I don’t think it’s going to be crazy.” ●

GREAT EXPECTATIONS

How do you anticipate revenue generated from your service location’s mosquito control services to change this year compared with 2025?



Source: Readex Research; Number of respondents: 157

New Customer Niche

Mosquito-first customers opened the door to selling other services.

For many pest management locations, existing general pest customers traditionally became mosquito customers by adding on the service.

That's changing for companies like Hulett Environmental Services, West Palm Beach, Fla.

"Just in the last year or two years, we're getting more mosquito-specific leads, as opposed to just a pest control lead. People are reaching out with mosquito as the target, as opposed to needing control for ants and roaches," said Ben Gillenwaters, Hulett's chief entomologist and training director. He said mosquito is slowly becoming "its own strong category."

Mike Rogers agreed. The president of Kathleen's Lawn & Shrub Pest Control, Evans, Ga., said that while the majority of his customers sign up for both lawn care and mosquito control services, "we're starting to get more and more independent, stand-alone mosquito jobs."

The company, which has offered mosquito services for about five years, sees this as an opportunity. "We're pushing it hard this year," said Rogers. "We're trying to make it more of a stand-alone [service]."

Bohannon Services introduced a premier service this year that combines year-round mosquito and pest control services. In Alabama, mosquito season can run long or start early, with 75-degree Fahrenheit days possible in February.

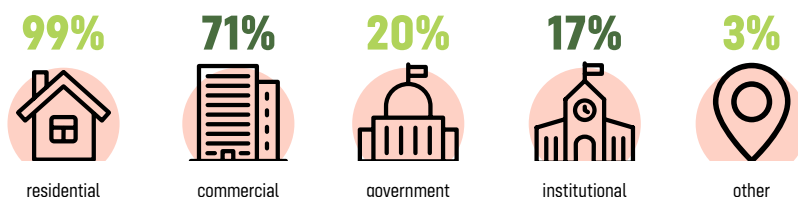
The combo service gives the company "a little more flexibility" to start and end mosquito service when needed, explained Craig Keller.

"When it's time to start mosquito, we start it. When mosquitoes are over, we end it," he said. He doesn't charge for



ALL ACCOUNTED FOR

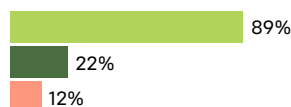
For which types of accounts does your service location offer mosquito control services?



Source: Readex Research; Number of respondents: 157; Respondents could choose more than one answer

MOSTLY AN ADD-ON

How does your service location offer mosquito control service?



- as an add-on service
- as part of our general pest control service
- it is our primary service

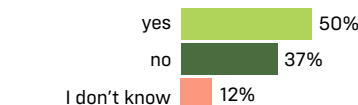
Source: Readex Research; Number of respondents: 157; Respondents could choose more than one answer

extra services if the season runs longer than expected. And his technicians can get an early jump on reducing breeding sites, which makes for better results throughout the season.

"It's been a very good selling point," said Keller, who saw mosquito revenue increase last year.

PRICES RISING

Do you expect your service location to increase the price it charges for recurring residential mosquito control service visits in 2026?



Source: Readex Research; Number of respondents whose service location offers recurring residential mosquito control service visits: 153

Most service locations (89%) offered mosquito control as an add-on service, found the 2026 PCT State of the Mosquito Control Market survey. Nearly all service locations (99%) offered the service to residential accounts. Half (50%) of PMPs expected the price charged for residential services to increase in 2026. ●

EFFECTIVE SOLUTIONS FOR MOSQUITO CONTROL

As families and communities begin their migrations to more outside activities, Pest Management Professionals will have the opportunity to be the first line of defense in controlling mosquito populations. Beyond the nuisance of these biting pests, your customers have now also become more aware of the growing public health concerns that mosquitoes may transmit viruses and diseases.

For effective mosquito control solutions, experts recommend using an IPM approach that starts with surveillance and moves towards chemical treatments that target the mosquito at various life stages. This approach includes the use of an adulticide, synergist and insect growth regulator (IGR).



Effective Mosquito Control Throughout The Season

With an IPM approach, Pest Management Professionals proactively control mosquitoes over the long-term, so customers enjoy the outdoors and communities feel safe from vector-borne illnesses.

Surveillance and Exclusion

Inspect the entire area for harborage and breeding sites. Remove all sources of standing water and any other potential breeding sites. It is important to include the customer in this process and communicate the importance of correcting all conducive conditions.

Chemical Treatments

ADULTICIDE

Adulticides are important because they provide immediate relief from an adult population of biting mosquitoes. For best results, choose an adulticide with microcap technology. Microcaps provide controlled release of the active ingredient, thereby providing control for an extended period of time on difficult surfaces.

SYNERGIST

Synergists are not insecticides by themselves but they enhance insecticide efficacy. Synergist use combats insecticide resistance present in the mosquito population. Piperonyl butoxide, commonly referred to as PBO, is one of the most common synergists used in insect control today. It prevents the breakdown of the insecticide in the insect which leads to increased efficacy at lower concentrations.

Mosquitoes are capable of producing many generations in a short time. One female mosquito may produce between one thousand and three thousand eggs in her lifetime. Within a few weeks, thousands of eggs will have become adult females laying eggs. The high numbers of individual mosquitoes in field populations combined with rapid reproduction results in an increased potential for insecticide resistance making a synergist an important part of mosquito management.

INSECT GROWTH REGULATOR

Insect growth regulators (IGRs) have a very different mode of action than adulticides, affecting the hormonal system of the insects rather than killing them outright. One type of IGR is a juvenile hormone (JH) mimic. Pyriproxyfen is a JH mimic and can prevent the transition of larvae into adults, effectively ending their life cycle in the pupal stage. It remains bioavailable after applied. What does that mean for you? It means when you use an IGR to treat a potential breeding site surfaces like tires or ceramic pots, the IGR will still work to prevent emergence of the biting adults for an extended period of time. This is also true of areas that don't have standing water today, but will collect water after a rain event.

Choose The Right Mosquito Control Product

MGK is unique in the insect control industry. For over 100 years, we have been a leader in the lab and in the field, developing innovative and effective products, including a broad portfolio of mosquito control products for residential and commercial structures. Partner with us to get the results you need in the fight against mosquitoes.

Featured Product

OneGuard® Multi MoA Concentrate

OneGuard Multi MoA Concentrate combines the power of a knockdown agent, microcapped residual adulticide, synergist and NyGuard® IGR in one single product. This multi-mode action, all-in-one solution is effective against Aedes, Anopheles and Culex mosquitoes – those that may transmit or carry West Nile virus, Chikungunya virus and Zika virus. For highly effective knockdown and long-lasting control of mosquitoes, choose OneGuard Multi MoA Concentrate.



For more mosquito control solutions, visit [MGK.com/mosquito-control](https://www.mgk.com/mosquito-control)



Weather Impact

Rain, wind and temperature affected mosquito pressure.

Demand for mosquito control services was high last year.

Most PMPs (60%) said the number of requests for these services increased significantly or somewhat at their locations, found the 2026 PCT State of the Mosquito Control Market survey.

In follow-up interviews, PMPs said weather played a role in the severity of mosquito outbreaks. Conducive conditions caused more customers to call for service. Mosquitoes need moisture and warm temperatures for eggs to hatch. And in many parts of the country, conditions were ideal for the pests to reproduce.

That included South Florida. “As hot and humid as it is, it is very good for mosquitoes. And then with the rainfall and all the inter-tidal areas we have being a peninsular state, we have a lot of [pest pressures] going against us,” said Ben Gillenwaters, Hulett Environmental Services.

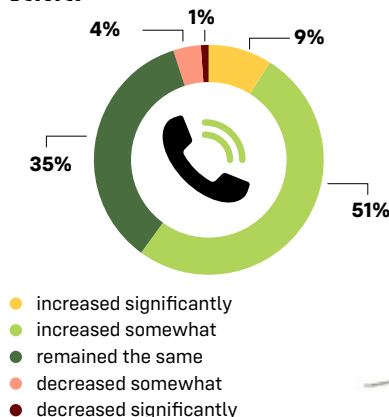
Big storms moving up the East Coast, including a hurricane last year, caused mosquito populations to grow in and around Augusta, Ga.

The pressure spikes after big storms, said Mike Rogers, Kathleen’s Lawn & Shrub Pest Control.

“We had to deal with the white-footed mosquitoes that came in from Savannah,” he said. “We normally don’t have those in our area, but the hurricane blew them up here.”

MORE REQUESTS FOR SERVICE

How did the number of requests for mosquito control services at your service location change last year versus the year before?



Source: Readex Research; Number of respondents involved in mosquito control before 2025: 145

Different or invasive mosquito species are a concern for 52% of PMPs, who worry about them becoming established in their markets.

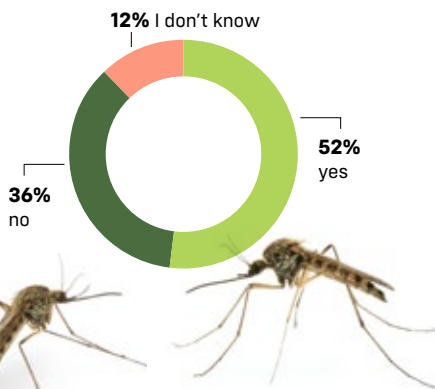
Due to storms, Rogers had to reschedule and add service visits to some accounts. Still, the wetter-than-normal conditions made for “a good year overall” for mosquito revenue.

Wind affects mosquito pressure in Hawaii.

“We have a constant trade wind. It’s pretty steady from the same direction and speed, and as long as those trade winds are

INVASIVE CONCERNS

Are you concerned about different or invasive mosquito species becoming established in your market?



Source: Readex Research; Number of respondents: 157

blowing, you mostly don’t notice the mosquitoes,” unless you’re in a swampy area or wooded valley, said Steve Russo, branch manager, Sandwich Isle Pest Solutions, a Rentokil Terminix company in Honolulu.

“But when you get the weather change, the different winds shove the mosquitoes up and towards your home,” he said.

Mosquitoes are more noticeable in fall and winter when the trade winds are replaced by Kona conditions. This is when the wind switches direction and blows from the South, bringing warm, humid air, said Russo. ●

IPM for Best Results

A comprehensive approach was the best way to reduce mosquito populations.

Most service locations offered regular, targeted applications via mister-blower or sprayer (91%) to manage mosquitoes, reported PMPs in the 2026 PCT State of the Mosquito Control Market survey. Applications typically were liquid adulticide (76%), insect growth regulators (73%) and larvicide (71%).

Planet Pest Solutions relies on “a quality time-release residual with an IGR and the ability to locate breeding and resting sources,” said Craig George.

Still, it can be a challenge to achieve success in residential settings.

“Mosquito activity can drift over from an adjoining property that we do not service,” he said. (Though this does present an additional sales opportunity, he added.)

Commercial accounts typically have fewer variables. “It is more cut and dried usually for a commercial account like a hotel, since we can treat and affect most areas close by that have mosquito potential,” said George.

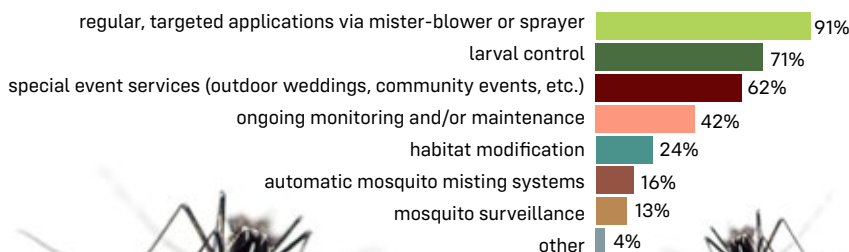
A growing number of service locations incorporated mosquito traps in their treatment regimens: 42%, up from 12% in 2014, when PCT first began asking PMPs about trap adoption.

Hulett Environmental Services combines traps with conventional mosquito treatment in a monthly service. It also offers traps as a stand-alone, environmentally friendly control program. This appeals to customers concerned about conventional pesticide applications.

“It’s definitely a green service that’s still getting considerable knockdown with no conventional spraying,” said Hulett’s Ben Gillenwaters. “There’s a portion of customers, that’s what they’re looking for. But for the people most concerned with results, using an integrated approach where you’re using all strategies is really your best bet.”

SOLUTION FOR EVERY SITUATION

What types of mosquito control services does your service location offer?



Source: Readex Research; Number of respondents: 157; Respondents could choose more than one answer

Technicians at Kathleen’s Lawn & Shrub Pest Control like using mosquito traps, said Mike Rogers.

“You knock down without having to be the guy spraying around the property,” said Rogers.

His technicians typically install two traps per property: One in the front yard, one in back. They also apply adulticide and larvicide, depending on the program and outdoor conditions.

Bohannan Services offers multiple service options to reduce mosquito populations. After inspecting the property and graphing out areas of concern, the firm recommends a treatment based on what’s going on in the yard and neighboring yards, as well as the customer’s preference.

Adulticide applications using a mister blower are standard service, “but there are certain times of year you have to be careful,” said Craig Keller. “You’ve got blooming plants and everything else. You’ve got to worry about the bees. So we’re very careful with that.”

Proximity to water bodies also may dictate a different control tactic.

When misting is not the best solution, Bohannan uses mosquito traps and essential oils, which Keller said have improved over the years. “Those products have gotten better and better,” he said.

The PCT survey found 29% of service locations used botanical products to manage mosquitoes. For 58% of PMPs, chemical trespass and drift was a major or growing concern at their accounts.

The most effective mosquito control programs employ the full array of Integrated Pest Management (IPM) tactics, reminded PMPs.

“Really, we’re there to do an inspection, look at the pressure areas, look at the breeding sites, interview the customer, and then from there, come to a mutual understanding of what program and budget is best for that specific person,” said Gillenwaters.

Steve Russo, Sandwich Isle Pest Solutions, added: “The more comprehensive your approach is, the better effect you get. Better effect you get, the happier the customer.”

The average callback rate for mosquito control services was 5.9%. ●



Why Customers Buy

Various factors motivated customers to sign up for mosquito service.

Mosquitoes are a nuisance. That is why most customers seek out mosquito management programs, said PMPs.

“Our typical customer is a young family with pets or middle-aged with water access,” said Brent Young, Brent’s Bugs. “Generally, we hear they tend to be outside later in the day for family events, bonfires or working outside in the evenings.”

They don’t want to be eaten alive while doing so.

“Customers just want to be able to lounge on their back patio and not be slapping something every five seconds,” said Craig Keller, Bohannon Services. The company provides the service to mostly older

customers who live on sloughs or marshes leading from creeks, rivers and lakes. The environment is ripe for mosquito breeding. “The backwater creates the issue,” he said.

Other customers want to reduce the risk of illness spread by the blood suckers, such as West Nile virus, Eastern equine encephalitis, dengue and other serious diseases.

Customers understand the risk of mosquito-borne diseases, reported 56% of PMPs in the 2026 PCT State of the Mosquito Control Market survey.

The high pressure of pests in general in Hawaii motivates people to call Sandwich Isle Pest Solutions. “We get a lot of people coming from parts of the country where they just don’t experience the pest

pressure that we have. They come here and freak out, and they get every service under the sun,” said Steve Russo. This includes mosquito control.

Depending where they live on Oahu, mosquitoes can be fierce or nearly non-existent. If you live high on a ridge more exposed to wind, mosquitoes aren’t much of a problem. If you live in a wooded valley, they are. “Some places, they experience mosquitoes constantly, and other places almost never,” said Russo. “It’s real location dependent.”

This can make it difficult to market mosquito service to a broad area, said Russo. Instead, he relies on an individual approach where technicians offer solutions

if they notice mosquito breeding issues while performing other services on the property.

Planet Pest Solutions, which offers monthly mosquito control from April through November to upscale residential accounts in Kansas City, Mo., also relies on technicians to sell the service.

“We don’t really advertise this program, but when we see evidence of mosquito presence or highly conducive conditions, we approach with a solution and a price,” said Craig George.

Bohannon Services starts promoting mosquito control in February. Keller puts a banner outside the office, which is located on a high-traffic road. He supports local sports teams and advertises online, including social media. Service vehicle decals work well. “They’re seen everywhere,” said Keller.

In the PCT survey, PMPs said the most effective types of advertising were word of mouth (67%), online efforts (63%) and email marketing (39%). Most service locations (43%) began marketing mosquito control services in March.

Olympic Pest & Termite Control mainly targets existing customers to add on the service. The company reaches out to customers in late January before the season starts, reminding customers to sign up. “We get a tremendous response doing that,” said Glenn Fordham.

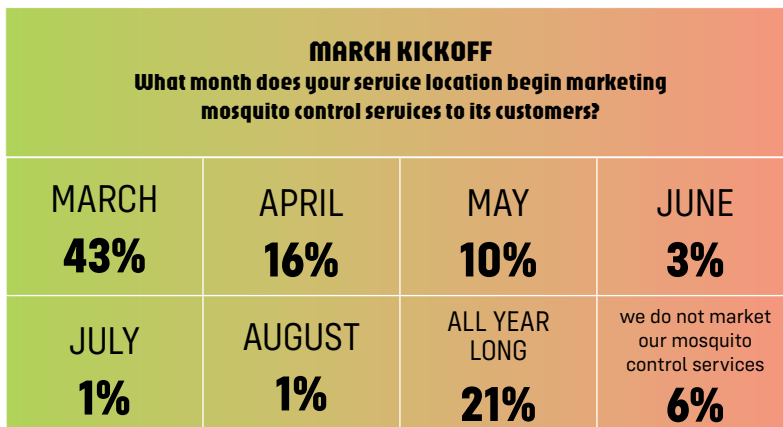
Mosquito trap manufacturers have driven demand for mosquito service in South Florida, and that is prompting consumers to contact Hulett Environmental Services, said Ben Gillenwaters.

“The manufacturers of these new products have been educating the consumer, and so we’re getting a lot of interest on the new types of control methods. It’s really the consumer driving that, which is interesting,” he said.

Hulett typically uses traps in combination with other control products. “Being able to add the mosquito traps has been another tool in the arsenal to further reduce the mosquito numbers,” said Gillenwaters.

Olympic Pest & Termite Control saw customer interest jump when it incorporated mosquito traps into its control programs in 2024. “We’ve had pretty good success with them,” said Fordham, who said he expects technology like this to become the norm for mosquito control given anti-mosquito spraying sentiment in his market.

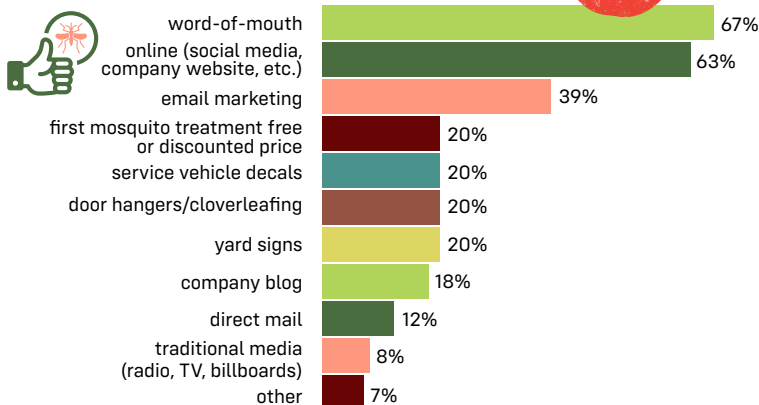
“I think that type of control is going to get to be more and more popular,” he said. ●



Source: Readex Research; Number of respondents: 157

CREATING BUZZ

What types of advertising have been most effective in marketing your service location's mosquito control services?



Source: Readex Research; Number of respondents whose service location markets their mosquito control services: 147; Respondents could choose more than one answer



ONEGUARD®

Guard the Backyard

Get all-in-one protection from a broad spectrum of tough outdoor pests with OneGuard

OneGuard® Multi MoA Concentrate combines the power of a **knockdown agent, long-lasting insecticide, synergist and IGR in one single product with controlled-release technology**. The result is highly effective knockdown, kill and long-lasting control of mosquitoes, fleas, ticks, flies, cockroaches, spiders, scorpions and other flying and crawling pests*.

*See label for a complete list of pests controlled.

