

SPONSORED CONTENT



2026 STATE OF THE MARKET

COCKROACH CONTROL



- **Battling Cockroaches on All Fronts**
- **PMP Management Tips**
- **Overcoming Restaurant Challenges**
- **Exclusive Research**

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Greetings from Syngenta

Cockroach control plays a critical role in protecting public health, and pest management professionals (PMPs) are on the front lines of that effort every day. As customer expectations become higher, challenges such as bait aversion and resistance can make reliable control increasingly difficult.

That reality is reflected in this year's State of the Cockroach Control Market report, where more than half of surveyed PMPs report resistance as a concern in their local markets. These findings reinforce the importance of adaptive strategies and the need for tools that can keep pace with changing cockroach populations.

That's why Syngenta is proud to once again partner with PCT to sponsor this annual report. Built on insights gathered from across the industry, the findings are designed to help PMPs better understand today's cockroach pressures and make informed decisions about their control programs.

Syngenta continues to invest in research and innovation to help PMPs stay ahead of evolving cockroach pressures. A key example is Vanecto™ Cockroach gel bait, which delivers powerful control with the industry's first novel mode of action (IRAC Group 30) in two decades. Designed to help manage tough infestations and support resistance management strategies, Vanecto Cockroach gives PMPs another proven option for achieving effective results in challenging environments.

As part of the broader Syngenta cockroach portfolio, Vanecto Cockroach complements trusted solutions like Advion® Trio cockroach gel bait and Advion MicroFlow insect bait, giving PMPs flexibility to tailor treatments based on infestation type, cockroach behavior and more. These solutions also align with the recommended treatment protocols in the SecureChoiceSM Cockroach Assurance Program, which are designed to support proven cockroach control results.

Cockroaches may continue to present complex challenges, but our commitment remains the same. We aim to deliver proven solutions and breakthrough innovations that can help PMPs provide their customers with a life uninterrupted by pests.



Lisa Eppler

NOVEL
MODE OF
ACTION



Lisa Eppler

Technical Services Manager
Syngenta Professional Pest Management

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



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Battling Cockroaches on All Fronts

Ask anyone in the 97% of pest management companies that offer cockroach services to describe this challenging pest, and you're likely to get not just descriptors but also horror stories, because these little scrappers can cause a lot of mayhem. They reproduce faster than any other household pest; they can live on a diet of grease, garbage, cardboard, dead skin, fingernails or feces. They are so hardy that people still wonder if the myth is true: *Could* cockroaches survive a nuclear attack?

The answer is a qualified *no*, but still, cockroaches can truly put your service technicians to the test.

"It always seems like they're a step ahead, so we need to be two or three steps ahead to beat them," said Dennis Weiss, technical supervisor at Saela Pest Control in Orem, Utah. "When I put out a roach bait, I'm already thinking, *What happens when they inevitably stop eating it? Where will I go from there?*"

Fortunately, there are a lot of baiting and treatment options for managing cockroach infestations. We'll talk about some of those in the following pages, along with results from the 2026 PCT State of the Cockroach Control Market survey. This annual report lets you know what kind of pests your peers are managing and what they're using to maintain control. 🪳

Every Season Is Busy Season

According to the 2026 survey, three out of four PMPs (74%) reported that German cockroaches are responsible for the largest number of cockroach calls, followed by American cockroaches (19%), with other species accounting for less than 3% each. Because German cockroaches are domestic pests that typically live in warm, cozy kitchens and humid bathrooms, seasonality isn't a huge factor. Although 22% of respondents said they see more cockroaches in summer, 62% see no seasonal difference in providing cockroach control services. In the West, that percentage jumps to 71%. Bottom line? For most companies, cockroaches are a year-round pest and a year-round revenue-generating opportunity.



What season tends to be the busiest for providing cockroach control services?



	U.S	Northeast	Midwest	South	West
early summer	11%	9%	9%	13%	11%
late summer	11%	14%	6%	13%	11%
spring	5%	5%	6%	6%	3%
winter	5%	5%	12%	4%	3%
fall	4%	9%	6%	5%	0%
no seasonal difference	62%	59%	62%	60%	71%

Source: Readex Research; Number of respondents: 202

More Stable Than Growing?

While nearly all respondents expected the percentage of revenue generated by cockroach services to either increase or remain unchanged over the next year, those in the Northeast and Midwest were more likely to anticipate stable revenue. Specifically, 64% of respondents in the Northeast and 56% in the Midwest expected revenue to remain the same, while 36% and 41%, respectively, expected revenue to increase. That's a shift from last year,

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

	U.S		Northeast		Midwest		South		West	
	2026	2025	2026	2025	2026	2025	2026	2025	2026	2025
increase	50%	51%	36%	53%	41%	54%	56%	53%	46%	34%
remain the same	50%	47%	64%	41%	56%	46%	43%	46%	54%	62%
decrease	1%	2%	0%	6%	3%	0%	1%	1%	0%	3%

Source: Readex Research; Number of respondents: 202 in 2026, 221 in 2025

when more said they expected an increase than to remain the same. In the South and West, the opposite

was true, with a larger percentage than last year saying they expect cockroach revenue to increase.

★ The Roach Approach: ★ ARMED FOR SUCCESS

As in years past, the vast majority of PMPs (83%) reported that the one-two punch of sprayable pesticides and gel baits is their typical cockroach treatment protocol. Forty-five percent identified gel baits as their primary control measure, while 28% put residual pesticide applications at the top of their list. IGRs are the go-to for 12% of respondents, and fewer than 5% put exterior perimeter treatments, vacuuming, granular baits, sanitation or glue traps in that top spot.

Anecdotally, PMPs agree that it takes a creative and flexible strategy, incorporating a variety of IPM tools and beginning with a thorough inspection, to manage cockroach infestations. Populations that are particularly large merit considerable thought, 91% of PMPs said, as they alter the number or type of formulations they use (58%), go with higher labeled rates and multiple product types (30%), or simply use higher labeled rates (2%).

A CLEAN SWEEP. Don't underestimate the value of vacuuming as a tool for those large populations either. "The single most effective change we've made to our cockroach treatment approach in the past five years at Saela is adding vacuuming," said Saela Pest Control's Dennis Weiss. "It's so simple to do, but it provides immediate relief for customers, especially in multi-unit housing. You're clearing out a bunch of roaches right out of the gate, including eliminating egg cases. It can be a game changer."

BUFFET BAITING. Weiss shared another tip the Saela team has had luck with for quick knockdown: "We keep multiple

baits on our trucks so that, on the initial service, we can offer the cockroaches low levels of each to see which they like best. Then we build our strategy around the pests' preferences. You have to be careful of label restrictions and resistance management, but this 'buffet baiting' strategy gives your program a strong start."

RESPECT THE INSPECTION. As with any pest management account, a thorough inspection is essential to getting the treatment protocol right. Sara Sooklall, commercial supervisor at Lane's Professional Pest Elimination in Myrtle Beach, S.C., said the secret is knowing where to look.

"Check anywhere that's warm, dark and humid: behind kitchen appliances, inside cabinets, under sinks, around drains and plumbing, and between small cracks and crevices," she said. "Then be sure to look up. Everyone looks at floor level, but you need to look from floor to ceiling, especially if you're dealing with drop ceilings."

DO NOT GO IT ALONE. PMPs talk about the importance of customer cooperation with just about any pest; with cockroaches, it is *crucial*. Accounts with persistent issues are inevitably accounts where the customer either can't or won't understand how pivotal their role in pest management success can be.

Elliott Adams, president and founder of Ease Wildlife & Pest Services in Sacramento, Calif., recommends building a strong rapport with customers, especially property management if you're working in a multi-family complex, because they can become your best friend there, he shared. "We are always educating homeowners and

property managers about what they can do to alleviate their pest issues. The better they understand, the more likely they are to cooperate. That makes it easier for us to do the treatments, plus it reduces the number of callbacks we get."

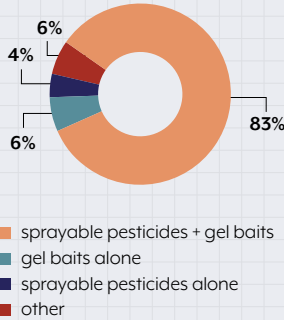
For Turkestan cockroaches, a peridomestic species that has become prolific across the Central Valley and Southern California, Adams lets property managers know that their tenants may still see a few bugs come in after the treatment. He reassures them the cockroaches will ultimately die and that they are not an infesting interior cockroach. He offers similar education when the pests in question are German cockroaches. "We talk with the customer and provide write-ups that include the health risks and preparation tips, and then we constantly re-coach them over time," he said.

Pretreatment prep has historically been a point of contention between customers and pest management companies. Weiss said his team has found the secret of cooperation to be keeping the prep list manageable. "Lengthy prep sheets can be overwhelming for customers," he said. "When we keep the list basic, we get about 70% of the sanitation we recommend. Some requests are easier than others; for example, if we specify that the customer needs to keep their kitchen sink clear of dirty dishes for the next month, that's typically something we can get." One step at a time! 🐜



THE TYPICAL PLAN

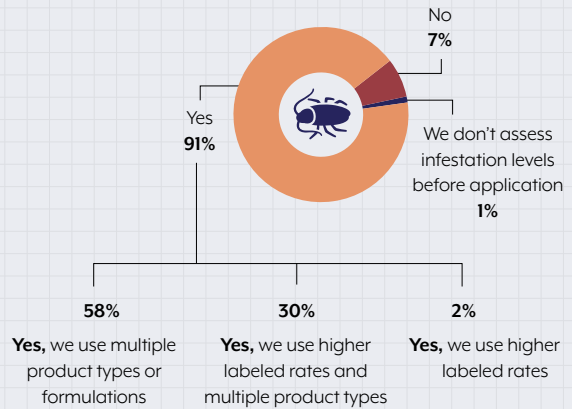
What is your service location's typical cockroach control protocol?



Source: Readex Research; Number of respondents: 202

THE FAMILY PLAN

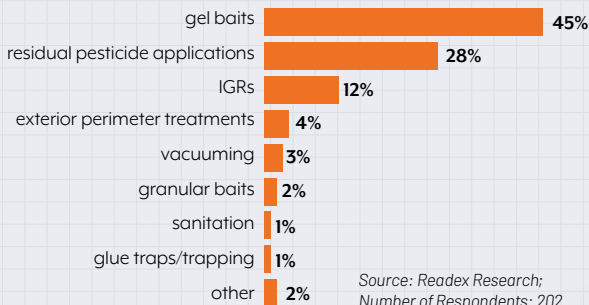
Do you change your treatment protocols when dealing with large cockroach populations?



Source: Readex Research; Number of respondents: 202

THE GO-TO PLAN

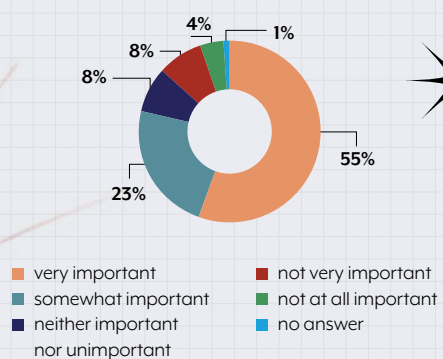
What is your primary control measure for managing cockroaches in homes and/or businesses?



Source: Readex Research; Number of Respondents: 202

STICKY SITUATION

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



Source: Readex Research; Number of respondents: 202

PATH OF LEAST RESISTANCE

Is cockroach resistance a concern in your market area?



Yes
51%



No
49%

92%

of PMPs rotate products with different modes of action to help prevent resistance

Source: Readex Research; Number of Respondents: 202

Source: Readex Research; Number of respondents: 202



Overcoming the Challenges of Cockroaches in Restaurants

As long as there have been restaurants, there have been cockroaches in restaurants. With plenty of food, moisture and harborage, foodservice operations create an ideal habitat. You'd think that restaurant owners and operators would be 100% on board in collaborating with their pest management companies to keep the crawling critters clear of their culinary creations and customers. Unfortunately, that's rarely the case.

Restaurants continue to be a source of frustration for PMPs. It's not that restaurateurs and managers don't *want* to help; it's that they're already moving so fast, they have little time and energy left for wiping up every crumb and scrubbing every greasy surface. And sanitation isn't their *only* issue.

'SPECIAL' DELIVERIES? "Sometimes it's a challenge to get cooperation when it comes to sanitation and

preparation in restaurants. However, I find that chain restaurants have very good protocols in place, and we do get a lot of cooperation in those accounts," said Greg Bausch, vice president of American City Pest & Termite, which serves the Los Angeles and Orange County markets in California. "Honestly, though, sanitation is just the start. What restaurants need to watch out for most are cockroaches coming in with their deliveries. We've seen it happen: When we're there at night, deliveries come in and some of the boxes may be infested. Restaurant managers tell us they witness it, too."

For years, Bausch said he has had conversations with restaurant managers about the wisdom of inspecting deliveries before they come into the building, but it's not practical for most restaurant locations. "When deliveries are made, they want them inside right away. You can't just leave those products in the alley behind the business until

someone can get out there to inspect them. What I recommend is an immediate inspection that includes removing all the product from the boxing or packaging material and discarding that material immediately. That would help a lot.”

Elliott Adams of Ease Wildlife & Pest Services agrees. “You’ll treat the restaurant, and they’ll be fine for a couple weeks — until they get a shipment. Then the roaches are back. Having worked in restaurants for almost 10 years, I understand the issue: You can make it part of your protocol, but the person in charge is almost never the person receiving the shipments. And with the high turnover in restaurants, that manager is always trying to teach someone new what to look for. That’s too much for some restaurants, and so they often decide that when the cockroaches come back, they’ll just call us back. It can be hard to get them to commit to those stringent inspections.”

SHUTDOWNS ARE THE WORST. Bausch said he’s found the most challenging situations to be when a new restaurant customer calls saying they have a heavy infestation and got closed down. “They’ll say, ‘Hey, we need help right away. The health inspector is coming back in three days.’ We show up and do our inspection but, depending on the circumstances, their timetable may be unrealistic. We communicate up front what it will take to reopen the restaurant — how many services over what time period — and we give them a proposal. If they go with us, we do our best to get them reopened as soon as possible.”

CLIENT EDUCATION HELPS. When the state legislature of South Carolina split its Department of Health and Environmental Control (DHEC) into two separate agencies in mid-2024, the Department of Agriculture was charged with inspecting more than 24,000 restaurants across the state. They’ve embraced that responsibility over the past two years, beefing up staff, inspections and enforcement.

Sara Sooklall of Lane’s Professional Pest Elimination welcomes their increased presence. “The inspectors push restaurant owners to see cockroaches as a public safety concern. That makes our job easier,” she said. “We are always educating our customers about the health risks associated with cockroaches, but when the Department of Agriculture gets involved, they seem to take it more seriously. The prospect of being cited for health code violations and running the risk of being shut down helps restaurant owners understand the value of cooperating with our team on pest management efforts.”

Interestingly, the percentage of customers (including commercial and residential) who view cockroaches as a threat to public health hasn’t changed much over the past five years. In 2021, 69% of PMPs said their customers recognize the threat; five years later, that percentage has grown just 4 points, to 73%. The answer may lie in the “don’t know” category. About one in five survey respondents (19% in 2026, 21% five years ago) said they don’t know if their customers are aware of the risk — an indication that more conversation may be needed to get everyone on board. 🐜



HEALTHY ATTITUDES

Do your customers consider cockroaches a public health pest?

	2026	2021
yes	73%	69%
no	8%	10%
don't know	19%	21%
no answer	0%	1%

Source: Readex Research; Number of respondents: 202 in 2026; 229 in 2021



ABOUT THE SURVEY

The PCT 2026 State of the Cockroach Control Market survey was sponsored by Syngenta and compiled by Readex Research, a privately held research firm in Stillwater, Minn. A sample of 5,504 pest control company owners, operators, managers and technical directors was systematically selected from the PCT database. Data was collected from 209 respondents — a 4% response rate — via online survey from Jan. 21-Feb. 9, 2026. Results are based on the 202 respondents who indicated their location offers cockroach control services. The margin of error for percentages is plus or minus 6.8 percentage points at the 95% confidence level. Charts may not add up to 100% due to rounding.

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Introducing **Vanecto™ Cockroach gel bait**, the first in an earth-shattering line of products powered by PLINAZOLIN® technology. Featuring the pest control industry's first novel mode of action in two decades, it's designed to splinter resistance and shake the foundation out from under the toughest targets with uncompromising efficacy.

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