

A SUPPLEMENT TO

# PMP

Pest Management  
Professional

2026

*State of the  
Industry Report*



*Let the*  
**GOOD  
TIMES**  
*Roll*

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# All the hits

## PMPs who are in tune with the times and roll with the changes share an optimistic view of the pest control industry

By Diane Sofranec | PMP Senior Editor

**N**ot to sound like a broken record, but planning helps ensure the good times continue to roll for pest control companies. Pest management professionals (PMPs) certainly cannot predict the weather or forecast inflation, so they say the best business strategy is to be prepared for anything.

The PMPs who answered *Pest Management Professional's*

(PMP's) 2026 State of the Industry (SOI) survey shared the challenges they have faced in 2025. Rising product and equipment costs, along with record rainfall and high temperatures, were mentioned most often.

"Navigating these factors will require careful planning, adaptive strategies and continued investment in training and innovation to maintain service quality and profitability," says Guaranteed Bug Control Supervisor Jade Curtis, Longview, Texas.

"Unpredictable weather — from record rainfall in some regions to heatwaves elsewhere — will drive higher pest activity," Curtis adds. "That means more service calls, particularly for termites, mosquitoes and rodents, which directly benefits companies ready to respond quickly and effectively."

### Adapt and grow

The ability to pivot when needed has proven to be good for business for many PMPs.

"In southwest Oklahoma and northern Texas, we have had an unusually wet summer, which will cause an explosion of the common pest populations next season," says Chad Highley,

## INSIDE

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## 2026 Outlook 4.32 out of 5 stars

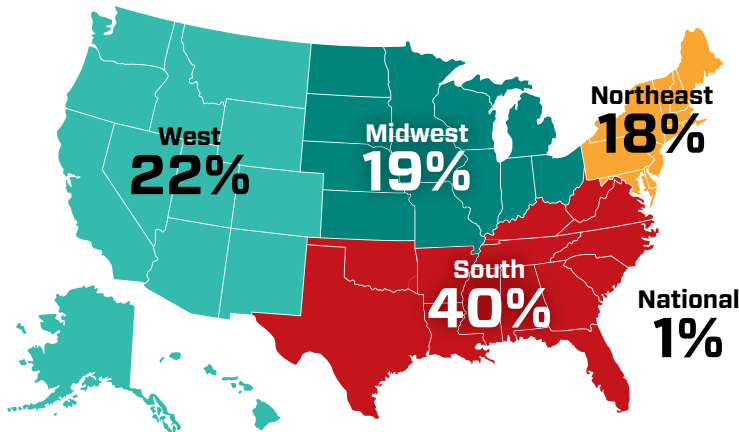


ON THE COVER AND ABOVE: GETTY IMAGES; COLEWATT (LUKEBOX); SUPERPOPOV (TYPE); MICROVONE (PESTS) VECTOR; DESIGNER (RAT) / ISTOCK / GETTY IMAGES PLUS; JDAWNINK / DIGITALVISION VECTORS (BACKGROUND) HEADER; GETTY IMAGES; ELECTRIC\_CRAWON / ISTOCK / GETTY IMAGES PLUS; JDAWNINK / DIGITALVISION VECTORS

## PMPs top the charts

In August and September, *Pest Management Professional* readers — primarily company owners and presidents — completed our 31-question State of the Industry survey. Here is some background on their companies:

### Area of Operations



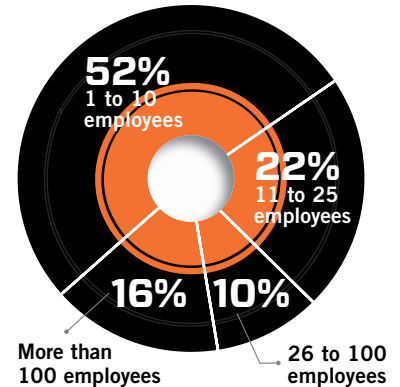
**WEST:** AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY

**MIDWEST:** OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS

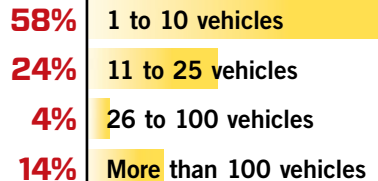
**SOUTH:** AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA, WV

**NORTHEAST:** CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, DC

### Number of Employees



### Fleet Size



owner and CEO of Environmental Pest Control in Lawton, Okla. “Due to the historic trends of being a ‘recession-proof’ industry, I do not foresee much impact from economic shift, if any at all.”



Chad Highley

### Strong outlook

Our survey results show the majority of PMPs have an extremely optimistic outlook on the pest control industry for 2026. In an improvement over last year’s results, 91 percent say they are optimistic, a figure six percentage points higher than our 2025 State of the Industry survey.

This year has been marked by challenges that include extreme weather conditions, invasive species, a changing economy, and more. Although it’s impossible to

know all of what’s in store for 2026, PMPs are making adjustments that allow them to continue to thrive, according to the PMPs who answered our survey. “There are a lot of unknowns going into 2026 that make us overthink strategies and modify our initial plans,” says Kendra Snyder, general manager of Quest Termite & Pest Management in Hellertown, Pa. “We continuously work to identify ways to continue to bring value to clients while not overspending.”

For Andy Shrawder, owner of Hershey Termite and Pest Control in Hershey, Pa., conveying the need for pest management services is a proven tactic.

“Our industry is resilient, necessary and innovative. I’m proud of the work that our

industry, our company and our team do to make life more livable for our customers and communities,”

Shrawder says. “As an industry, we need to work together to continue to highlight the benefits of professional pest management.”



Andy Shrawder

For more on *PMP*’s projections for 2026, check out the following pages. Our exclusive 2026 State of the Industry supplement, sponsored by Bell Laboratories, includes benchmarking data, infographics and analyses that highlight key pest management industry trends and projections. **PMP**

**Sofranec** can be reached at [dsofranec@northcoastmedia.net](mailto:dsofranec@northcoastmedia.net) or 216-706-3793.

## Time for a refill

Check in on how your team and your customers feel about your business

By Diane Sofranec | PMP Senior Editor

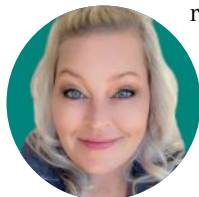
**R**etaining customers and employees are just two of the many challenges that come with owning a pest control business — or any business these days.

It certainly seems like the pandemic made finding good workers harder than ever and customers more willing to reduce or cancel their services. These challenges existed long before 2020, however.

The pest management professionals (PMPs) who answered *Pest Management Professional's* (PMP's) 2026 State of the Industry (SOI) survey offer sound advice on how to keep employees and customers from dashing out the door.

### Service calls

Jade Curtis is a supervisor with Guaranteed Bug Control in Longview, Texas, and she advises building long-term relationships with customers. "Repeat business is the best hedge against inflation," she says. "Providing consistent, reliable service means clients are less likely to shop around on price alone."



Jade Curtis

Her tips include offering flexible service plans, emphasizing value over cost, and maintaining excellent communication. "It's more cost-effective to keep current customers than to constantly chase new ones," Curtis adds.

Collin Skinner, general manager at A&C Pest

Management in East Meadow, N.Y., recommends retention through value. "Focus on showing customers the true value of your services," he advises. "When people clearly understand the benefits, they're more likely to stay loyal even as prices rise."

Inflation certainly has had an impact on many customers, but there are ways to ensure your pest control services won't be on the chopping block. Companies that adapt and diversify their service offerings provide value and make it harder for customers to go elsewhere.

"Offering a wider range of services, such as general pest control, termite management, wildlife control and weed control, helps meet more of their needs under one trusted

company,” Curtis says. “This increases revenue per customer and positions your business as a one-stop solution, which customers appreciate when budgets are tight.”

The ability to retain customers has not changed much since last year, when 96 percent of those asked said they would retain more than 75 percent of their customers. This year, that figure dipped ever so slightly to 95 percent.

### Hired help

The situation is different for employees. Last year, 94 percent of the PMPs who answered our survey said they expected to retain 75 percent or more of their work force. This year, 91 percent said the same.

When we asked for tips on recruiting and retaining employees, PMPs who took our survey did not hold back. After all, it’s likely every person who works in the pest control industry has an opinion on how to keep workers engaged and happy.

A&C Pest Management’s Skinner recommends making sure employees understand there’s room for growth within the company. “People want to know they have a future, not just a job,” he adds. “Demonstrating career paths and opportunities for advancement will make your company more attractive.”

It’s also critical to be clear when sharing expectations and feedback. “Outline their job description, define what success looks like, and give regular feedback so they know whether they’re doing poorly,

*Companies that adapt and diversify their service offerings provide value and make it harder for customers to go elsewhere.*

★★★★★★★★

well or exceptionally,” Skinner says. “Employees can only grow if they know where the goalposts are.”

Curtis agrees, saying employees stay where they feel valued. At Guaranteed Bug Control, employees are offered ongoing training and licensing opportunities, and they are encouraged to grow within the company. “When team members see that their career can move forward here, they’re less likely to look elsewhere,” she explains.

She says there’s a culture of respect and teamwork at her company that helps employees feel appreciated and therefore more loyal. “Retention isn’t about flashy perks; it’s about culture,” Curtis adds. “We treat employees like family, recognize their hard work, and give them the tools they need to succeed.”



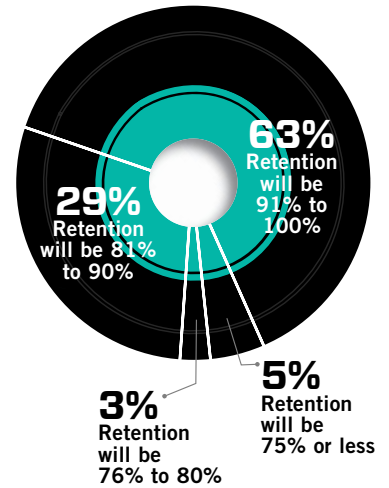
Collin Skinner

The company also “hires for character and trains for skill,” she says, because technical skills can be taught, but work ethic, integrity and attitude cannot. “We look for people who are dependable, eager to learn, and care about customer service,” Curtis says. “With the right foundation, we can provide training and licensing to turn them into top professionals.” **PMP**

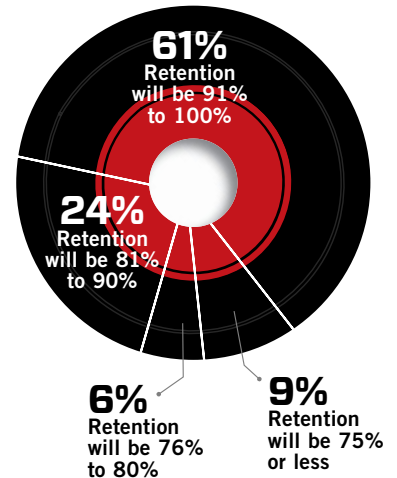
Sofranec can be reached at [dsofranec@northcoastmedia.net](mailto:dsofranec@northcoastmedia.net) or 216-706-3793.



## Projected 2026 Customer Retention



## Projected 2026 Employee Retention





## Spinning the classics

The top pests continue to be the most requested services

By Heather Gooch | PMP Editor-in-Chief

**T**roy Albitz says the key to profitable pest control is to try to stay on top of which pests are on the rise.

“We’re keeping ourselves in the trenches and listening to what the customers really want,” adds Albitz, general manager of Swanson’s Pest Management in Eugene, Ore. “The lack of moisture in our area has been pushing ants and spiders into areas they haven’t been before. Rat populations have spiked early this year. When winter comes, I think we will be back up on the wave of rodent activity.”

Overall, survey respondents forecast that in 2026, the most profitability still lies within four key segments, as noted in the

chart on p. S11. Bed bugs (*Cimex lectularius*) are also a core pest, of course, but as a singular species, they don’t warrant a chart.

### Rodents and insectivores

The Top 3 species in this category are the old standards: house mice, Norway rats and roof rats. However, this year’s survey responses highlight two species on the rise.

► While deer mice again rank fourth, as they did last year, this species’ connection with an increased risk of hantavirus has made them more familiar to consumers. The high-profile death of actor Gene Hackman’s wife, Betsy Arakawa, in February brought this risk to light. In response, many pest management professionals

(PMPs) — particularly in the Southwest United States and other hantavirus-prone markets — have focused on the value of rodent clean-out and disinfection services.

► They didn’t make the Top 5, but there is a noted increase in voles (*Microtus* spp.). This trend, along with moles (which are insectivores, not rodents) remaining at No. 5, points to an emerging opportunity for specialized landscape and turf management services. Honorable mention goes to gophers (*Geomyidae*) and pack rats (*Neotoma* spp.).

### Ants

Carpenter ants once again top the charts, cementing their position as both a nuisance and

a high-value wood-destroying insect (WDI) pest (as noted later in this article). The remainder of the Top 5 ant species continue their dominance from last year's survey results.

Based on pest pressure in their individual markets across the country, respondents pointed to several other species that made their personal Top 5 lists, including:

► Ghost ants (*Tapinoma melanocephalum*)

► Pharaoh ants (*Monomorium pharaonis*)

► Tawny crazy ants (*Nylanderia fulva*)

► Rover ants (*Brachymyrmex* spp.)

► Little black ants (*Monomorium minimum*)

► Acrobat ants (*Crematogaster* spp.)

► White-footed ants (*Technomyrmex* spp.)

► Cornfield ants (*Lasius* spp.)

► Leafcutter ants (*Atta* spp.)

► Citronella ants (*Acanthomyops* spp.)

## Cockroaches

German cockroaches are, and will likely remain, the No. 1 revenue generator in this category. The noteworthy shift in 2026 over 2025, say our respondents, is the swap between the mid-tier species: Brown-banded cockroaches moved from No. 5 to No. 4, dropping smoky brown cockroaches from No. 4 to No. 5.

Brown-banded cockroaches prefer drier, warmer environments and are often found in ceiling voids, electronics and rarely used

furniture. An increase in their revenue rank suggests PMPs are encountering more widespread infestations in residential and storage areas that require detailed treatments beyond the typical kitchen harborage.

While not making the Top 5 cut, Turkestan cockroaches (*Periplaneta lateralis*) are ones to watch in the coming year. They might even knock out one of the "usual suspects" species.

## WDI/WDO

The wood-destroying insects and organisms (WDI/WDO) segment is defined by the high cost of treatment and the regulatory demands of the industry. The Top 5 species, as listed at right, remain unchanged from our 2024 survey coverage, with one exception: This year,

western subterranean termites tied with Formosans, having been left off the list last year.

Additional WDI/WDO that bring various survey respondents revenue include wood-decay fungi, true powderpost beetles (*Lyctus* spp.) and old house borers (*Hylotrupes bajulus*).

Respondents also observed an uptick in skunks in the northeastern U.S., as well as damage to solar panels on homes by roosting pigeons and other birds. Exclusion services for these animals and other wildlife are avenues for growth. **PMP**

Gooch can be reached at hgooch@northcoastmedia.net or 330-321-9754.

*"The lack of moisture in our area has been pushing ants and spiders into areas they haven't been before."* — Troy Albitz



## Rodents & Insectivores

1 House mice (*Mus musculus*)

2. Norway rats (*Rattus norvegicus*)

3. Roof rats (*R. rattus*)

4. Deer mice (*Peromyscus maniculatus*)

5. Moles (Talpidae)



## Ants

1 Carpenter (*Camponotus* spp.)

2. Odorous house (*Tapinoma sessile*)

3. Pavement (*Tetramorium caespitum*)

4. Fire (*Solenopsis* spp.)

5. Argentine (*Linepithema humile*)

## Cockroaches

1 German (*Blattella germanica*)

2. American (*Periplaneta americana*)

3. Oriental (*Blatta orientalis*)

4. Brown-banded (*Supella longipalpa*)

5. Smoky brown (*P. fuliginosa*)

## Termites & Other WDI/WDO

1 Eastern subterranean termites (*Reticulitermes flavipes*)

2. Carpenter ants (*Camponotus* spp.)

3. Carpenter bees (*Xylocopa* spp.)

4. Drywood termites (Kalotermitidae)

5. Formosan termites

(*Coptotermes formosanus*)

5. Western subterranean termites (*R. hesperus*)

## The cherry on top

If running a pest control business is an ice cream sundae, owner optimism makes it extra sweet **By Heather Gooch | PMP Editor-in-Chief**

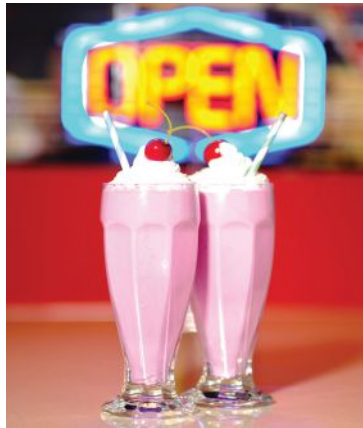
**B**y and large, this year's survey respondents are in an upbeat mood about continued revenue growth in 2026 — despite some concerns over inflation, tariffs and an uncertain economy.

The big takeaway is a clear shift from simply surviving to confidently thriving. A whopping 86 percent of respondents forecast a revenue increase in 2026, up from the 80 percent who reported gains in 2025. There was some increase in those who predict revenue will be flat (20 percent this year vs. 14 percent last year), but not one respondent predicted losing revenue either year.

### Quality pays

This optimism isn't just a feeling when it's backed by quality service, says Giancarlo Fernandez, president of Solaris Pest Solutions, Santa Clarita, Calif.

"The opportunity to succeed in 2026 is to always perform at an optimum level, and growth follows," he points out. "This we can control, and the customer's choice will always be based on results."



### Get growing

More companies are finding their way into the sweet spot of double-digit growth. There's a significant jump in the number of pest management professionals (PMPs) predicting increased revenue in the 10 percent to 25 percent range. This bracket swells from 39 percent in 2025 to a healthy 46 percent expected for 2026.

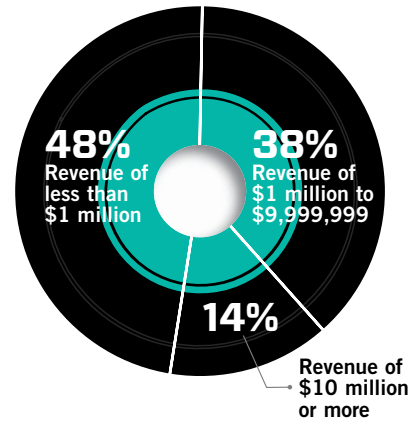
While the top-tier "up more than 25 percent" crowd remains a premium flavor, the real story is the industry-wide lift that is pulling a much larger portion of companies from the single to double scoop category. **PMP**

Gooch can be reached at [hgooch@northcoastmedia.net](mailto:hgooch@northcoastmedia.net) or 330-321-9754.

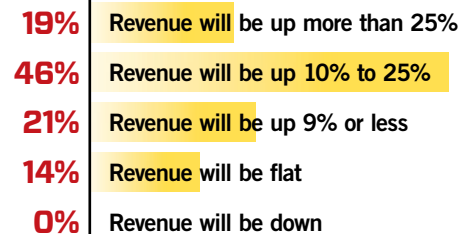


Giancarlo Fernandez

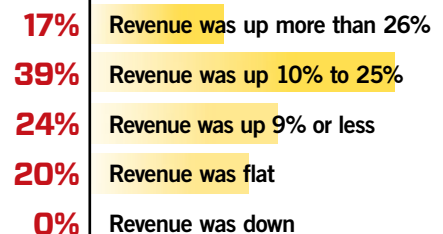
## Projected 2026 Revenue



## Projected Revenue Change 2026 vs. 2025



## Total Revenue Change 2025 vs. 2024



# Join the cool kids

Today's service offerings also focus on public health and high growth

By Heather Gooch  
PMP Editor-in-Chief



## Current Services

93%	Ant management
91%	Cockroach management
88%	Rodent management
86%	Flea & tick management
86%	Spider management

## Top Revenue-Generating Services

75%	Rodent management
61%	Cockroach management
60%	Ant management
46%	WDI/WDO management
34%	Stinging insect management

## Top Profit-Generating Services

53%	Ant management
52%	Rodent management
52%	WDI/WDO management
50%	Cockroach management
44%	Bed bug management

**O**ur State of the Industry survey respondents confirm that last year's Top 10 revenue-generating service offerings remain the most popular going into 2026, as well. But what used to be high percentages is fading as more pest management professionals (PMPs) offer additional services, diluting the numbers.

Management of termite and other wood-destroying insects and organisms

is a notable exception, increasing from 46 percent in last year's survey to



**Matt Chitwood**

52 percent of PMPs reporting it as a top generator this year, now tying with rodent management.

### Rodent control challenges

Meanwhile, rodent service has dropped from 75 percent to 52 percent year over year.

This decline reflects the potential for increased liability. As Matt Chitwood, CEO of Critter Wranglers in Powell, Tenn., notes, "Potential regulations

regarding rodenticides may change how we manage rodent populations and increase costs, which will need to be passed along to our clients. For most, it will be a hard, bitter pill to swallow."

The strategy to diversify revenue streams helps offset such risk, he adds.

The fastest-growing segments, survey respondents say, are focused on public health and comfort. Bed bug service jumped significantly, from 33 percent to 44 percent. Strong growth also is visible in mosquito management (27 percent to 35 percent) and flea and tick management (16 percent to 23 percent).

### Profit streams

PMPs also are finding new profitability in prevention and exclusion. Insulation saw the most dramatic percentage increase, tripling from 3 percent to 10 percent. Bird management doubled (6 percent to 12 percent), and wildlife management also increased (10 percent to 13 percent).



**Cassie Arriel**

Cassie Arriel, marketing director at Greenhouse Termite and Pest Control in Tampa, Fla.,

outlines her company's approach: "We are focusing on preventive and recurring services by emphasizing preventive maintenance and quarterly service plans. This will reduce the need for costly reservices." She adds that training technicians to handle multiple services on the same visit "reduces repeat trips, maximizes labor efficiency and, as a bonus, improves our customer satisfaction." **PMP**

Gooch can be reached at hgooch@northcoastmedia.net or 330-321-9754.



## Order up

PMPs dish out helpful hints for purchasing strategies in an uncertain economy

By Heather Gooch | PMP Editor-in-Chief

This year's survey finds that not much has changed year-over-year for what pest management professionals (PMPs) buy the most, with ant bait, bait stations and cockroach bait still in their respective spots in the Top 3 products purchased list. The majority of State of the Industry survey respondents report their purchasing budgets are up between 6 percent and 25 percent. This keeps pace with the accepted rule of thumb by market forecasters, who project a 25 percent inventory cost increase for U.S. businesses in 2026.

### Budget appropriately

A new wrinkle this year is that 4 percent of respondents forecast a smaller budget for 2026. That number was zero for 2025, but on the other hand, more

respondents reported a flat budget for that year (10 percent) vs. this year (7 percent).

"Fluctuating markets will continue to drive up our cost of materials, equipment and labor," says Cassie Arriel, marketing director of Tampa, Fla.-based Greenhouse Termite and Pest Control, echoing a sentiment among many of this year's respondents. "There could be higher tariffs on imported products that could further increase expenses, making our budgeting and pricing more challenging."

The smart move, readers advise, is to optimize purchasing strategies now so if a curveball is thrown at your business — anything from weather events to new competition to a down local economy — you're prepared.

"Pre-order products," advises Matt Chitwood, CEO of Critter Wranglers in Powell, Tenn.

## 2026 Planned Purchases

84%	Ant bait
83%	Bait stations
81%	Cockroach bait
81%	Glue boards & trays
81%	Granule insecticides
80%	Insect growth regulators
77%	Rodent traps
73%	Safety equipment
72%	Aerosol insecticides & applicators
72%	Personal protective equipment
71%	Spray concentrate insecticides
69%	Backpack sprayers

"Negotiate prices with vendors. Most of all, know your numbers and set prices accordingly."

### Beneficial training

Kendra Snyder, general manager of Quest Termite & Pest Management in Hellertown, Pa., agrees, noting that whenever possible, it's smart to buy in bulk. She adds that the best thing you can do for your budget, whether you're trying to cover inventory, save for new vehicles or anything in between, is to invest in your employees first.



Kendra Snyder

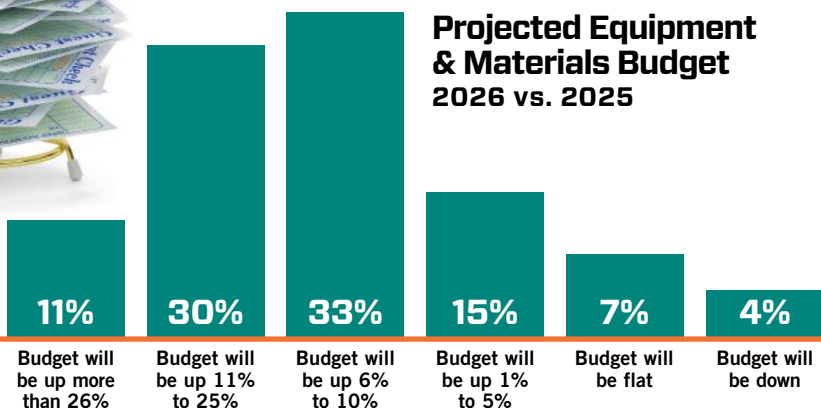
Snyder also advises you can save money simply with proper training: "Always train on the proper amount of product to use, so as not to overuse it and waste it."

"Employees are your biggest line item, but they bring the most value to your clients," she concludes. "Retaining both is a huge save in time and resources." **PMP**

Gooch can be reached at [hgooch@northcoastmedia.net](mailto:hgooch@northcoastmedia.net) or 330-321-9754.



## Projected Equipment & Materials Budget 2026 vs. 2025



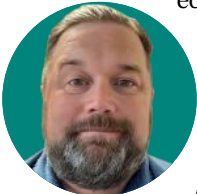
# Changing the tune

PMPs are looking less at macro issues like inflation and more at micro issues like internal operational costs

By Heather Gooch | PMP Editor-in-Chief



Last year, the majority of our pest management professional (PMP) survey respondents ranked inflation and the general economy as their Top 2 business concerns. This year, those challenges ranked Nos. 3 and 5, respectively, replaced by material, equipment and labor costs instead.



Troy Albitz

Strategic planning, with a focus on efficiency, is an effective weapon to battle rising costs, according to Troy Albitz, general manager of Swanson's Pest Management in Eugene, Ore.

"Keep a decent buffer between cost and price," Albitz advises. "This will give a bit more breathing room to keep prices steady and not have to adjust so much." He also emphasizes training and flexibility: "Keep your technicians up to speed on what they can use when troubleshooting in the field and give them the ability to make informed decisions in certain situations without waiting for authorization."

## Efficiency improvements

Focusing on efficiency without sacrificing quality can turn obstacles into opportunities.

For example, has route optimization kept pace with company growth, or is there room for improvement?

"Planning routes so that jobs are grouped geographically reduces drive time, fuel costs and technician hours," notes Cassie Arriel, marketing director of Greenhouse Termite and Pest Control in Tampa, Fla. "Efficient routing not only saves us money, but allows our team to complete more jobs per day."

## Weather impacts

Denise Trad Warren, ACE, CEO of Trad's Pest Control in Jacksonville, Fla., notes recent weather factors have had a negative impact.



Denise Trad Warren

"Climate and heat make it harder to service customers, keep teams safe and produce results," she cautions. "Products, equipment and vehicles are more expensive and take longer to receive, while economic uncertainty makes consumers jittery and makes it difficult for businesses to plan."

On the other hand, Arriel, whose service area was hit by Hurricanes Helena and Milton this year, sees the link between extreme weather and pest pressure. "Pest activity is rising due to extreme weather. This presents opportunities for us to

provide safe, effective solutions," she explains. "We are planning on opening another location and gaining a footing there to expand and grow." **PMP**

Gooch can be reached at [hgooch@northcoastmedia.net](mailto:hgooch@northcoastmedia.net) or 330-321-9754.

## Projected Top 2026 Obstacles

- 1 Material & equipment costs
- 2 Labor costs
- 3 Inflation
- 4 Fuel costs
- 5 General economy

## Projected Top 2026 Opportunities

- 1 Increase referrals
- 2 Improve customer retention
- 3 Upsell services
- 4 Increase repeat business
- 5 Increase prices

