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# STATE OF THE MOSQUITO MARKET REPORT

2020

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WHAT'S ALL THE  
**BUZZ**  
**ABOUT?**

Mosquito activity in 2019 was one for the books. Look for more of the same in 2020.

**“THE WETTEST YEAR ON RECORD”**

is becoming something of a broken record for U.S. markets in the heart of the downpour, and it's how the National Oceanic and Atmospheric Administration (NOAA) described the nation as a whole for the year ending June 30, 2019. The national average of roughly 38 inches of precipitation was almost 8 inches above average during those 12 months, six of which spilled into the second-hottest year in history.

You know where we're going with this: Wet + Warm = Mosquito Paradise.

Not that this is a news flash for you. If you're like the majority of pest control companies, your business has adapted to answer the call for mosquito management with unprecedented vigor. Nearly three-quarters — 73 percent — of those who responded to the 2020 PCT State of the Mosquito Market survey reported treating mosquitoes. It's become a steady, lucrative source of business that gives you one more opportunity to serve your customers.

MOSQUITO SERVICE OFFERINGS  
**ON THE RISE**

2014	2017
<b>38%</b>	<b>55%</b>
2015	2018
<b>49%</b>	<b>54%</b>
2016	2019
<b>54%</b>	<b>70%</b>

2020  
**73%**

(Source: Readex Research; Number of Respondents: 213)



**MARKET DEMAND IS STRONGER; SEASONS ARE LONGER**

“We’re in our fourth season of offering mosquito management, and demand continues to grow,” says Dave Bonett of Capitol Exterminating System in Old Bridge, N.J. “Mosquito pressure is part of it, but customer behaviors and attitudes are driving up demand, too. More people are choosing staycations, and so they want us to treat their backyards, pools and tennis courts, plus about four in 10 are worried about the transmission of pathogens. They hear stories of West Nile virus and Zika on social media, and it spurs them to be more cautious.”

Bonett saw mosquito revenues rise about 25 percent in 2019, and he projected another 20-percent hike in 2020 before the COVID-19 crisis put all projections on hold. Other companies’ mosquito revenues are growing as well. Our 2020 survey reflects that 63 percent of PMPs saw mosquito revenues increase in 2019 (compared to 65 percent the previous year), and that 62 percent expect to see continuing growth in 2020.

“Everyone in the industry I talk to has been seeing

constant upward momentum,” shares Mike Russell of LifeSpace Pest Solutions in Hyannis, Mass., whose two-year-old business earns about half its revenues from mosquito and tick work. “The surge that began five years ago seems to get stronger every year.”

In fact, mosquitoes aren’t only growing in number; they’re also extending their active season. Ron Veitch of Anti Pest & Veitch in Shreveport, La., says that nothing surprises him anymore in terms of timing. “We’ve always expected a lot of mosquito pressure in the summer here, where our temperatures rise into the hundreds and humidity can be 105 percent, but November through February have traditionally been low-activity months. That doesn’t necessarily hold true today. When it can be 80 degrees at Christmastime, anything is possible.”

That’s true in Georgia as well, where Toby Crowe of Compass Pest Management reported mosquitoes already out in full force in early to mid-March. “We’ve had tons of rain the past few months,” he said, “so our business is up, revenues are up, and we still have months to go.” ■

**“TRAIN YOUR TECHNICIANS THOROUGHLY, GIVING THEM GOOD INSIGHT INTO HOW MOSQUITOES OPERATE, HOW THE EQUIPMENT WORKS AND THE BEST WAY TO APPLY PRODUCT. AS WITH ANY PEST MANAGEMENT, EDUCATION AND TRAINING ARE KEY.”**

– **Dave Bonett**, Capitol Exterminating System, Old Bridge, N.J.



**81%**

of PMPs **disapprove** of using scare tactics to promote mosquito control services.



**96%**

of PMPs say by providing mosquito control services, their company is providing an essential **public health service**.



**72%**

of those surveyed say **mosquitoes represent more of a threat** to public health than they did five years ago.

# TRENDS & MARKET *INSIGHTS*



## ADD-ON SERVICES MOST POPULAR

Does your location offer a mosquito control service as part of its general pest control servicing offering, an add-on service offering, or as a primary service offering? (Number exceeds 100% because respondents could select multiple responses.)

Add-on service offering

**78%**

Primary service offering

**38%**

General pest control service offering

**22%**

## ASSISTANCE SELDOM REQUESTED

In 2019, was your company approached by local, state, or federal agencies to assist with mosquito control efforts in markets served by your company?



(Source: Readex Research; Number of Respondents: 156)



## BRANDED VS. NON-BRANDED OFFERINGS

Does your location include mosquito control services as part of a broader public health-branded pest control service offering?



(Source: Readex Research; Number of Respondents: 156)



## NO-OBLIGATION QUOTES POPULAR

Does your location provide no-obligation quotes to customers inquiring about mosquito control services?



(Source: Readex Research; Number of Respondents: 156)



The average callback rate for the industry's mosquito control services is

**5.3%**

**56%**

of PMPs say their customers understand the risks of vector-borne diseases.



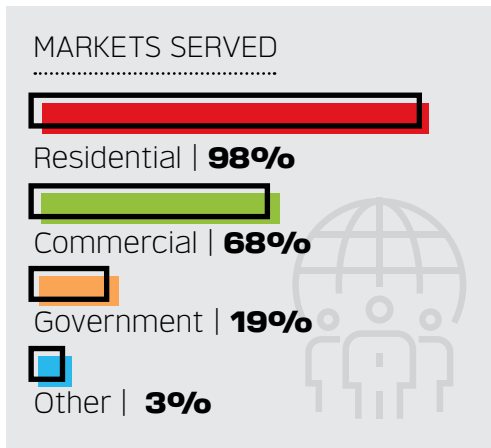
# ANSWERING THE CALL OF **GROWING** DEMAND

*The responses from PCT's 2020 State of the Mosquito Market survey reveal some interesting business trends, including widespread optimism about the continuing potential of mosquito work.*

While numbers no doubt will be tempered by the fact PCT's mosquito market survey was fielded before the COVID-19 pandemic, 62 percent of PMPs expect their mosquito control service revenues will increase in 2020. Much of this optimism, no doubt, is based on the fact that 63 percent saw year-over-year increases in 2019. Only 3 percent anticipate a decrease in 2020 mosquito revenues.

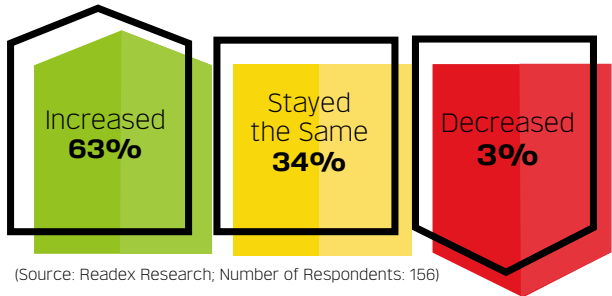
PMPs are putting their money where their mouth is, too. Forty percent plan to increase their budgets for mosquito

equipment in 2020, and 53 percent will hold steady with their mosquito budgets. What will they be buying? Backpack sprayers/misters (71 percent), foggers (22 percent), spray rigs (20 percent), automatic misting systems (17 percent) and surveillance systems (10 percent). Demand for mosquito control continues to be heavily residential, with 98 percent of PMPs saying they serve the residential market, while 68 percent treat businesses. About 19 percent of companies provide mosquito services to government accounts. ■

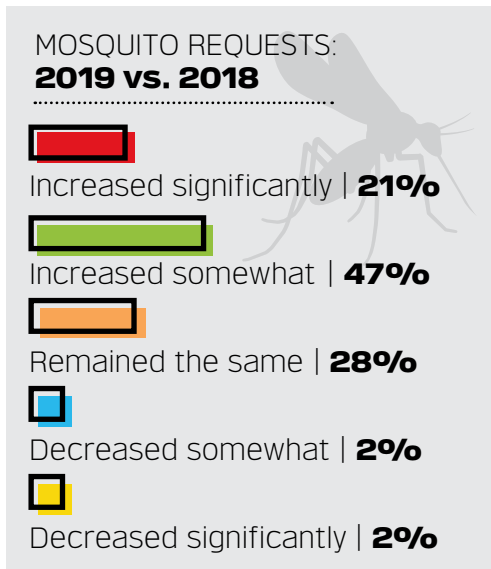


(Source: Readex Research; Number of Respondents: 156)

### MOSQUITO REVENUE: 2019 vs. 2018

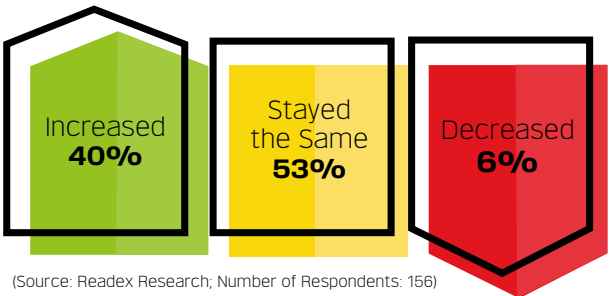


(Source: Readex Research; Number of Respondents: 156)



(Source: Readex Research; Number of Respondents: 156)

### EXPECTED EQUIPMENT BUDGET 2020



(Source: Readex Research; Number of Respondents: 156)

### LIKELY EQUIPMENT PURCHASES

Backpack Sprayers/Misters	71%
Foggers	22%
Spray Rigs	20%
Automatic Misting Systems	17%
Surveillance Systems	10%
Other	4%

(Source: Readex Research; Number of Respondents: 156)

# Mosquitoes: One thing you can be certain of

The professional pest control industry has always played an essential role in the protection of public health. That has not changed despite the ongoing uncertainty presented by the Coronavirus (COVID-19). In fact, most pest control companies in the United States are still working hard to protect their customers from the impact of pests both inside and outside their home.

We also know and recognize that providing pest control services in the current climate comes with challenges like access to personal protective equipment (PPE) and customers not wanting technicians to enter their homes. The good news? There are many services, like mosquito control, that can still be performed with minimal disruption. If you aren't currently offering a mosquito control service, now might be a good time to consider it. If you are already offering the service, now would be a good time to review your protocol.



# Effective mosquito treatments

Effective mosquito treatments start with an IPM approach followed by chemical treatments that target the mosquito at various life stages.

## 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 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, commercial, and equine 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 adult and immature mosquitoes, choose OneGuard Multi MoA Concentrate.



Visit [MGK.com/mosquito-control](http://MGK.com/mosquito-control) to see more MGK mosquito control solutions.





# FAMILIARITY BREEDS CONTINUOUS *IMPROVEMENT*

Mosquito products and protocols have continued to evolve — and for the better, PMPs say.



## MOSQUITO MANAGEMENT

is relatively new to many pest control companies, as the unprecedented rise in populations over the past few years has spurred more and more companies to get in on the action. As familiarity with this pest grows, however, treatments are becoming increasingly more effective.

In fact, 83 percent of the respondents to the 2020 State of the Mosquito Market survey who have been managing mosquitoes for at least five years said that their mosquito control services are better

or much better today than they were five years ago. Those improvements are reflected in the average callback rate for 2019 — 5.3 percent — a relatively low figure given mosquitoes are a pest to be managed but not eliminated. Notably, 23 percent of those who treat mosquitoes said they had no callbacks at all in 2019.

“The products and protocols are much better now than they were 10 years ago,” says Michael Hayes of ProShield Termite & Pest Control. “I’m particularly excited about the availability of more natural products, which I have been using on a

more regular basis,” he said.

“Synthetic products mixed with an IGR and applied with a backpack mister are very successful in controlling mosquitoes in home environments where customers are open to them, but we’re breaking into the natural market by using a combination of two products — one that we apply with a backpack fogger and then a baiting product that attracts and kills,” he continues. “I go with the dual defense because I want to make sure we’re getting the strongest control possible.”

Hayes applies the natural products





every two weeks as opposed to monthly applications of the synthetic plus IGR. Mike Russell of LifeSpace Pest Solutions applies green products every two weeks, too, while putting synthetics on a three-week rotation. “Only about 5 percent of our customers go with natural products,” he says. “A lot of them are interested in a green solution, but when they see it costs more, they tend to go with the conventional products.”

Russell adds that when he started offering mosquito work, he let each customer set the frequency of applications, but he

found that gaining control of populations meant adhering to the three-week treatment schedule. “We’re definitely better now than when we first started out,” he says.

**WALKING THE WALK, TALKING THE TALK**

Products aside, what makes mosquito control efforts successful? PCOs cited knowing the pest and its behaviors, doing a thorough inspection, and encouraging customer involvement.

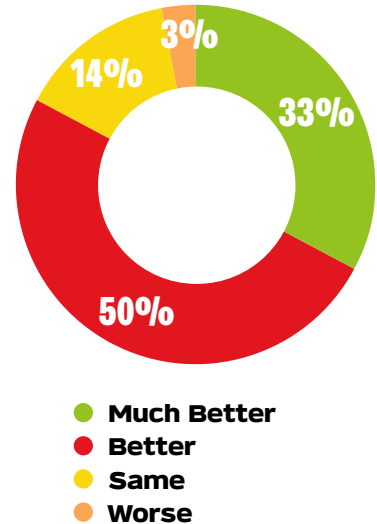
“Focus on the I’s: an IPM approach and a great inspection,” says Toby Crowe of Compass Pest Management. “Getting the inspection right means finding the breeding sites and anticipating which surfaces mosquitoes are most likely to rest on. Both of these depend on your knowledge and understanding of the species you’re up against. Once you’ve done this assessment, the control part becomes much easier.”

Pulling the customer in on the effort is essential as well, says Russell. “On the first visit, I walk around the property to identify conducive conditions, then I share that list with the customer — you need to dump the water out of the kids’ toys and establish a barrier between the woods and house, for example,” he says. “It’s hit or miss whether they actually help. Most people are interested in being part of the solution, but whether they remember to do what they’re supposed to do can be a different story.”

Dave Bonett of Capitol Exterminating System has a creative way of helping customers understand how vital their participation in the process is. “I’ve found that people don’t have much interest in hearing a long explanation about the mosquito life cycle,” he explains. “So instead, I ask them, ‘If I were a painter but you refused to move the pictures off the wall, how good of a good paint job do you think you’ll get?’ We give them a list of hints and tell them if they want to get the best bang for their buck, they need to act on those hints. We get pretty good engagement this way. Probably 75 percent do what we ask.” ■

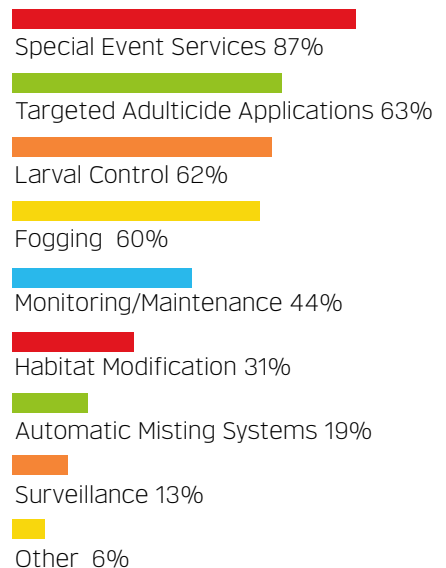
A HIGHLY EFFECTIVE SERVICE

How would you rate the effectiveness of your mosquito control services compared with five years ago?

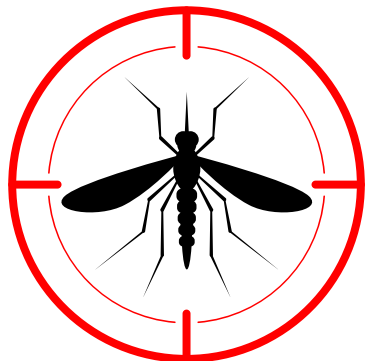


(Source: Readex Research; Number of Respondents: 156)

BREAKDOWN OF TYPES OF SERVICES OFFERED



(Source: Readex Research; Number of Respondents: 156)



# DISEASE-CONSCIOUS CLIENTELE HELP **DRIVE** BUSINESS

**P**ublic health is top of mind for a growing number of Americans, driving interest – and concerns – about mosquito-borne illnesses.

With West Nile, Zika and most recently Triple E (Eastern equine encephalitis) viruses making national headlines, Americans are becoming increasingly familiar with mosquito-borne diseases. Many PMPs attribute their customers’ growing demand for mosquito control services, at least in part, to this awareness, even though some believe consumers should be better informed.

“Here in Mobile County [Ala.], we have more than 50 species of mosquito and activity nine months of the year. People have a lot of concerns about mosquito-spread diseases,” says Michael Hayes of ProShield Termite & Pest Control. “But their concerns seem to be based more on fear stoked by what they’ve heard in the media

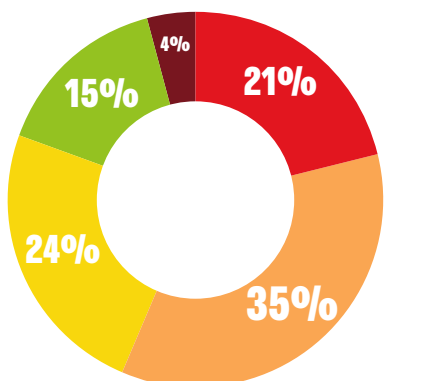
than on actual information. I try to ease their anxiety by explaining that mosquitoes are more of a nuisance than anything else. Of course there’s always the possibility that they could be carrying viruses, so it’s better to be safe, but they shouldn’t be afraid all the time.”

Toby Crowe of Compass Pest Management agrees that fear often spurs customers to call for mosquito services. “When Zika was in the news, it did seem to drive mosquito business our way,” he says. “I make a point, though, of not using scare tactics in selling our services. People should be aware, but not afraid.”

Crowe adds that customers are often concerned for their pets’ safety from disease, as mosquitoes do transfer heartworms to dogs. “I understand their concerns completely; in fact, I treat my own property for the same reason,” he says. ■

## ARE THEY GETTING IT?

Customers understand the public health threat posed by mosquitoes.

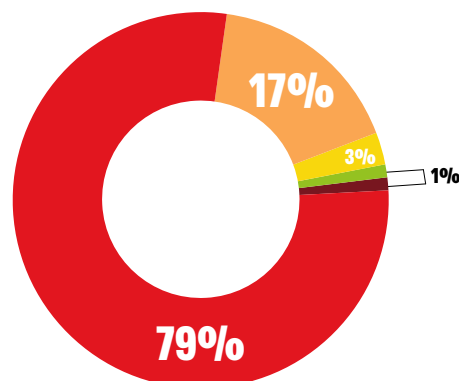


- **Strongly Agree**
- **Disagree**
- **Agree**
- **Strongly Disagree**
- **Neither Agree Nor Disagree**

Source: Readex Research; Number of Respondents: 156

## GIVE YOURSELF CREDIT!

By providing mosquito control, my company is providing an essential public health service.



- **Strongly Agree**
- **Disagree**
- **Agree**
- **Strongly Disagree**
- **Neither Agree Nor Disagree**

Source: Readex Research; Number of Respondents: 156

# FACTS & TIPS ON MOSQUITOES



## WHAT YOU CAN SHARE WITH CUSTOMERS ...

- Mosquitoes are likely earth's deadliest animal, based on the various diseases they carry and transmit, such as malaria, yellow fever and various types of viral encephalitis.
- Several of the common mosquito species found in yards in the United States (e.g., *Aedes aegypti* and *Ae. albopictus*) are daytime feeders. Such species are also key vectors of diseases such as West Nile virus, Zika, dengue fever and chikungunya.
- Any container or situation around buildings that can hold water for a minimum of seven days can potentially breed mosquitoes. Customers should be advised to turn containers upside down when storing these outside, and to empty and refill bird feeders and kiddie pools every several days.
- The best way to help avoid mosquito bites is to limit outdoor activities when mosquitoes are active, minimize mosquito breeding sites surrounding buildings, and wear mosquito repellents outdoors.

**"HIRE TOP-NOTCH PEOPLE WHO ARE RESPECTFUL AND HONEST. WE TELL OUR TEAM, 'IF YOU PROMISE THE MOON AND THEN DELIVER THE MOON AND STARS, YOU'RE OK, BUT DON'T EVER OVERSELL OR TRY TO SCARE PEOPLE INTO BUYING. LET THEM KNOW, TOO, THAT THEY'RE NOT GETTING THE CHEAPEST; THEY'RE GETTING THE BEST.'"**

**Toby Crowe**, Compass Pest Management, Cornelia, Ga.

## WHAT YOU SHOULD KNOW ...

- Female mosquitoes are blood feeders, which must feed on the blood of animals to acquire the nutrients needed to produce eggs.
- The numbers of mosquitoes found in a yard can be reduced through targeted treatment of sites where adult mosquitoes like to rest, particularly under leaves of shrubs and other plants and surfaces in shaded or protected areas (e.g., under decks, walls behind shrubs).
- *Aedes* and *Culex* mosquitoes typically do not travel far from where they breed. When found in yards, they are very likely breeding on the property or on neighboring properties.
- Applications to control adult mosquitoes should be directed to the underside of leaves of vegetation. Most resting mosquitoes will be found near ground level up to several feet high.
- Mosquito populations can suddenly bloom a week or so after heavy rains. Rainwater that fills ditches, storm drains and low areas creates sites where mosquitoes will lay eggs.
- Drainage ditches or other locations on a customer's property that can hold water are prime breeding sites. Take steps to drain or eliminate any type of standing water. Tree holes can be filled with sand to eliminate them as potential breeding sources.





MOSQUITOES SUCK.  
Now you can make them suck less.

# 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 and other flying and crawling pests\*

\*See label for pests controlled.



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