

2025 STATE OF THE

Tick Control Market



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GETTING IN ON THE TICK GAME

As tick pressure continues its now yearslong climb, the percentage of pest management companies offering tick control services continues to grow. Eighty-three percent of PMPs reported offering tick services through the 2025 PCT State of the Tick Control Market survey — a 10-percent increase over just two years ago.

A variety of factors play a role in companies' rising commitment to providing their customers with tick services:

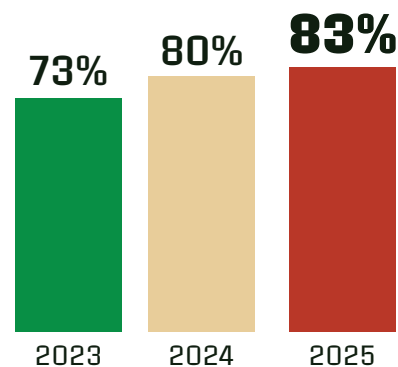
GEOGRAPHIC SPREAD. As warmer temperatures and increasing humidity in much of the U.S. provide more at-

tractive conditions for ticks, and as deer, rodents and other host animals relocate due to urban development and other factors, tick populations are migrating into new territories. Though the species vary from region to region, ticks are now found in all 50 U.S. states.

EXTENDED TICK SEASONS. Milder winters throughout many states allow rodents and other small mammals to survive longer, providing ticks with essential blood meals well into the colder months. Tick activity in many regions begins earlier in the spring and goes later into the fall and winter, with some areas seeing year-round pressure.

MORE OFFERING TICK SERVICES

Percentage of pest control company locations offering tick control services:



Source: Readex Research: Number of respondents: 143 in 2025, 209 in 2024, 197 in 2023

GROWING PUBLIC CONCERN. The proliferation of ticks and the diseases they can transmit has come to the public's attention through mass and social media channels, as well as word of mouth. This is especially true in Northeastern states where Lyme disease, which according to many online sources accounts for three out of four tick-borne disease cases, is common. Local media, as well as pest management companies, in these high-risk areas may remind citizens to be wary of ticks as spring emerges. It's not uncommon for PMPs in other regions to face questions about Lyme and other tick-borne diseases as well.

In Kansas City, Mo., for example, when a customer's son was stricken with Lyme disease, her first instinct was to have their home inspected for ticks. "We did several inspections for this family, but found no sign of ticks," said Craig George, general manager and partner of Planet Pest Solutions. "Ultimately, they determined that the source was probably not local. They attributed it to an out-of-state camping trip where ticks were more commonly encountered."

PROFIT POTENTIAL. Most PMPs who treat ticks consider them a relatively easy pest to manage. The treatment protocol isn't complicated, as it can be with bed bugs, German cockroaches and other elusive pests, and applications are generally effective the first time, resulting in very few callbacks. The 2025 State of the Tick Control Market report places the average tick callback rate at just 2.7 percent, with nearly half — 45 percent — of PMPs reporting no callbacks at all.

"Ticks are easy, especially if you compare them with a pest like fleas, which require a lot of customer cooperation," said Wesley Hall, owner of Green Guard Pest Control in Gainesville, Fla. "With fleas, your success depends largely on the customer's commitment to playing an active, ongoing role — cleaning and vacuuming regularly. With ticks, as long as the customer keeps their pet on a preventive product, you can usually gain control quickly."

Add to this relative ease the reasonable price of many of the pesticides approved for tick applications, and you




**AVERAGE CALLBACK RATE
FOR TICK CONTROL JOBS**

2.7%

Source: Readex Research; Number of respondents: 119

have a formula for profitability.

"Tick work is very profitable, not only because the service is straightforward, but also because you can get great results using an inexpensive insecticide," said Brian Richardson, owner of Full Stream Pest Solutions in Royersford, Pa. "In fact, it's such a profitable service that I see a lot of PMPs who initially thought they didn't want to get into the tick and mosquito game double back and decide to buy a mosquito mister and be a part of it after all." 

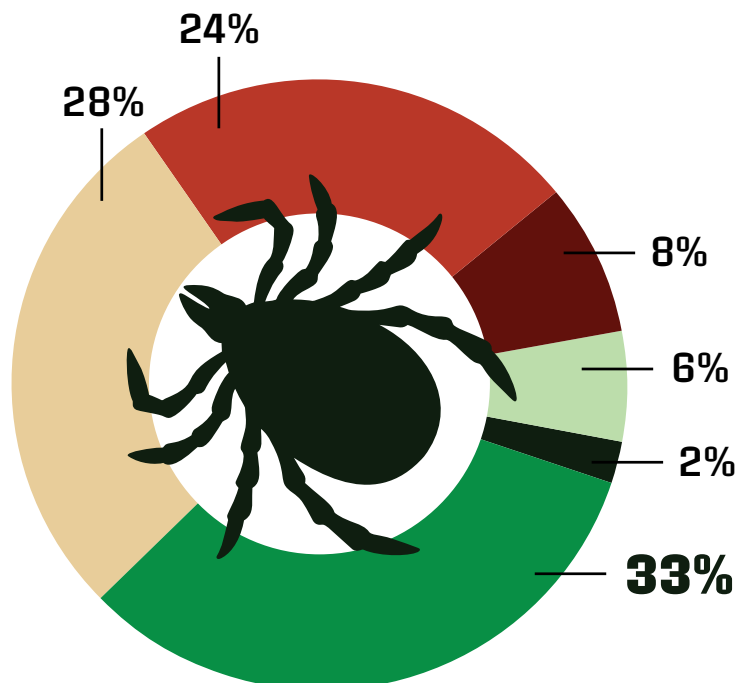


MOST PREVALENT SPECIES

What species of tick is most prevalent in your market area?

- Eastern blacklegged tick (deer tick)
- American dog tick
- Brown dog tick
- Lone star tick
- Western blacklegged tick
- None

Source: Readex Research; Number of respondents: 119





THE BUSINESS OF TICK MANAGEMENT

When Matthew Tompkins took the reins of Natural Tick & Mosquito Control of Long Island, N.Y., several years ago, he recognized that expanding into landscaping services could enhance the overall effectiveness of the company's tick and mosquito control treatments by directly addressing key habitat and breeding conditions.

"Often, the properties we would visit would have overgrown lawns and other conditions conducive to tick harborage, so we started offering to take care of those things," explained Tompkins. "It was easy for us to add landscaping services; we are small enough to be agile and can charge a modest price because we take care of the lawn, ticks and mosquitoes in the same visit. We've found we can do a more thorough job controlling the ticks when we also have some control over the environment."

Adding lawncare services also adds to

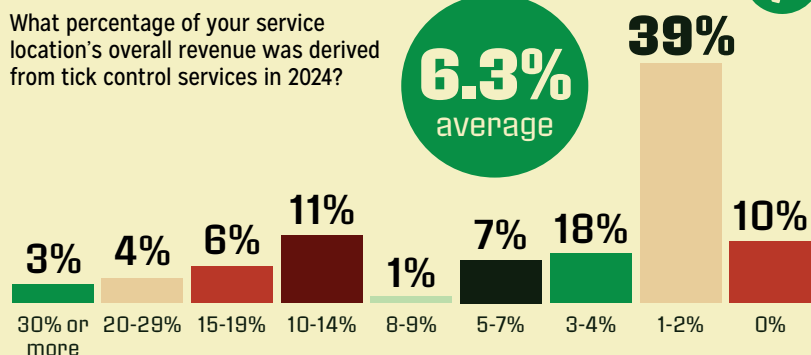
the revenue potential of tick management, as companies that can provide these supporting services open the door to selling more deeply.

With or without those additional services, pest management professionals continue to view tick work as a solid source of revenue. On average, tick services represented 6.3 percent of overall revenue. More than one-third (34 per-

cent) of PMPs reported these services have become a more significant portion of their business in the past five years. The same percentage of survey respondents said they expect the percentage of tick revenue to increase in 2025, with another 62 percent expecting steady revenues. Only 4 percent look for tick work to decrease as a percentage of revenue. 🕷️

MONEY MAKER

What percentage of your service location's overall revenue was derived from tick control services in 2024?



Source: Readex Research. Number of respondents: 119


Making A Bundle

While 72 percent of PMPs offer tick services as either an add-on, separate service or a one-time, as-needed service, one in five (20 percent) bundle tick with mosquito or flea services. Another 7 percent offer tick services as part of their general pest packages. Bundling can be a profitable strategy because, as ticks, fleas and mosquitoes go, the standard products and treatment protocols are often the same or very similar.

"Customers want to protect their pets, so if they call us about fleas, we tell them we'll treat for ticks at no extra charge and vice versa," said Steve Russo, branch manager of Sandwich Isle Pest Solutions in Pearl City, Hawaii. "Accounts with either pest tend to have similar issues, such as overgrown vegetation and untreated pets. It's cost-effective for us to manage both in the same visit."

In southeastern Pennsylvania, Full Stream Pest Solutions markets a yard protection service to help manage mosquitoes, fleas and ticks. Owner Brian Richardson said that tick calls are increasing at a faster pace: "This area is already known for having heavy tick pressure, but the past two years have been particularly heavy."

Ticks get some extra attention in terms of frequency when bundled with mosquitoes, Richardson explained, since mosquitoes generally require monthly service whereas ticks can sometimes be a one-and-done proposition. "For customers who ask specifically for tick service, I may only treat in April, or April and October, and that's all they need."

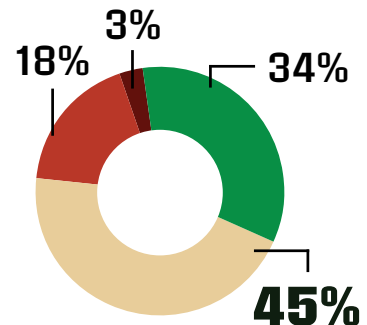
David Bonett, president of Capitol Exterminating System in Matawan, N.J., said his company offers a variety of choices. "We'll bundle tick services with mosquito or flea, depending on the customer's needs, or they can buy tick management as a standalone service. The most economical way we've found to offer tick services is bundled with general pest; that's the most profitable option for us." 



BUSINESS IMPACT

In the past five years, have tick control services become a more or less significant portion of your service location's business?

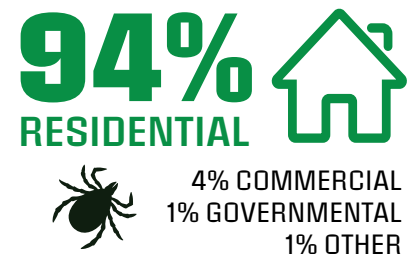
- More significant
- No change
- Less significant
- Not involved 5 years ago



Source: Readex Research; Number of respondents: 119

HOTTEST MARKET FOR TICKS

What market represents the largest percentage of tick control revenue for your service location?



Source: Readex Research; Number of respondents: 119

STEADY GROWTH

Compared with last year, how do you expect the percentage of revenue generated by your tick control services to change in 2025?

	2025	2024	2023
↑ increase	34%	44%	45%
— no change	62%	54%	52%
↓ decrease	4%	2%	2%

Source: Readex Research; Number of respondents: 119 in 2025, 168 in 2024, 143 in 2023

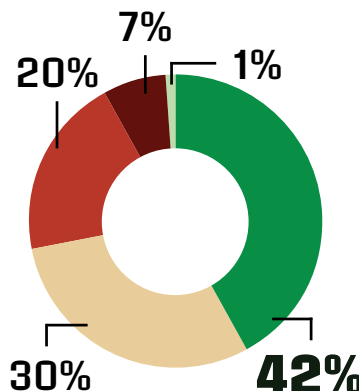
ABOUT THE SURVEY

The PCT 2025 State of the Tick Control Market survey was sponsored by Central Life Sciences/ Zoëcon and compiled by Readex Research, a privately held research firm in Stillwater, Minn. A sample of 4,990 pest control company owners, executives, technical directors and managers was systematically selected from the PCT database. Data was collected from 143 respondents — a 3 percent response rate — via online survey from March 5-31, 2025. The majority of results are based on the 119 respondents whose locations offer tick control services. The margin of error for percentages is plus or minus 8.9 percentage points at the 95 percent confidence level. Charts may not add up to 100 percent due to rounding.

HOW TICK SERVICES ARE SOLD

How is tick control offered at your service location?

- Add-on, separate service
- One-time, as-needed service
- Part of a bundled service (e.g., with mosquitoes or fleas)
- Part of general pest control
- No answer



Source: Readex Research; Number of respondents: 119

OPPORTUNIS-TICK: TREATMENTS TO RIVAL RESOURCEFUL TICKS



Tick Life Cycles, Landscapes, and Solutions

The winter of 2024-2025 was long and mild, conditions that create a perfect storm for tick populations to thrive. More ticks are expected to survive overwintering, and with a warm, wet spring across much of the central and northern U.S., pest control professionals should prepare for early and elevated tick pressure.

Ticks don't wait for ideal conditions; instead they are opportunistic.

Their life cycles span multiple hosts and environments, from rodents and deer to pets and people. Each stage brings new risks. Understanding their host preference, or in many cases lack thereof, is key to gaining control of tick challenges.

CHANGING LANDSCAPES, CHANGING HOSTS

As new housing developments expand into undeveloped areas, ticks find new territory and new hosts. Ticks are now thriving in suburban lawns, shrubs, and nature preserves. Fragmentation of natural habitats brings prey animals like rabbits closer to homes and gardens, increasing opportunities for ticks to complete their life cycles in residential zones.



Ticks transition from one host to another as they develop, requiring a blood meal at each stage. Larvae may start on mice, nymphs on raccoons or rabbits, and adults on dogs or deer. Each stage is a chance for ticks to feed and for disease to spread.



Pet ownership trends are also a key factor. While dog ownership has taken a dip since its surge in 2020, cat ownership is steadily rising, and numbers for both pets remain high. Cats are less suitable hosts, but they still carry ticks into the home. Plus, ticks can survive for long periods off-host, hiding in shaded, humid environments indoors or out.



Homeowners with strong pet grooming and cleaning routines are better protected, but many remain unaware of how adaptable ticks can be. Ticks aren't waiting in just one spot; they're evolving through life stages in areas most people overlook.

EVOLVING DISEASE RISKS

Ticks' evolutionary advantage lies in their mobility, both biologically and geographically. Lyme disease continues to lead tick-borne illnesses but awareness of alpha-gal syndrome, a red meat allergy triggered by bites from Lone Star ticks, is growing.

The ability to establish and spread disease across tick species underscores the importance of understanding how ticks transition between hosts and habitats.

TOOLS TO TREAT THE THREAT

Zoëcon Professional Products offers a suite of solutions designed to meet ticks at every stage of their evolution, from outdoor emergence to indoor infiltration.

- **Precor® Outdoor F-T-M**, our latest weapon against ticks, effectively targets ticks and other labeled pests outdoors, with application approval designed for turf and ornamental settings.
- **Essentria® Mosquito & Tick Concentrate**, a FIFRA 25(b) essential oil-based concentrate, is ideal for environmentally sensitive areas, delivering effective control against ticks and mosquitoes with botanical active ingredients.
- **ExciteR™ Insecticide** is a combination synergist + insecticide with flushing power to control ticks and other labelled insects in outdoor and indoor settings.
- **Lambda 9.7 CS**, an ideal tick yard spray and mosquito treatment, offers effective and long-lasting results and is specifically formulated to avoid heat breakdown.
- **Petcor² Flea & Tick Spray** is formulated for use directly on animals like dogs and cats, killing adult ticks and fleas. Our pioneering IGR, (S)-methoprene, breaks the flea life cycle, preventing reinfestation for up to 63 days.

Tick prevention and education remain essential. Ticks thrive in high-humidity, low-traffic areas. Thus, professionals should emphasize awareness of tick habitats in both prevention and treatment including tall grass, brush, wooded areas, stacked firewood, and shaded corners.

With proven solutions from Zoëcon Professional Products and an informed strategy, professionals can target these opportunists at every stage this season.



**Scan to download the Zoëcon Tick Fact Sheet,
and to learn more about Zoëcon Professional Products.**

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STRATEGIES FOR EFFECTIVE TICK CONTROL

Although most tick treatments take place outdoors, some customers request indoor treatments when their pets bring a multitude of the parasites into their home. Wesley Hall of Green Guard Pest Control gets plenty of calls for both.

“If customers are having an issue indoors, we do a series of interior sprays, but we always tell them it’s not going to work if they don’t put the dog on a preventative product; that’s mandatory,” said Hall. “If it’s an exterior issue, we put them on a program of a couple different sprays, depending on the areas they have — in particular, the lawn and any harborage or wooded areas.”

For indoor applications, Hall’s team mixes an insect growth regulator (IGR) into the pesticide they’re using. Outdoors they tend to not use IGRs for standalone tick treatments. “Some IGRs are sensitive to sunlight and don’t last as long as we’d like for outdoor applications, but if a customer requests a bun-

dled mosquito-and-tick treatment, they do get that extra protection because IGRs are part of our standard mosquito protocol,” Hall added.

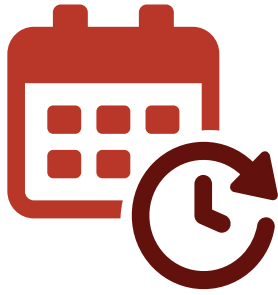
Craig George of Planet Pest Solutions combines IGRs and residuals consistently, indoors and out. “The IGR step is really important when battling fleas or ticks. By reducing the ability for the ticks to reproduce, the IGR reduces the overall population in the long run,” he explained.

George and Hall are among the 92 percent of PMPs who use residual pesticides and 43 percent who use IGRs in managing ticks, according to the 2025 PCT State of the Tick Control Market survey. Just over a quarter of PMPs (27 percent) reported using essential oils or other botanical treatments, and just under a quarter (24 percent) said they employ habitat modification strategies to manage ticks. Rodent control (18 percent), tick repellents (17 percent) and tick boxes (12 percent) round out the treatment options PMPs rely on.

“No matter which product you plan to apply, an effective treatment always begins with a really good inspection,” said Brian Richardson of Full Stream Pest Solutions. “You need to identify and treat every area with dead leaves and high grass, as well as any area the customer may point out as a pathway for deer or other animals. Then focus on the wood line, applying a barrier of pesticide on the outskirts of the property to stop the ticks from coming into the yard.”

Matthew Tompkins of Natural Tick & Mosquito Control noted that thoroughness is essential, especially when using botanicals.

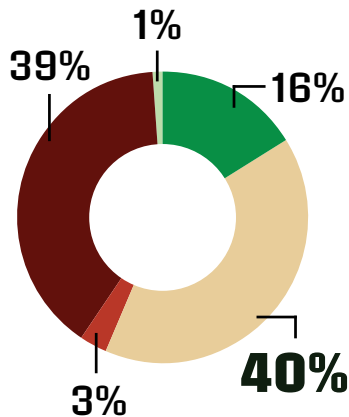
“It’s not enough to do a quick pass around a property; you really have to get under all the bushes and fallen leaves. Make sure you’re turning the leaves over, so that you’re getting to the spots where ticks may be hiding. You want to be sure that you’re protecting your customers, their families and their pets as completely as you can.” 🐾



SERVICE FREQUENCY

How often does your service location provide tick control services to the typical client?

- Year-round
- Seasonally
- Once per year
- As needed
- Other



Source: Readex Research; Number of respondents: 119

TICK RISKS

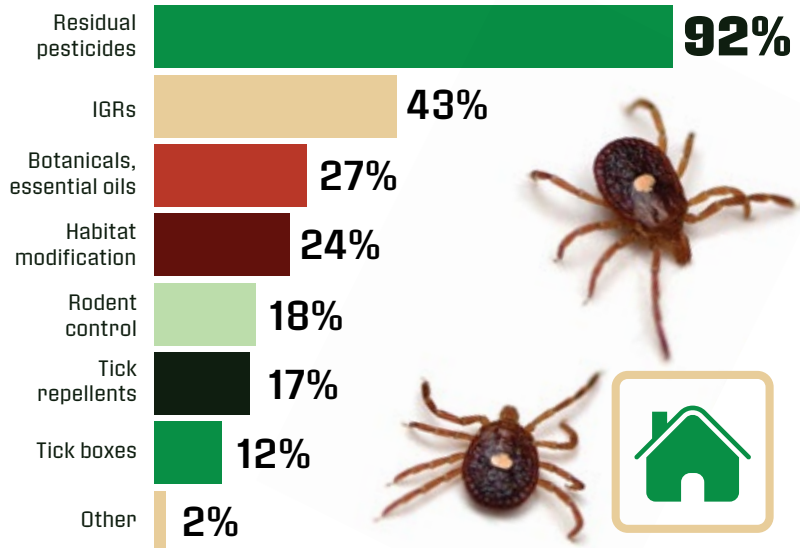
Do customers of your service location consider ticks a threat?

	To pets	To public health
YES	79%	59%
NO	10%	21%
DON'T KNOW	11%	20%

Source: Readex Research; Number of respondents: 119

TREATMENT GO-TOs

Which products/approaches does your service location use to manage ticks?



Source: Readex Research; Number of respondents: 119; Respondents could select more than one answer

CUSTOMER PERSPECTIVES

When a customer calls to schedule a tick service, their motivation can vary from a fear that they, or a member of their family, might contract Lyme disease, spotted fever rickettsiosis, anaplasmosis or another tick-borne disease to concern for their pets' health and well-being. Location can have a lot to do with which issue is top of mind.

In Matawan, N.J., Capitol Exterminating System's customers are often concerned about disease. "Lyme disease has been in New Jersey since 1978, and so people are very aware of its risks," said David Bonett. "We primarily encounter dog ticks and deer (Eastern blacklegged) ticks, the species that transmits the bacteria that causes Lyme disease. When people call us for service, it's sometimes because a family member either has Lyme disease or isn't feeling well and suspects Lyme disease may be the culprit. Other times, they are simply concerned about their dogs."

Pennsylvanians often have similar concerns. "When people call us, their main concern is the health and safety of their children and pets," said Brian Richardson, Full Stream Pest Solutions. "Usually, a conversation of Lyme disease comes up when people find ticks on their kids. That's the first thing that comes to mind for them."

Nationwide, consumers seem more tuned in to the harm ticks can do to their pets than to public health, according to 2025 State of the Tick Control Market data. While nearly four out of five (79 percent) PMPs said their customers understand that ticks are a threat to their pets, about three in five (59 percent) said the same about the human risks.



HOST BUSTERS

When a customer reports ticks on their property or in their house, very often it's because their pets bring them home from a romp in the woods or a visit to the dog park. But in addition to, or in the absence of, pets, it makes good sense to take stock of any wildlife in the area. As obligate parasites, ticks need hosts to survive, and when they scout for new blood meal sources, just about any warm-blooded (and sometimes cold-blooded) animal will do.

In the East and Midwest regions of the U.S., for example, deer are becoming increasingly abundant and are well-known for carrying blacklegged ticks (deer ticks) into neighborhood yards.

"Eastern Long Island has become overpopulated with deer, and they keep moving westward, closer to the city. For the past two years, tick pressure has been intense," said Matthew Tompkins, Natural Tick & Mosquito Control. "We started offering deer treatments a year or so ago as part of our IPM strategy."

To address deer issues, Tompkins typically recommends the installation of deer fencing, which he has found to be an effective long-term solution for keeping deer out of high-risk areas.

"When fencing is not feasible or requires additional support, we rely on natural, scent-based methods — a mix of essential oils, which overwhelm a deer's sensitive sense of smell, and coy-


ote urine granules, which simulate the presence of a natural predator — to repel deer without causing them or the environment any harm," he explained.

Other animals to watch out for as carriers of ticks include mice, squirrels, chipmunks, moles, voles, raccoons, skunks, opossum, birds and feral pigs. Often, gaining control of ticks is dependent on gaining control of their hosts.

That's what Sandwich Isle Pest Solutions in Pearl City on the island of Oahu, Hawaii, focuses on. "We don't actively promote tick services, because, aside from protecting their pets, people aren't particularly worried about ticks here," said Branch Manager Steve Russo. (Tick-borne diseases are rare in Hawaii.)

“We do market our wildlife control services, because people are concerned about feral hogs and the damage they can do to their property. When we remove the hogs, we also eliminate the risk they pose of infesting customers’ properties and pets with ticks. In our experience, feral hogs can be covered in ticks.”

Feral chickens are a common pest in Hawaii as well, proliferating in the absence of fox, coyote and other natural predators. While chickens are more likely to carry mites and fleas, they can also serve as hosts to ticks.

The bottom line is that service technicians need to understand that any wildlife activity reported by a customer, and any burrow or other harborage they find during their inspection, should be considered a likely source of ticks. In these instances, a comprehensive treatment plan that addresses both tick and host can be a highly effective strategy. 

MEMORABLE MARKETING MESSAGES

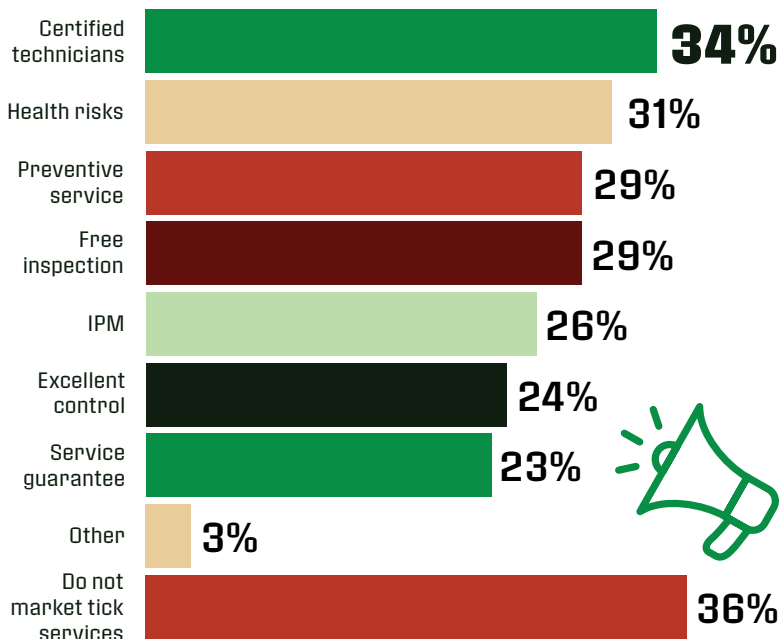


While some pest management companies (36 percent) do not promote their tick control services, the majority (64 percent) take a proactive approach to marketing this service. Some give customers a heads-up in late winter or early spring that tick season is coming, to remind them to be on the lookout for these potentially dangerous pests. Others target pet owners with their messaging.

Unsure as to what your marketing message should focus on? Here are some messaging points your peers include in their advertising, social media posts and promotional materials:

GETTING THE WORD OUT

What aspects of your tick control service are featured in your company’s marketing efforts?



Source: Readex Research; Number of respondents: 119; Respondents could select more than one answer

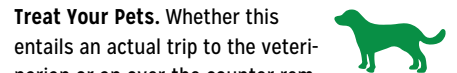
TICK SHTICK: SHARE THE BASICS



Though people may be more knowledgeable about the dangers related to ticks today than they were, say, 10 years ago, the educational sound bites shared by PMPs haven’t changed much over the years. Still, it’s important to remind customers that a few precautionary measures can play an important role in holding ticks at bay:



Keep a Tidy Lawn. Ticks love tall grass! Don’t create a welcoming habitat for them or the rodents and other wildlife that can carry them. To discourage wildlife from visiting or, worse, taking up residence on the property, keep trash tightly sealed, eliminate any standing water and don’t leave pet food out. To discourage the ticks themselves from hanging around, always keep grass, shrubs, trees and other vegetation neatly trimmed. “A well-manicured lawn and conscientious landscaping go a long way in keeping ticks away from a home,” said Craig George of Planet Pest Solutions.



Treat Your Pets. Whether this entails an actual trip to the veterinarian or an over-the counter remedy, pets need to be treated at the same time their homes are being treated so that they don’t become a source of reinfestation. In fact, many vets who practice in states where ticks are a year-round pest recommend continual preventative tick and flea treatments for dogs and cats.



Protect Your Family. Keep your children’s playground away from wooded areas and teach them to keep their distance from the wood line, since ticks like to quest on high grass in search of hosts. Similarly, be careful when hiking, camping and walking your dog. “A few parks in the Philadelphia area – Valley Forge Park and Fairmount Park, for example – are notorious for having a lot of ticks, so we warn customers who walk their pets through those parks and other wooded areas to check their dogs and themselves for ticks afterward,” said Brian Richardson, Full Stream Pest Solutions.

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