



# COVID-19 Impact Analysis of the U.S. Structural Pest Control Market

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# Overview

The COVID-19 outbreak has created an enormous humanitarian and economic crisis. Companies across sectors have been impacted with nation-wide lockdowns and consumer behaviors settling into a new normal. Challenged by global pandemic, CEO and key decision makers in several companies have made critical shifts in the way they lead and strategize to minimize the business impact of the global pandemic.

Pesticide suppliers and pest control service providers play an essential role in protecting public health and businesses worldwide. Improved hygiene standards implemented in commercial buildings, restaurants, hospitals, and office workspaces have increased the demand for pest control services in NAFTA countries. While the structural pesticide market in the US is no exception to the repercussions of the COVID-19 pandemic, the market demand for products in this market remain roughly stable. The rapid spread of the virus has led to an increase in hospitalizations and has disrupted the supply chain of vital medical supplies, creating a financial burden on hospitals and health centers. Consequently, the need for disinfection has increased. As a result, the demand for pest management services has registered a high growth. The U.S. Department of Homeland Security's Cybersecurity & Infrastructure Security Agency (CISA) has deemed pest control as an essential service during the COVID-19 pandemic.



The rapid spread of COVID-19 has resulted in an increase in the production of EPA registered disinfectants that are known to be effective against the virus, resulting in increased market competition among players in the industry. To foster growth and adapt to the new market dynamics post-COVID-19, top players in the U.S structural pesticide market are already launching virtual and innovative marketing strategies. Further, to minimize the challenges posed by the global pandemic, pest management firms are obtaining assistance from state pest control associations and adopting strategies such as innovative pest control services and focusing on M&A activities to gain a competitive advantage.

***Infiniti's recent market study on the COVID-19 impact analysis for a major player in the U.S. structural pest control market provides explicit market insights and a comprehensive analysis of competitor strategies to adapt to the new normal. Gain exclusive access to the engagement.***

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*To meet the growing demand in the US structural pest control market, companies are making high investments and employing innovative strategies such as cloud-based technological advanced devices, use of eco-safe products, and insect lights traps.*



## **U.S. Structural Pest Control Market: COVID-19 Impact Analysis and Key Market Trends**

### **Emerging regulations on the use of disinfectants by pest control companies amid COVID-19 crisis**

On April 29, 2020, the US Environmental Protection Agency (EPA), together with the Centers for Disease Control and Prevention (CDC), released guidelines for the use of EPA-approved disinfectant products for pest control management in public spaces, workplaces, businesses, and schools. The guideline provides an approved list of alternative disinfectants, known as List N; the suggested disinfectants are effective in reducing the risk of exposure to COVID-19. Additionally, all the pesticide manufacturers and service providers in the US are required to evaluate the regulatory status of the disinfectant products used during pest management under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA). EPA has also prohibited online retailers from selling non-registered products that make misleading claims about their effectiveness against COVID-19. In Canada, the disinfectants are regulated by the Natural Health Products Directorate (NHPD), and Public Health Ontario has released guidelines for disinfection in public settings.



## Increasing number of virtual and innovative marketing strategies

The COVID-19 pandemic has led to disruptions in several businesses and the fear of uncertainty of this virus has caused severe damage to the world economy. Recognizing the accelerated pace of change, pest management companies have resorted to digital means to meet the growing demand for pest control services in the market. Several companies are generating leads through e-mails and telephone calls, which has enabled them to lower the overall lead cost, due to less online competition, and achieve higher conversion rates by targeting specific customers. The pest control market also depends on the constant balance in cash flow to maintain businesses. To facilitate this, companies have enabled electronic processing payment facilitators that facilitate data secure payments. In addition, companies adopt direct-to-customer strategies through which products are shipped directly to end consumers via direct supply chain management.

*Want specific insights on innovative strategies by key market players in the structural pest control market?*

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## Growing demand for pest control services and products

Amid the growing COVID-19 pandemic, businesses have either closed down or are working with smaller crews to abide by local, state, and nation-wide mandates in an effort to flatten the virus curve. However, because of the increasing changes, the National Pest Management Association (NPMA) has found that there would be an increased opportunity for pests to roam unfettered, gaining access to new environments and thereby create a challenge for businesses such as restaurants, schools, commercial workspaces, and offices. To ensure the safety of pest control personnel and customers, pest control management companies are primarily focusing on offering services for the exteriors of homes and commercial offices. The increasing number of M&As to meet the increasing demand for pest control services. The COVID-19 pandemic has resulted in increased volatility in the financial markets, leading to lower market valuations. However, despite the growing economic crisis, several industry reports have predicted continued consolidations and expansions in the pest control industry.

# What pest control companies can do to enhance profit margins

As the US structural pest control market shows positive growth prospects, pest control companies should focus on key investment areas such as adopting digital technologies, virtual marketing, and mobile sanitization strategies to obtain better profit margins. According to our industry experts, critical strategies for pest control companies to enhance profits include:

## Investment in digital technology

Companies should focus on developing digital pest management systems enabled with IoT and artificial intelligence to provide value-added services and solutions to its customers. This will enable companies to stay ahead of the industry and government regulations and will help in long-term sustainability and customer satisfaction.

## Adoption of virtual marketing strategies

Amid the current situation, virtual marketing strategies have emerged as a key factor for maintaining business continuity. Companies should focus on marketing strategies such as search engine optimization, pay-per-click online advertisements, pest control blogs, and online webinars to generate leads among potential customers.

## Development of mobile sanitization and door-to-door strategies

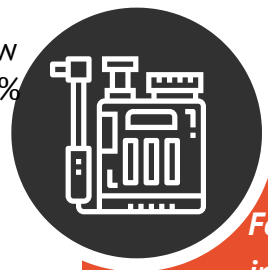
Most of the leading players are focusing on outdoor pest control services for commercial properties due to social distancing regulations and employee safety, there is a high market potential for the development of door-to-door and mobile sanitization strategies.

## Growth through M&A

The pest control industry is a resilient market and requires low capital expenditure, which accounts for only approximately 3% of total sales. The pest control market in North America comprises around 50% of worldwide companies, and this has led to an increase in competition in the market. Due to increase in regulations and with a view to expand their geographical reach, companies should focus on strategic consolidations and a strong network of distribution channels.

## Adoption of e-commerce and direct-to-customer strategies

The COVID-19 pandemic has disrupted the global supply chain, resulting in the delayed delivery of products due to the increased reliance on a single distributor. Therefore, companies should adopt direct-to-customer strategies and sell their products through online e-commerce websites. The customer can procure their desired products and pay through online payment options.



*For further specific market insights and information on competitor strategies in the pest control market, get in touch with an industry expert.*

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