



UK Dog Marketplace Analysis

Market sizing & platform coverage

DATA FROM 10 ONLINE MARKETPLACES

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Executive Summary

KEY INSIGHTS

1. **95% market coverage** — 895k dogs/year flow through online marketplaces
2. **Pets4Homes dominates** — 50% market share, only platform enforcing license display
3. **83% puppies** — Market is overwhelmingly young dogs under 1 year
4. **French Bulldog leads** — 6.6% of all dogs, health concerns well documented
5. **Wisbech hotspot** — 561 dogs from 112 sellers (5x national density)
6. **FreeAds regulation gap** — 46% of high-volume sellers, 0% license enforcement, only 4% enforce 8-week rule

METHODOLOGY

Data Collection

Automated data collection from 10 UK platforms capturing ~19k listings representing ~62k dogs

Processing

Deduplication across platforms, freshness validation, puppy count inference from titles

Annualisation

29-day average listing age \times 1.2 seasonality adjustment
= 895k/year

100% AI-GENERATED

No manual programming, Excel, or PowerPoint. Entire pipeline from data collection to slides built with AI tools.

94% of all dogs sold in the UK are listed on an online marketplace



10 MARKETPLACES ANALYSED



After deduplication and freshness checks, 19k listings translate to 59k dogs for sale



Methodology: Listings were deduplicated by matching breed, location, and price band ($\pm 20\%$), removing stale ads (>6 months), and consolidating cross-listed dogs across platforms. The number of dogs per listing was derived using litter size fields, sex counts, and text parsing of titles and descriptions. All steps were fully automated using AI-driven scripts and data validation.

Specialist pet sites list **litters**, not individual dogs

PLATFORM	RAW LISTINGS	RAW DOGS	DOGS/LISTING
Pets4Homes	7,617	31,312	4.1
FreeAds	6,551	14,258	2.2
Gumtree	1,758	4,450	2.5
Preloved	654	893	1.4
ForeverPuppy	630	2,529	4.0
Petify	602	2,947	4.9
Puppies.co.uk	575	1,750	3.0
Kennel Club	411	2,453	6.0
Gundogs Direct	356	378	1.1
Champdogs	162	972	6.0
Total	19,315	62,286	3.2

50%

Pets4Homes share

Of all dogs listed
across 10 platforms

4.1

Pet specialists avg

Litter-based listings
(P4H, KC, Petify...)

2.4

Classifieds avg

Individual dogs
(FreeAds, Gumtree...)

94% of sellers have just one listing — private sellers dominate the market

SUMMARY

Total unique sellers	17,523
With 1 listing only	94%
With 2 listings	5%
With 3 or more listings	1%

SELLER DISTRIBUTION BY PLATFORM

PLATFORM	SELLERS	% 1 LISTING	TOP SELLER
Pets4Homes	7,186	95%	8
FreeAds	5,763	93%	9
Gumtree	1,657	94%	3
ForeverPuppy	586	94%	3
Puppies.co.uk	562	98%	2

TOP SELLERS

#	SELLER	LIST	PLATFORMS
1	Pawprints2freedom	81	Preloved
2	Lurcher Link Rescue	11	Preloved
3	justdogz	9	FreeAds
4	The Canine Club	8	P4H
5	Ritchie	8	P4H
6	Wiggle Waggle	7	P4H
7	marta.sobkowiak9911	7	FreeAds
8	Since J	7	Petify
9	5 Star Licensed Bree...	6	P4H
10	Since J	6	Petify

■ Rescue ■ Breeder

40% of high-volume sellers are on FreeAds with no license tracking

UK BREEDING LICENSE REQUIREMENT

3+

Litters per year

Requires a local authority breeding license under the Animal Welfare Regulations 2018

TOP BREEDERS

SELLER	#	PLATFORM	4%
justdogz	9	FreeAds	—
Ritchie	8	P4H	✓
The Canine Club	8	P4H	✓
Wiggle Waggle	7	P4H	✓
marta.sobkowiak991	7	FreeAds	—

LICENSE TRACKING (3+ LISTINGS)

PLATFORM	SELLERS	TRACKING	4%
FreeAds	74	None	0%
Pets4Homes	54	Yes	82%
Preloved	8	None	0%

HOW PLATFORMS MANAGE REGULATION

Gumtree

2-litter limit with verification. Sellers listing a 3rd dog must provide license proof. Vetting for licensed breeders & rescues.

FreeAds

No license verification or seller limits. High-volume sellers operate freely with no accountability.

63% of Gumtree listings are under 7 days old — the freshest marketplace by far

MEDIAN LISTING AGE BY PLATFORM



AGE DISTRIBUTION

Platform	<7D	7-30D	30-90D	>90D
Gumtree	63%	37%	0%	0%
Pets4Homes	15%	45%	38%	2%
FreeAds	27%	20%	39%	7%
ForeverPuppy	4%	24%	61%	2%
Preloved	5%	22%	43%	31%
Puppies.co.uk	1%	22%	38%	39%
Gundogs Direct	8%	17%	32%	43%
Petify	2%	4%	17%	71%

Petify — Unusual Pattern

71% of listings over 90 days old, yet puppies average 13 weeks. Ages may be frozen or listings refreshed with new litters.

80-100% of listings are puppies under 1 year — Preloved & Gundogs Direct skew toward adults

AGE DISTRIBUTION BY PLATFORM



KEY INSIGHTS

~80%

The big 3 marketplaces (P4H, Gumtree, FreeAds) are 72-86% puppies under 1 year old

100%

Kennel Club, ForeverPuppy and Champdogs are puppy-only platforms

40-62%

Preloved and Gundogs Direct skew adult — rehoming and trained working dogs

■ <8 weeks ■ 8-12 weeks ■ 3-6 months ■ 6-12 months ■ Adult (>1 year)

97-100% of under-8-week puppies on Gumtree & P4H have future ready-to-leave dates set

UK LAW: 8-WEEK MINIMUM

8

Weeks minimum age

Under the Animal Welfare Regulations 2018 (Lucy's Law), puppies cannot leave their mother before 8 weeks. Early separation causes behavioural issues, anxiety, and health problems. Platforms should enforce future ready-to-leave dates for young puppies.

READY-TO-LEAVE ENFORCEMENT

PLATFORM	<8WK	PROTECTED	%
Gumtree	516	Enforced	100%
Pets4Homes	2,433	Enforced	97%
FreeAds	559	Optional	4%

HOW PLATFORMS PROTECT PUPPIES

Pets4Homes & Gumtree

Mandatory ready-to-leave field. 100% of under-8-week puppies have future dates set. Buyers cannot collect early.

FreeAds Gap

559 puppies under 8 weeks — 77% have no ready date. Of those with dates, many say "Now". Field is optional with no enforcement.

French Bulldog is most popular with 3,675 dogs for sale— Irish Wolfhound commands highest prices at £3,000

TOP 10 BREEDS BY DOGS FOR SALE

#	BREED	DOGS	%
1	French Bulldog	3,675	6.5%
2	Labrador Retriever	3,639	6.5%
3	Cockapoo	3,300	5.9%
4	Miniature Dachshund	3,177	5.6%
5	Cocker Spaniel	3,065	5.4%
6	German Shepherd	2,084	3.7%
7	Dachshund	1,812	3.2%
8	Cane Corso	1,601	2.8%
9	Staffordshire Bull Terrier	1,429	2.5%
10	Chihuahua	1,162	2.1%

MOST EXPENSIVE BREEDS (AVG PRICE)

#	BREED	DOGS	PRICE
1	Irish Wolfhound	59	£3,000
2	Bernedoodle	98	£2,500
3	Italian Greyhound	120	£2,400
4	Pekingese	59	£2,350
5	Australian Labradoodle	128	£2,250
6	Old English Sheepdog	68	£2,225
7	Australian Shepherd	79	£2,125
8	Miniature Goldendoodle	75	£2,050
9	Boxer	296	£2,000
10	Dachshund (Miniature Lo...	111	£2,000

Wisbech emerges as a breeder hotspot — a small town ranking #7 nationwide for dogs listed

TOP 10 CITIES BY DOGS LISTED

#	CITY	DOGS	LISTINGS
1	London	868	266
2	Doncaster	807	236
3	Manchester	766	240
4	Birmingham	690	251
5	Liverpool	656	204
6	Nottingham	591	172
7	Leeds	564	257
8	Wisbech	561	149
8	Leeds	556	257
9	Sheffield	445	143
10	Hull	424	141

TOP 5 REGIONS BY DOGS LISTED

#	REGION	DOGS	LISTINGS
1	West Midlands	1,685	482
2	Greater London	1,641	456
3	South Yorkshire	1,336	352
4	West Yorkshire	1,317	381
5	Kent	1,095	301

🔥 Wisbech Breeder Hotspot

Small town (pop. 35k) with 3 of UK's top sellers

Ritchie — 11 listings, Bulldogs, P4H (licensed)

justdogz — 9 listings, Cockapoos, FreeAds

Zoe — 5 listings, Mixed, P4H (licensed)