

Building Gumtree's supply-side intelligence engine

Who's winning stock, where sellers go, and how
Gumtree performs — across verticals

DOGS CASE STUDY INCLUDED (ILLUSTRATIVE)

Continuous **market visibility**



Competitor platforms

All major UK marketplaces



Intelligence engine

Collect • Dedupe • Analyse



Actionable insights

Dashboards • Alerts • Reports

Share

Know your % of market

Sellers

Track who lists where

Trends

Price, freshness, compliance

Questions answered — **every month**

Where is stock going?

Track volume by platform over time

What's our market share?

Gumtree's % of total supply

Who are the power sellers?

High-volume sellers & their platforms

Are we fresher than competitors?

Listing age comparison

What's pricing doing?

Monitor trends by category

Is a drop market-wide?

Separate market vs execution

From pipelines to **decisions**



Vertical dashboards

Live market share, pricing, inventory



Weekly tracking

Automated competitive reports



Anomaly alerts

Competitor behaviour changes



Competitor benchmark

Feature & policy comparison



Executive summary

Monthly strategic brief



Deep dives

Ad-hoc analysis on demand

Illustrative example: **UK dogs market**

What the engine output looks like when it's live

GUMTREE INTELLIGENCE ENGINE

94%

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

KIM FAURA



10 MARKETPLACES ANALYSED

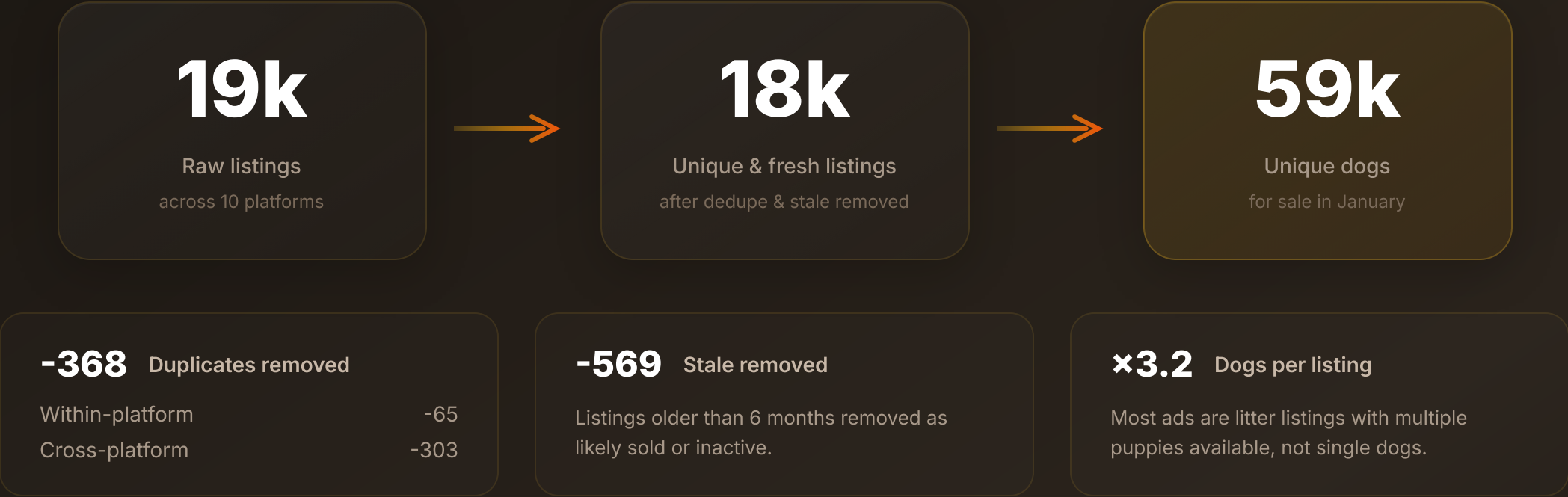
- Pets4Homes
- FreeAds
- Gumtree
- Preloved
- Puppies.co.uk
- Kennel Club
- Petify
- ForeverPuppy
- Champdogs
- Gundogs Direct

Methodology: Annualisation based on 29-day average listing age (59k × 365÷29 × 1.2 seasonality = 895k). Listings deduplicated by breed, location, and price band. Puppy/adult status, seller type, and freshness validated using platform fields and text parsing. All steps from data collection, cleaning, analysis, and this presentation were generated by AI using automated scripts and models.

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



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
<div></div> Pets4Homes	7,617	31,312	4.1
<div></div> FreeAds	6,551	14,258	2.2
<div></div> Gumtree	1,758	4,450	2.5
<div></div> Preloved	654	893	1.4
<div></div> ForeverPuppy	630	2,529	4.0
<div></div> Petify	602	2,947	4.9
<div></div> Puppies.co.uk	575	1,750	3.0
<div></div> Kennel Club	411	2,453	6.0
<div></div> Gundogs Direct	356	378	1.1
<div></div> 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...)

GUMTREE INTELLIGENCE ENGINE

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

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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 10 SELLERS

#	SELLER	LIST	PLATFORM
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 Breeder	6	P4H
10	Since J	6	Petify

■ Rescue ■ Breeder

Methodology: Sellers identified by platform username/ID; name + location used where user ID unavailable. Multi-listing sellers defined as those with 2+ active listings during snapshot period. All steps were fully automated using AI-driven scripts and data validation.

GUMTREE INTELLIGENCE ENGINE

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

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UK BREEDING LICENSE REQUIREMENT

3+

Litters per year

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

TOP BREEDERS

SELLER	#	PLATFORM	LICENSE
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	DISPLAY %
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.

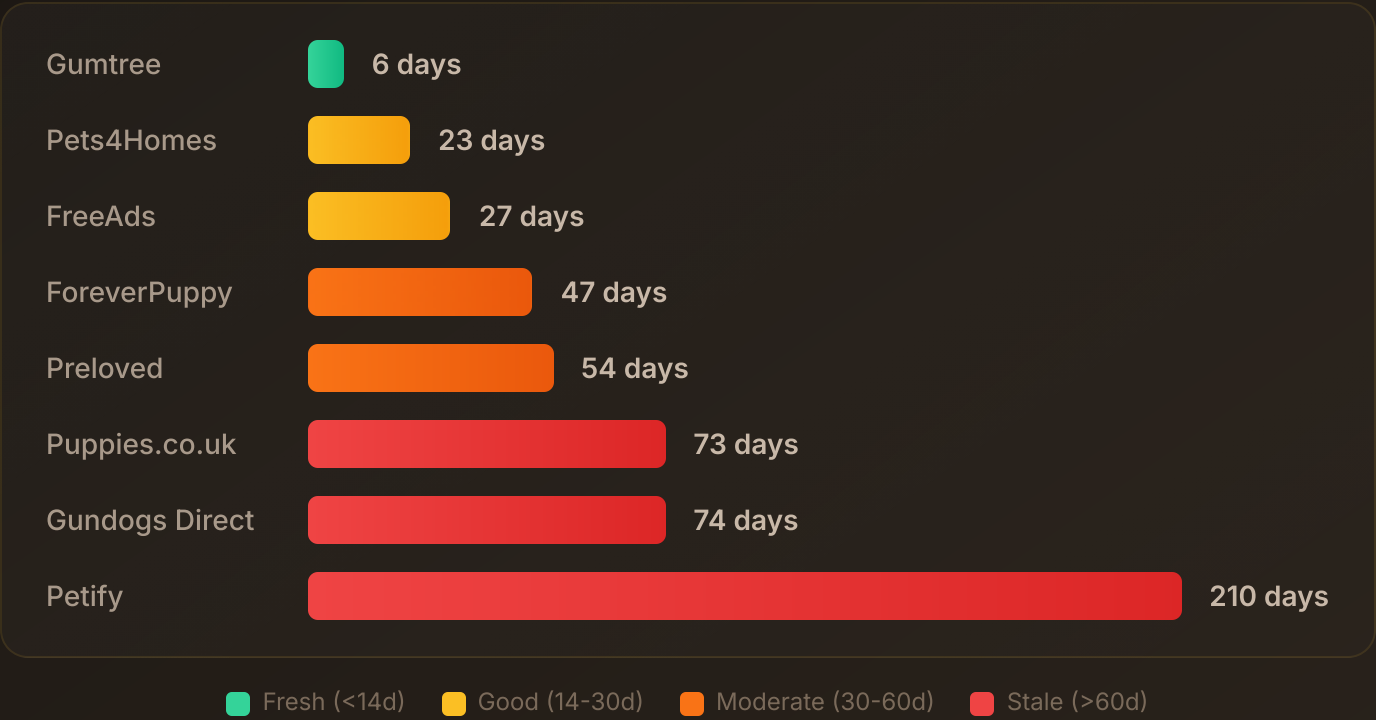
Methodology: License status from platform fields where available. "3+ listings" used as proxy for commercial breeding activity requiring license under Animal Welfare Regulations 2018. All steps were fully automated using AI-driven scripts and data validation.

GUMTREE INTELLIGENCE ENGINE

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

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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%

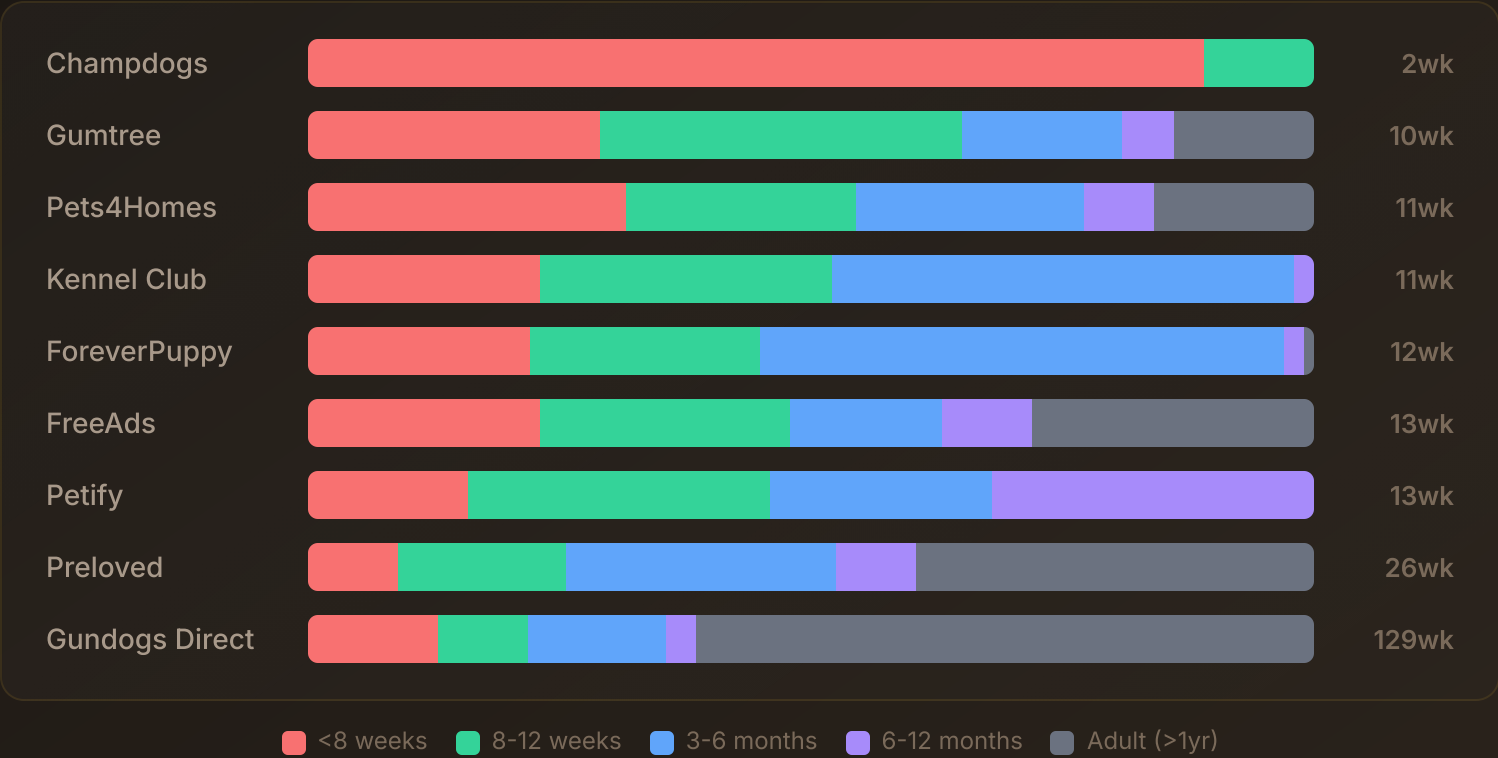
Petify — Unusual Pattern
71% of listings over 90 days old, yet puppies average 13 weeks. Ages may be frozen or listings refreshed with new litters.

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

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

GUMTREE INTELLIGENCE ENGINE

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

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.

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French Bulldog is most popular with 3,675 dogs — 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 (Mini Long Haired)	111	£2,000

Methodology: Prices extracted from listing fields. Outliers (<£50 or >£10,000) excluded. Median used to reduce impact of extreme values. All steps were fully automated using AI-driven scripts and data validation.

GUMTREE INTELLIGENCE ENGINE

Wisbech

emerges as a breeder hotspot — a small town ranking #8 nationwide for dogs listed


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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
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)

Dogs pilot **proves the model**



Market sizing works

10 platforms, 19k listings, 59k dogs, 893k/year annualised



Seller behaviour visible

Multi-homing patterns, concentration, platform preferences



Compliance gaps quantified

40% of high-volume sellers on platforms with zero enforcement



Gumtree advantages surfaced

Freshest marketplace (63% <7 days), strong compliance policies

This is what every vertical can look like with the intelligence engine

One engine, multiple verticals

METRIC	PETS	MOTORS	PROPERTY	RECOMMERCE	JOBS	SERVICES
Market share	✓	✓	✓	✓	✓	✓
Listing freshness	✓	✓	✓	✓	✓	✓
Price tracking	✓	✓	✓	✓	—	—
Seller behaviour	✓	✓	✓	✓	—	✓
Compliance	✓	✓	✓	—	—	✓
Cross-platform dedupe	✓	✓	✓	✓	✓	✓

Same pipelines, different schemas — infrastructure is vertical-agnostic

From listings to **intelligence**

Turning the open web into decision infrastructure

Kim Faura

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