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

From pipelines to decisions

Vertical dashboards
Live market share, pricing, inventory

CASE STUDY
Weekly tracking
Automated competitive reports

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Ad-hoc analysis on demand

Illustrative example:
UK dogs market

What the engine output looks like when it's live

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

CASE STUDY

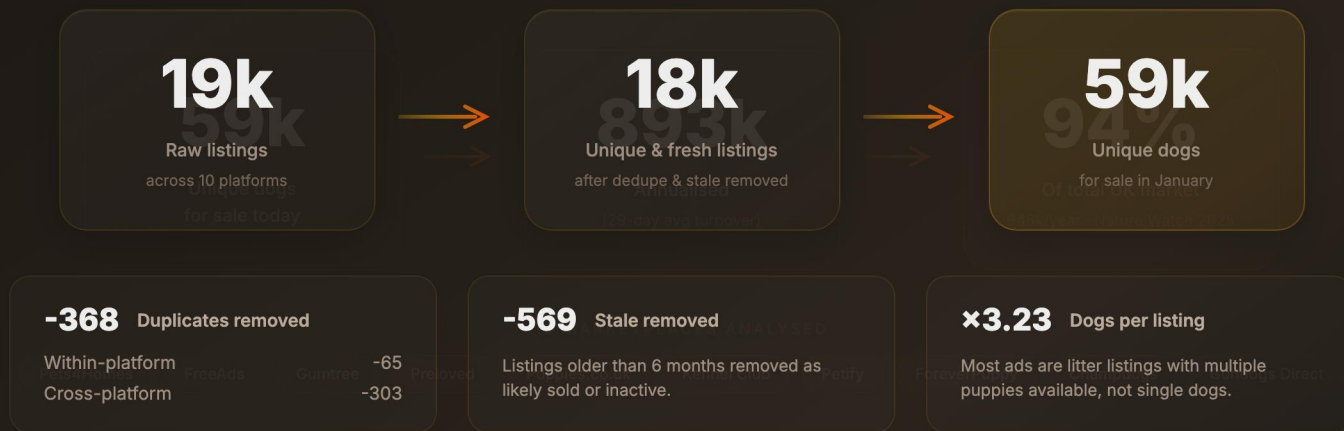Illustrative example:
UK dogs market

What the engine output looks like when it's live

59k	→	**893k**	→	**94%**
Unique dogs for sale today		Annualised (29-day avg turnover)		Of total UK market 946k/year · Nature Watch 2025

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 = 893k). 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.

6

After deduplication and freshness checks, 18k listings translate to 59k dogs

19k
Raw listings
across 10 platforms

→

18k
Unique & fresh listings
after dedupe & stale removed

→

59k
Unique dogs
for sale in January

-368 Duplicates removed

| Within-platform | -65 |
| Cross-platform | -303 |

-569 Stale removed

Listings older than 6 months removed as likely sold or inactive.

×3.23 Dogs per listing

Most ads are litter listings with multiple puppies available, not single dogs.

Methodology: Listings were deduplicated by matching breed, location, and price band (±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	603	3,315	5.5
● 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	**19,317**	**62,310**	**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

SUMMARY

Total unique sellers	17,603
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%	578
FreeAds	5,763	93%	419
Gumtree	1,657	94%	353
ForeverPuppy	586	94%	163
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

9

42% 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	LICENSE
justdogz	9	FreeAds	—
The Canine Club	8	P4H	✓
Ritchie	8	P4H	✓
Wiggle Waggle	7	P4H	✓
marta.sobkowiak9911	7	FreeAds	—

LICENSE TRACKING (3+ LISTINGS)

PLATFORM	SELLERS	TRACKING	DISPLAY %
FreeAds	74	None	0%
Pets4Homes	54	Yes	81%
Preloved	8	None	0%

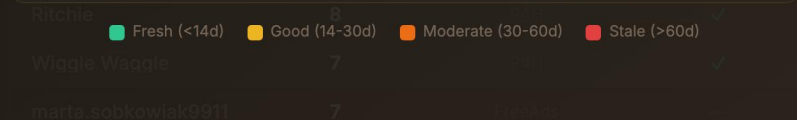## HOW PLATFORMS MANAGE REGULATION

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.

10

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

MEDIAN LISTING AGE BY PLATFORM

Platform	Days
Gumtree	6 days
Pets4Homes	23 days
FreeAds	27 days
ForeverPuppy	47 days
Preloved	54 days
Puppies.co.uk	73 days
Gundogs Direct	74 days
Petify	210 days

🟩 Fresh (<14d) 🟨 Good (14-30d) 🟧 Moderate (30-60d) 🟥 Stale (>60d)

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%	31%	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.

Methodology: Listing age calculated from published date to snapshot date. All steps were fully automated using AI-driven scripts and data validation.

11

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

AGE DISTRIBUTION BY PLATFORM

Platform		Age
Champdogs		2wk
Gumtree		10wk
Pets4Homes		11wk
Kennel Club		11wk
ForeverPuppy		12wk
FreeAds		13wk
Petify		13wk
Preloved		26wk
Gundogs Direct		2yr

Legend: ● <8 weeks ● 8-12 weeks ● 3-6 months ● 6-12 months ● Adult (>1yr)

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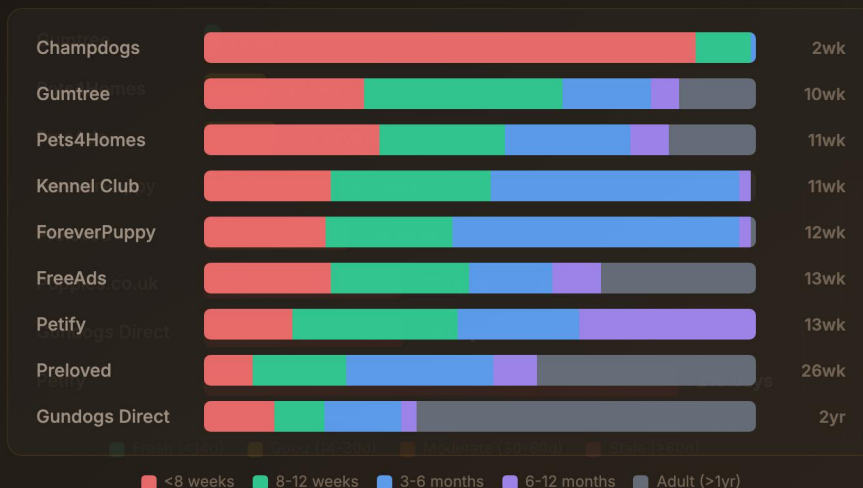
97-100% of under-8-week puppies on Gumtree & P4H have future ready-to-leave dates

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%

KEY INSIGHTS

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 — 96% 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 — 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 Long	111	£2,000

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

TOP 10 CITIES BY DOGS LISTED

#	CITY	DOGS	LISTINGS
1	London	869	267
2	Doncaster	809	238
3	Manchester	766	240
4	Birmingham	691	252
5	Liverpool	657	205
6	Nottingham	591	172
7	Leeds	566	259
8	Wisbech	562	150
9	Sheffield	447	145
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

42% 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

One engine, multiple verticals

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

From listings to intelligence

Turning the open web into decision infrastructure

Kim Faura

January 2026

Same pipelines, different schemas — infrastructure is vertical-agnostic