

UK Puppy Market

Welfare Intelligence

Understanding the scale of online puppy sales and
compliance gaps

DATA FROM 10 PLATFORMS · 59,146 DOGS · JANUARY 2026

Continuous market visibility



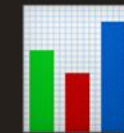
10 UK marketplaces

All major pet sales platforms



Intelligence engine

Collect · Dedupe · Analyse



Welfare insights

Compliance · Enforcement ·
Advocacy

Scale

Size of the puppy market

Sellers

Who's breeding, where

Compliance

License and welfare gaps

Questions answered — **for advocacy**

How big is the market?

Total puppies sold online per year

Who are the high-volume sellers?

Breeders with 3+ listings

What % are licensed?

Compliance with breeding regulations

Is Lucy's Law enforced?

8-week rule by platform

Where are the hotspots?

Geographic breeding concentrations

Which platforms enforce rules?

Platform accountability comparison

From data to **action**



Market reports

Quarterly market sizing and trends



Enforcement leads

Unlicensed high-volume sellers



Geographic hotspots

Areas for LA investigation



Platform scorecards

Accountability comparison



Policy evidence

Data for regulatory advocacy



Deep dives

Breed-specific or regional analysis

JANUARY 2026 SNAPSHOT

Current state of the UK puppy market

Data from 10 platforms, 59,146 dogs

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

59k

Unique dogs
for sale today



893k

Annualised
(29-day avg turnover)



94%

Of total UK market
946k/year · Naturewatch 2025

10 MARKETPLACES ANALYSED

Pets4Homes

FreeAds

Gumtree

Preloved

Puppies.co.uk

Kennel Club

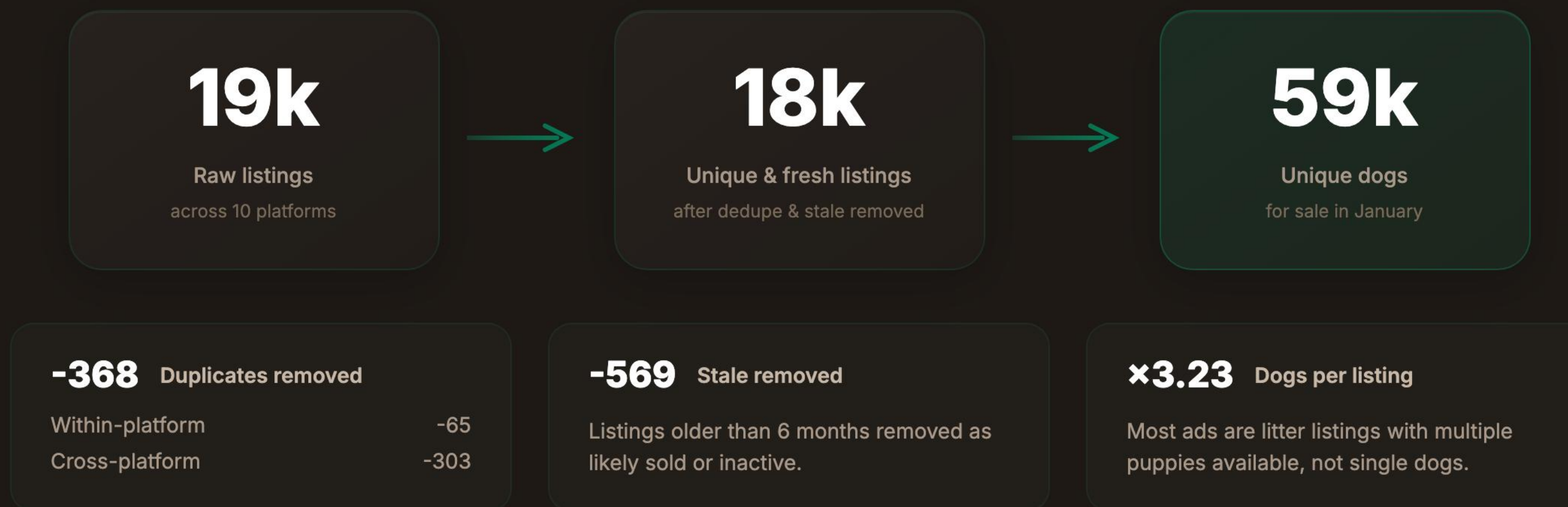
Petify

ForeverPuppy

Champdogs

Gundogs Direct

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



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	603	3,315	5.5
<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	19,317	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...)

Only 29% of high-volume sellers display a breeding license

UK LAW: BREEDING LICENSE REQUIREMENT

3+

Listings per year requires a license
Under the Animal Welfare Regulations 2018, anyone breeding 3+ litters per year must hold a local authority license.

THE COMPLIANCE GAP

109

Unlicensed high-volume sellers
No license displayed on profile

LICENSE TRACKING BY PLATFORM

PLATFORM	HV SELLERS	TRACKING	LICENSED
Pets4Homes	54	Yes	81%
Preloved	8	Yes	25%
FreeAds	74	None	0%

46

Licensed high-volume sellers
License number displayed

TOP UNLICENSED SELLERS

1	justdogz	9	FreeAds
2	marta.sobkowiak9911	7	FreeAds
3	jollydog	5	FreeAds

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

MEDIAN LISTING AGE BY PLATFORM



AGE DISTRIBUTION

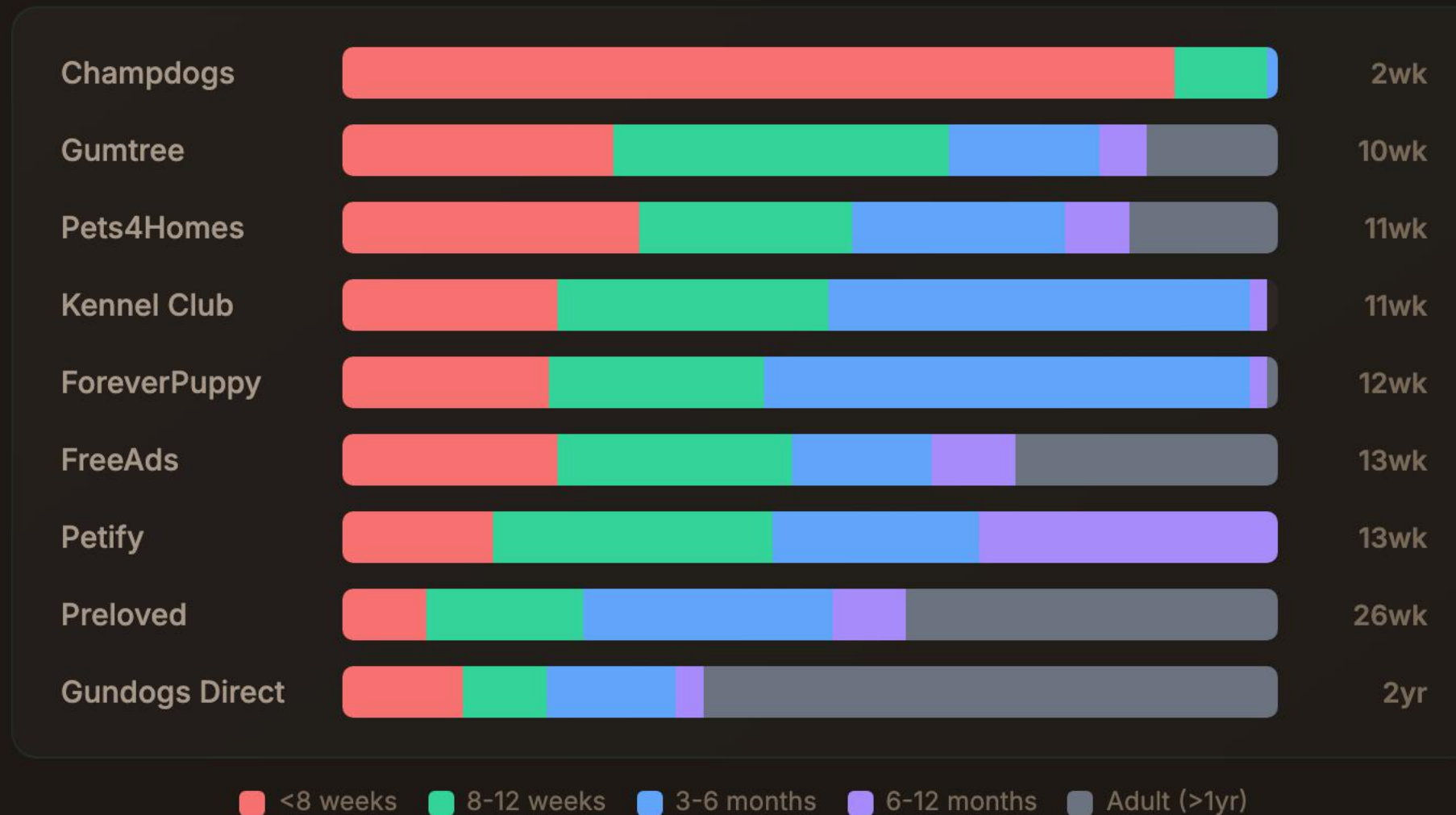
PLATFORM	<7D	7-30D	30-90D	>90D
Gumtree	63%	37%	0%	0%
Pets4Homes	15%	45%	38%	2%
FreeAds	27%	20%	39%	7%
ForeverPuppy	4%	24%	61%	2%
Preloved	5%	22%	43%	31%
Puppies.co.uk	1%	22%	38%	39%
Gundogs Direct	8%	17%	31%	43%
Petify	2%	4%	17%	71%

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.

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

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.

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.

READY-TO-LEAVE ENFORCEMENT

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

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

Methodology: Prices extracted from listing fields. Outliers (<£50 or >£10,000) excluded. Median used to reduce impact of extreme values.

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)

Key findings for **welfare advocacy**

70%

Unlicensed high-volume sellers

109 of 155 sellers with 3+ listings have no displayed license

4%

FreeAds Lucy's Law gap

559 puppies under 8 weeks with minimal protection

46%

Concentrated on FreeAds

Nearly half of all high-volume sellers use the platform with least oversight

Wisbech

Geographic hotspot

Small town #8 nationwide for dogs — potential enforcement target

Platform accountability + local authority enforcement = key levers for change

Recommended actions

For Platforms

- Mandate license display for 3+ listings
- Enforce ready-to-leave dates
- Share data with local authorities

For Local Authorities

- Investigate geographic hotspots
- Cross-reference listings with license records
- Prioritise unlicensed high-volume sellers

For Charities

- Publish platform accountability scores
- Support FreeAds regulatory pressure
- Educate buyers on red flags

This analysis can be repeated monthly to track progress and identify new patterns. Data collection is fully automated.

Data-driven advocacy for **animal welfare**

Quantifying the problem to target solutions

UK Puppy Market Welfare Intelligence

January 2026