



# UK Dog Marketplace Analysis

Market sizing & platform coverage

DATA FROM 9 ONLINE MARKETPLACES

**Kim Faura**

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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. **FreeAds regulation gap** — 46% of high-volume sellers, 0% license enforcement, only 4% enforce 8-week rule
4. **French Bulldog leads** — 6.6% of all dogs, health concerns well documented
5. **Wisbech hotspot** — 561 dogs from 112 sellers (5× national density)
6. **83% puppies** — Market is overwhelmingly young dogs under 1 year

## METHODOLOGY

### Data Collection

Automated scraping of 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 × 1.2 seasonality adjustment  
= 895k/year

### 100% AI-GENERATED

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

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

**59k**

Unique dogs  
for sale today



**887k**

Annualised  
(29-day avg turnover)



**94%**

Of total UK market  
946k/year · Nature Watch 2025

10 MARKETPLACES ANALYSED

Pets4Homes

FreeAds

Gumtree

Preloved

Puppies.co.uk

Kennel Club

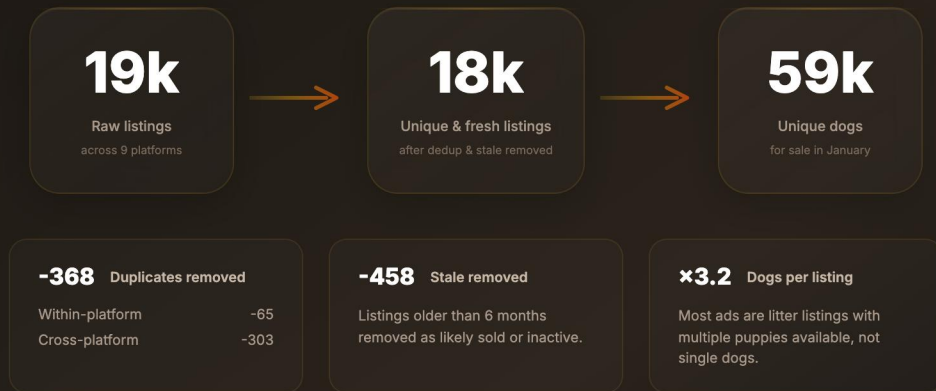
Petify

ForeverPuppy

Champdogs

Gundogs Direct

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



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

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

**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	17,304
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
Preloved	530	95%	81

## TOP SELLERS

#	SELLER	LIST	PLATFORMS
1	Pawprints2freedom	81	Preloved
2	Lurcher Link Rescue	11	Preloved
3	justdogz	9	FreeAds
4	Ritchie	8	P4H
5	The Canine Club	8	P4H
6	Wiggle Waggle	7	P4H
7	marta.sobkowiak9911	7	FreeAds
8	La'al Marras Rescue ...	6	FreeAds
9	5 Star Licensed Bree...	6	P4H
10	Chi-Chi's Premier P...	5	P4H

■ Rescue ■ Breeder

# 46% 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

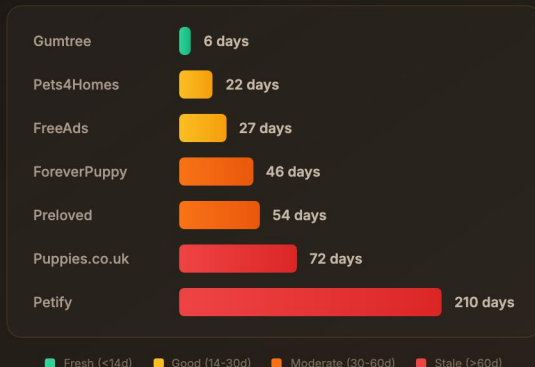
2-litter limit with verification. Sellers listing a 3rd dog must provide license proof. Vetting for licensed breeders & rescues.

### 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	18%	43%	37%	2%
FreeAds	27%	20%	39%	7%
ForeverPuppy	5%	25%	60%	2%
Preloved	5%	22%	43%	31%
Puppies.co.uk	2%	22%	38%	38%
Petify	2%	4%	17%	71%

## Petify — Unusual Pattern

71% of listings over 90 days old, yet puppies average 13 weeks. Either puppy ages are frozen (not updated), or listings are being refreshed with new litters. Worth monitoring — could constitute misleading advertising.



# 80-100% of listings are puppies under 1 year — only Preloved skews toward adult rehoming

## AGE DISTRIBUTION BY PLATFORM



## PUPPIES VS ADULTS

**~80%**

P4H, Gumtree & FreeAds puppies  
Main marketplaces avg 72-86% under 1 year

**100%**

KC, ForeverPuppy & Champdogs  
Specialist platforms — exclusively puppies

**40%**

Preloved listings are adult dogs  
Platform favoured for rehoming

■ <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.

## 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.

## 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 for sale — Irish Wolfhound commands highest prices at £3,000

TOP 10 BREEDS BY DOGS FOR SALE

#	BREED	DOGS	%
1	French Bulldog	3,675	6.6%
2	Labrador Retriever	3,639	6.5%
3	Cockapoo	3,300	5.9%
4	Miniature Dachshund	3,177	5.7%
5	Cocker Spaniel	3,065	5.5%
6	German Shepherd	2,081	3.7%
7	Dachshund	1,818	3.2%
8	Cane Corso	1,609	2.9%
9	Staffordshire Bull Terrier	1,440	2.6%
10	Chihuahua	1,165	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)