



UK Dog Marketplace Analysis

Market sizing & platform coverage

DATA FROM 9 ONLINE MARKETPLACES

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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

9 MARKETPLACES ANALYSED

Pets4Homes

FreeAds

Gumtree

Preloved

Puppies.co.uk

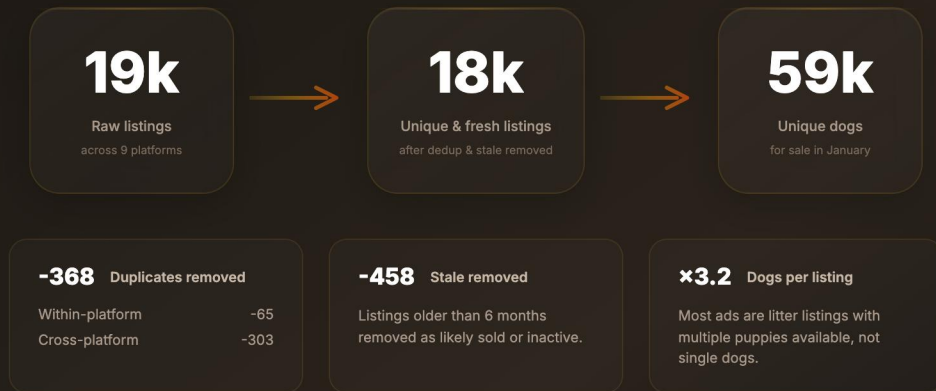
Kennel Club

Petify

ForeverPuppy

Champdogs

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



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
● Petify	602	2,947	4.9
● ForeverPuppy	630	2,529	4.0
● Kennel Club	411	2,453	6.0
● Puppies.co.uk	575	1,750	3.0
● Preloved	654	893	1.4
● Champdogs	162	972	6.0
Total	18,960	61,564	3.2

51%

Pets4Homes share

Of all dogs listed
across 9 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	17,156
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

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

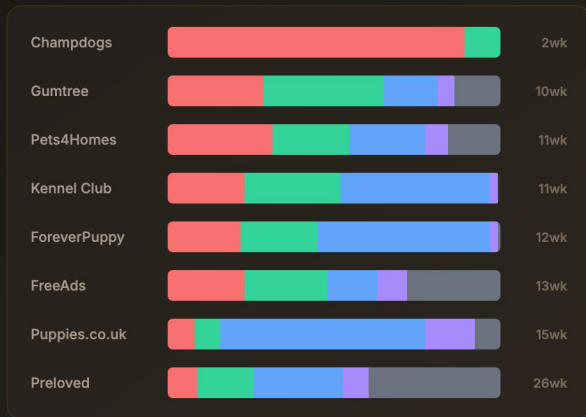


AGE DISTRIBUTION

PLATFORM	<7D	7-30D	30-90D	>90D
Gumtree	63%	37%	0%	0%
Pets4Homes	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%

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)

100% of under-8-week puppies on P4H & Gumtree 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	%
Pets4Homes	2,433	Enforced	100%
Gumtree	516	Enforced	100%
FreeAds	559	Optional	4%

French Bulldog is most popular with 3,681 dogs for sale — Irish Wolfhound commands highest prices at £3,000

TOP 10 BREEDS BY DOGS FOR SALE

#	BREED	DOGS	%
1	French Bulldog	3,681	6.6%
2	Labrador Retriever	3,641	6.5%
3	Cockapoo	3,300	5.9%
4	Miniature Dachshund	3,176	5.7%
5	Cocker Spaniel	3,064	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	849	266
2	Doncaster	807	236
3	Manchester	761	240
4	Birmingham	680	251
5	Liverpool	647	204
6	Nottingham	590	172
7	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)