

# **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



## 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

CASE STUDY

# 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



10 MARKETPLACES ANALYSED

Pets4Homes

FreeAds

Gumtree

Preloved

Puppies.co.uk

Kennel Club

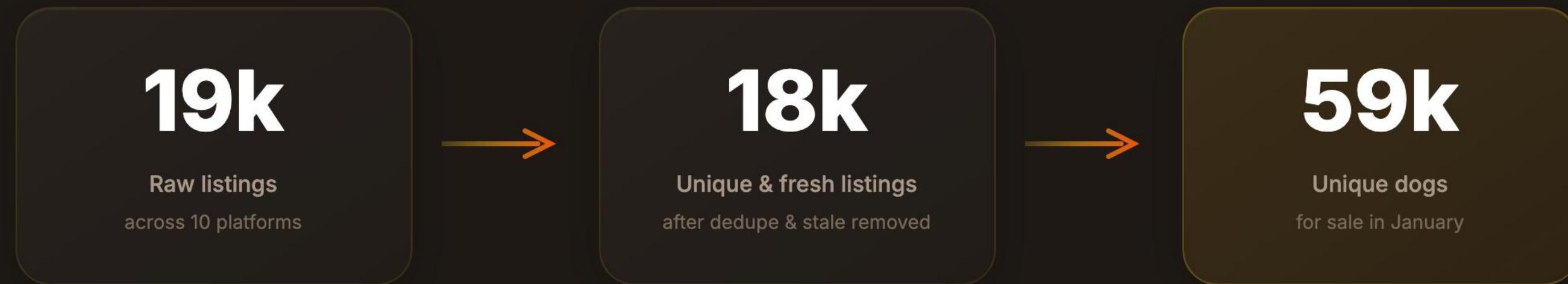
Petify

ForeverPuppy

Champdogs

Gundogs Direct

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



**-368** Duplicates removed

Within-platform  
Cross-platform

-65  
-303

**-569** Stale removed

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

**x3.23** Dogs per listing

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

# 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
<b>Total</b>	<b>19,317</b>	<b>62,310</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

## SUMMARY

Total unique sellers	<b>17,603</b>
With 1 listing only	<b>94%</b>
With 2 listings	<b>5%</b>
With 3 or more listings	<b>1%</b>

## SELLER DISTRIBUTION BY PLATFORM

PLATFORM	SELLERS	% 1 LISTING	TOP SELLER
Pets4Homes	<b>7,186</b>	<b>95%</b>	8
FreeAds	<b>5,763</b>	<b>93%</b>	9
Gumtree	<b>1,657</b>	<b>94%</b>	3
ForeverPuppy	<b>586</b>	<b>94%</b>	3
Puppies.co.uk	<b>562</b>	<b>98%</b>	2

## TOP 10 SELLERS

#	SELLER	LIST	PLATFORM
<b>1</b>	<b>Pawprints2freedom</b>	<b>81</b>	Preloved
<b>2</b>	<b>Lurcher Link Rescue</b>	<b>11</b>	Preloved
<b>3</b>	<b>justdogz</b>	<b>9</b>	FreeAds
<b>4</b>	<b>The Canine Club</b>	<b>8</b>	P4H
<b>5</b>	<b>Ritchie</b>	<b>8</b>	P4H
<b>6</b>	<b>Wiggle Waggle</b>	<b>7</b>	P4H
<b>7</b>	<b>marta.sobkowiak9911</b>	<b>7</b>	FreeAds
<b>8</b>	<b>Since J</b>	<b>7</b>	Petify
<b>9</b>	<b>5 Star Licensed Breeder</b>	<b>6</b>	P4H
<b>10</b>	<b>Since J</b>	<b>6</b>	Petify

■ Rescue ■ Breeder

# 42% of high-volume sellers are on FreeAds with no license tracking

## UK BREEDING LICENSE REQUIREMENT

<b>3+</b>	<b>Litters per year</b> Requires a local authority breeding license under the Animal Welfare Regulations 2018
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## 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.

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

MEDIAN LISTING AGE BY PLATFORM



■ 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.

# 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

■ <8 weeks ■ 8-12 weeks ■ 3-6 months ■ 6-12 months ■ Adult (>1yr)

# 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 — 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

# From listings to intelligence

Turning the open web into decision infrastructure

Kim Faura

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