



UK Dog Marketplace Analysis

Market sizing & platform coverage

DATA FROM 9 ONLINE MARKETPLACES

January 2026

Nearly 90% of all dogs sold in the UK are listed on an online marketplace



Methodology: All steps from data collection, cleaning, analysis, and this presentation were generated by AI using automated scripts and models. Listings were deduplicated by breed, location, and price band, and annualized using a 1.2x seasonality adjustment. Puppy/adult status, seller type, and freshness were validated using platform fields and text parsing.

1 in 23 listings appear on multiple sites — 59k unique dogs remain after deduplication



Methodology: Listings were deduplicated by matching breed, location, and price band ($\pm 20\%$), 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
● 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

SELLER DISTRIBUTION BY PLATFORM

PLATFORM	SELLERS	4%	MAX/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

SUMMARY

Total unique sellers	17,156
With 1 listing only	94%
Confirmed rescues	21

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 (Licensing of Activities Involving Animals) Regulations 2018

LICENSE TRACKING (3+ LISTINGS)

PLATFORM	SELLERS	TRACKING	4%
FreeAds	74	None	0%
Pets4Homes	54	Yes	82%
Preloved	8	None	0%

TOP BREEDERS (3+ LISTINGS)

SELLER	#	PLATFORM	4%
justdogz	9	FreeAds	—
Ritchie	8	P4H	✓
The Canine Club	8	P4H	✓
Wiggle Waggle	7	P4H	✓
marta.sobkowiak991	7	FreeAds	—

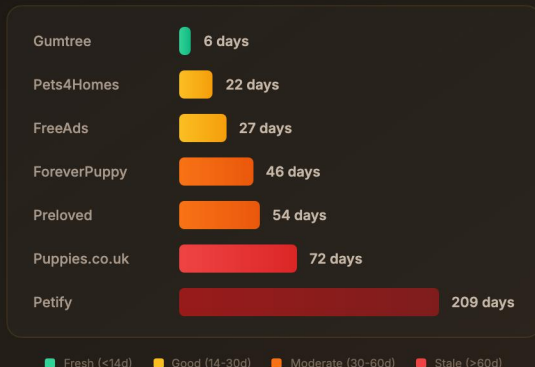
GUMTREE'S PROACTIVE APPROACH (2025)

2-litter limit with verification

Sellers listing a 3rd dog must provide license proof. Recently introduced vetting for licensed breeders & rescues.

71% of Petify listings are over 3 months old — Gumtree is the freshest marketplace

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	5%	3%	20%	71%



Petify inventory concern: Over 80% of listings are stale, suggesting many dogs may already be sold but listings remain active.

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

AGE DISTRIBUTION BY PLATFORM



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

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

Petify & Puppies.co.uk excluded (no age data)

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)