



UK Dog Marketplace Analysis

Market sizing & platform coverage

DATA FROM 9 ONLINE MARKETPLACES

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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 (5x 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 \times 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



10 MARKETPLACES ANALYSED



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



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 | 19,315 | 62,286 | 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...)

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

| Litters per year | |
|------------------|---|
| 3+ | 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



■ 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 | 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

97-100% of under-8-week puppies on Gumtree & P4H have future ready-to-leave dates set

UK LAW: 8-WEEK MINIMUM

Weeks minimum age

8 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 — 77% 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 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)