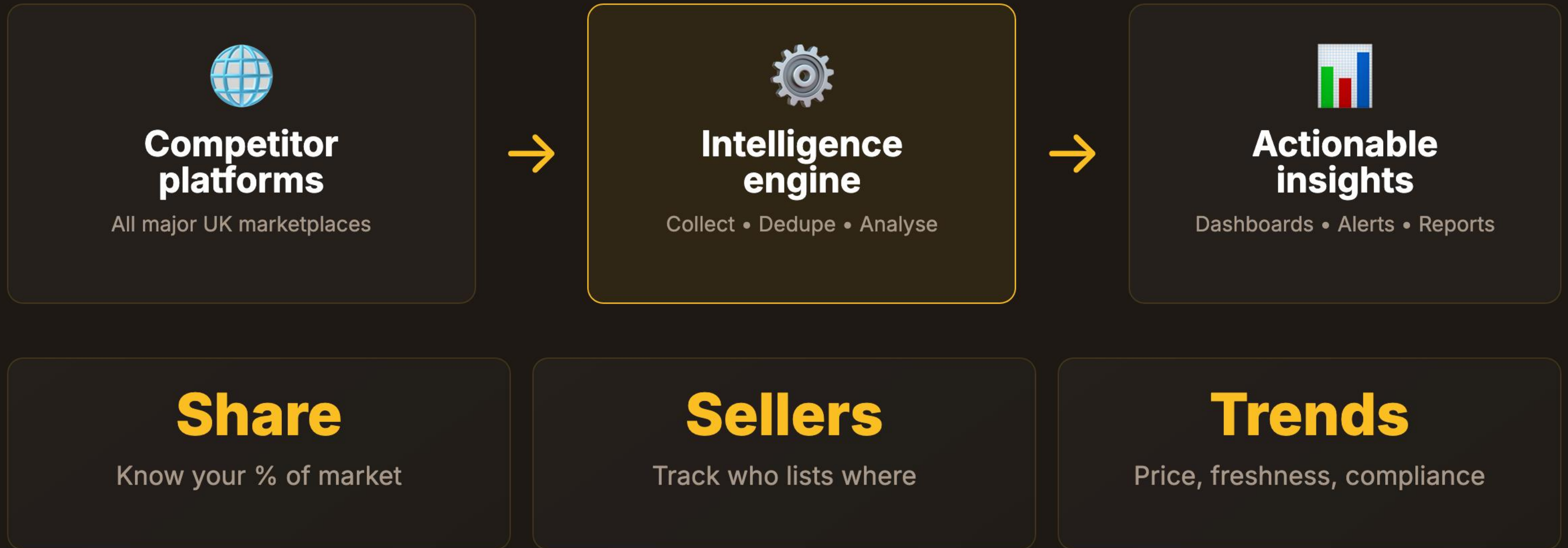


# **Building Gumtree's supply-side intelligence engine**

Who's winning stock, where sellers go, and how  
Gumtree performs — across verticals

DOGS CASE STUDY INCLUDED (ILLUSTRATIVE)

# Continuous **market visibility**



# 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

**59k**

Unique dogs  
for sale today



**893k**

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

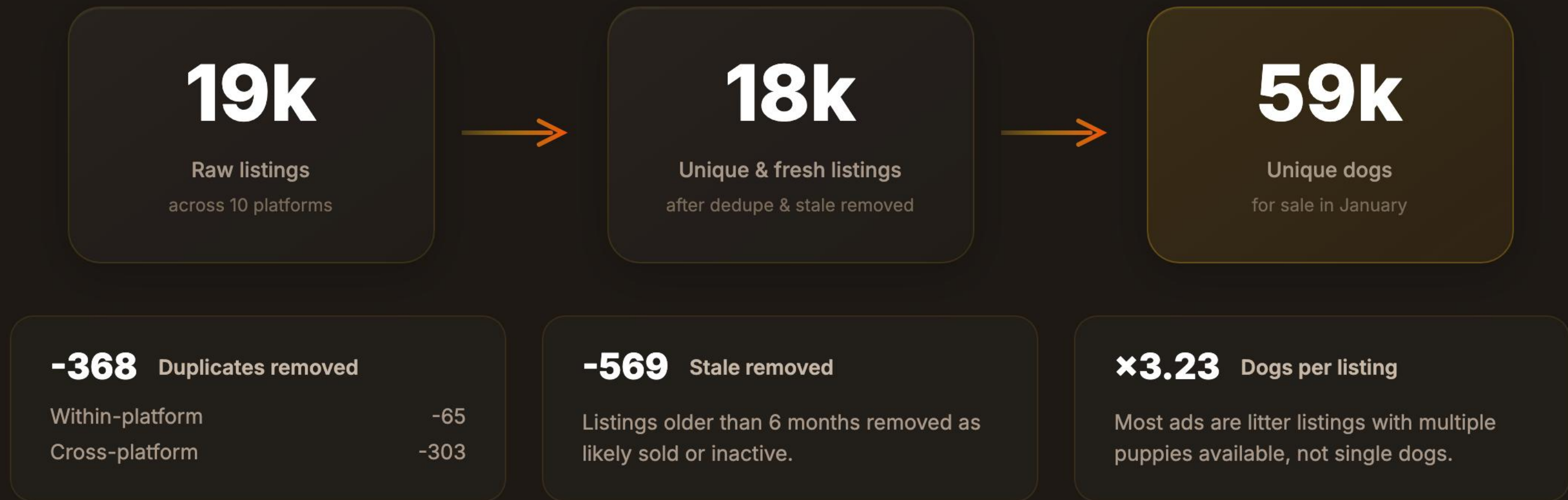
Petify

ForeverPuppy

Champdogs

Gundogs Direct

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



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

| PLATFORM                   | RAW LISTINGS | RAW DOGS | DOGS/LISTING |
|----------------------------|--------------|----------|--------------|
| <div></div> Pets4Homes     | 7,617        | 31,312   | 4.1          |
| <div></div> FreeAds        | 6,551        | 14,258   | 2.2          |
| <div></div> Gumtree        | 1,758        | 4,450    | 2.5          |
| <div></div> Preloved       | 654          | 893      | 1.4          |
| <div></div> ForeverPuppy   | 630          | 2,529    | 4.0          |
| <div></div> Petify         | 603          | 3,315    | 5.5          |
| <div></div> Puppies.co.uk  | 575          | 1,750    | 3.0          |
| <div></div> Kennel Club    | 411          | 2,453    | 6.0          |
| <div></div> Gundogs Direct | 356          | 378      | 1.1          |
| <div></div> Champdogs      | 162          | 972      | 6.0          |
| Total                      | 19,317       | 62,310   | 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

SUMMARY

|                         |        |
|-------------------------|--------|
| Total unique sellers    | 17,603 |
| 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          |

TOP 10 SELLERS

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

Rescue Breeder

# 42% 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

## LICENSE TRACKING (3+ LISTINGS)

| PLATFORM   | SELLERS | TRACKING | DISPLAY % |
|------------|---------|----------|-----------|
| FreeAds    | 74      | None     | 0%        |
| Pets4Homes | 54      | Yes      | 81%       |
| Preloved   | 8       | None     | 0%        |

## TOP BREEDERS

| SELLER              | # | PLATFORM | LICENSE |
|---------------------|---|----------|---------|
| justdogz            | 9 | FreeAds  | —       |
| The Canine Club     | 8 | P4H      | ✓       |
| Ritchie             | 8 | P4H      | ✓       |
| Wiggle Waggle       | 7 | P4H      | ✓       |
| marta.sobkowiak9911 | 7 | FreeAds  | —       |

## 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



AGE DISTRIBUTION

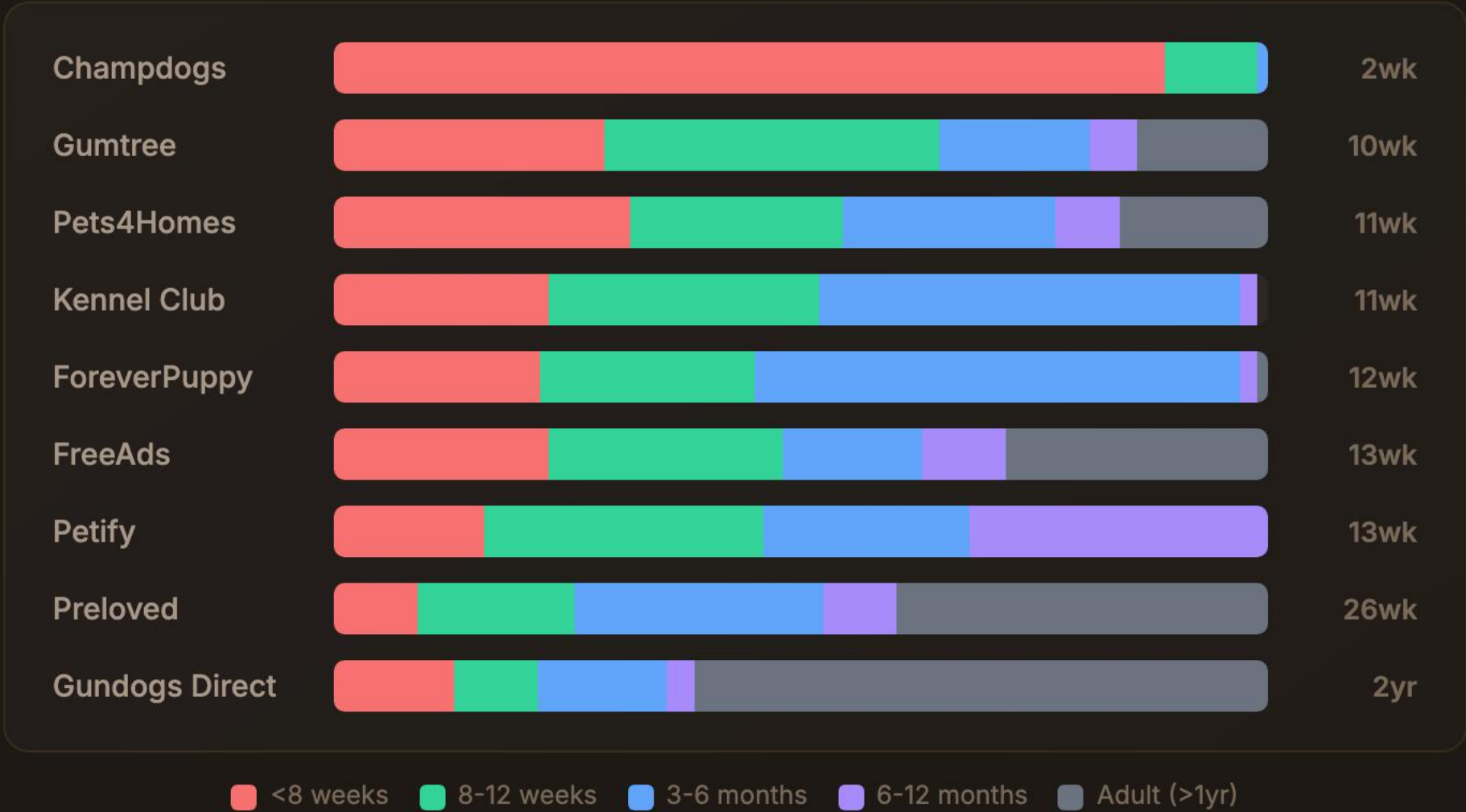
| PLATFORM       | <7D | 7-30D | 30-90D | >90D |
|----------------|-----|-------|--------|------|
| Gumtree        | 63% | 37%   | 0%     | 0%   |
| Pets4Homes     | 15% | 45%   | 38%    | 2%   |
| FreeAds        | 27% | 20%   | 39%    | 7%   |
| ForeverPuppy   | 4%  | 24%   | 61%    | 2%   |
| Preloved       | 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



# 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.

## 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.

## 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 — 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     | JOBBS          | SERVICES       |
|------------------------|-------------|-------------|-------------|----------------|----------------|----------------|
| <b>Market coverage</b> | <b>Full</b> | <b>Full</b> | <b>Full</b> | <b>Partial</b> | <b>Partial</b> | <b>Partial</b> |
| Market share           | ✓           | ✓           | ✓           | ✓              | ✓              | ✓              |
| Listing freshness      | ✓           | ✓           | ✓           | ✓              | ✓              | ✓              |
| Price tracking         | ✓           | ✓           | ✓           | ✓              | —              | —              |
| Seller behaviour       | ✓           | ✓           | ✓           | ✓              | —              | ✓              |
| Compliance             | ✓           | ✓           | ✓           | ✓              | ✓              | ✓              |
| Cross-platform dedupe  | ✓           | ✓           | ✓           | ✓              | ✓              | ✓              |

**Full** = all major platforms accessible | **Partial** = some platforms restricted, alternative approaches required

# From listings to **intelligence**

Turning the open web into decision infrastructure

Kim Faura

January 2026