

# **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



## Competitor platforms

All major UK marketplaces



## Intelligence engine

Collect • Dedupe • Analyse



## Actionable insights

Dashboards • Alerts • Reports

## 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**



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          |
| 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>     |

## 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   |

## 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          |

■ 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.

Methodology: License status from platform fields where available. \*3+ listings" used as proxy for commercial breeding activity requiring license under Animal Welfare Regulations 2018. All steps were fully automated using AI-driven scripts and data validation.

# 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        | <b>63%</b> | 37%        | 0%         | 0%         |
| Pets4Homes     | 15%        | <b>45%</b> | 38%        | 2%         |
| FreeAds        | 27%        | 20%        | 39%        | 7%         |
| ForeverPuppy   | 4%         | 24%        | <b>61%</b> | 2%         |
| Preloved       | 5%         | 22%        | <b>43%</b> | <b>31%</b> |
| Puppies.co.uk  | 1%         | 22%        | 38%        | <b>39%</b> |
| Gundogs Direct | 8%         | 17%        | 31%        | <b>43%</b> |
| Petify         | 2%         | 4%         | 17%        | <b>71%</b> |

## 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.

## 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 | J OBS | 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

January 2026