

Puppy Market Snapshot (2020–2026)

Why prices + public listings fell, and what still works

What changed

- COVID demand spike (2020–2021) inflated prices; demand cooled after 2022 as life normalized and costs rose.
- Oversupply + shelter saturation shifted public sentiment and buyer options.
- Platforms restricted/shadow-banned animal sales posts, reducing visible listings.
- Costs (vet, food, housing) climbed while what buyers will pay flattened.
- Regulatory/zoning pressure pushed many sellers “quiet” (private networks).
- Scam fatigue increased buyer skepticism and proof requirements.

Why one person gets \$3k and another gets \$500

- Reputation + repeat buyers, in-demand breed/line, pro presentation, fast response, and a clean process.

Simple move that helps most

- Stop relying on public posts alone: build a reusable 1-page listing sheet + a referral loop (past buyers + local network).

Want the next iteration? Ask: “Generate a 1-page Puppy Listing Sheet template + a text script.”