

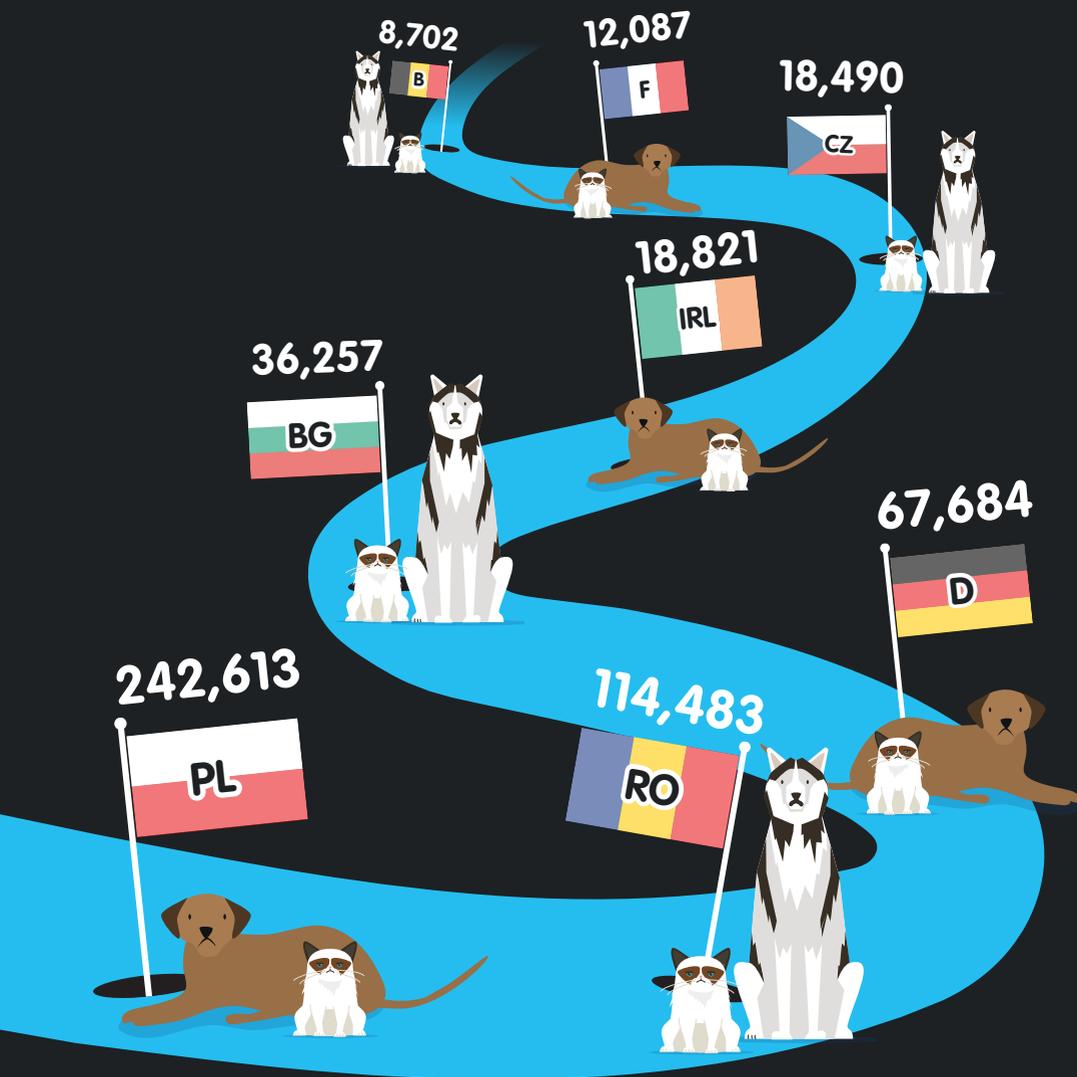


## Tracking the trade; getting to grips with the online marketplace

It is important to understand the size and nature of the online pet trade in order to find effective solutions to tackle it. This research highlights how we can use technology to better advance our understanding of the scale of commercial trade in dogs and cats and to work towards solutions to address poor practice.

The information displayed was collected by tech4pets<sup>1</sup> by extracting information from adverts posted on public classified websites. All data gathered was available on a public site involving no logins. Only data freely available to any member of the public on the main site was collected.

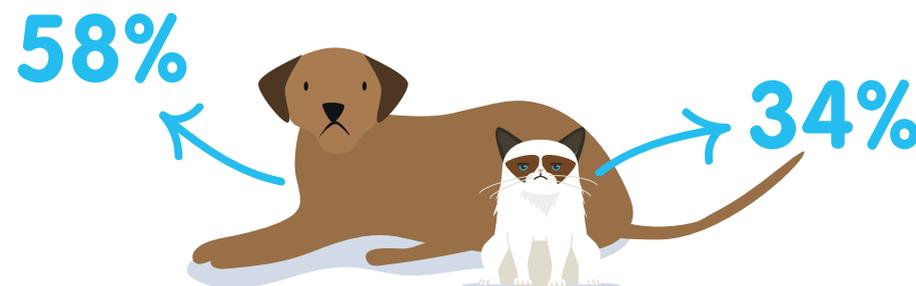
Looking at a sample of 10 websites across 8 EU countries over a 12 week period, we found a total of 519,137 adverts for dogs and cats.



Graphic shows total number of adverts for dogs and cats found during the 12 week period

Many of the adverts offer animals for free, for exchange or fail to list any price at all.

On average, 58% of the adverts for dogs and 34% of the adverts for cats had a price.



France, however, had a significantly larger number of adverts with a price displayed on **99.8%** for dogs and **99.6%** for cats. This may be because France introduced legislation in 2016 that requires any seller to display a SIREN number<sup>2</sup> and to declare the sale of the animal on a tax return. These findings would indicate that the legislation is being adhered to.

This initial research offers a good insight into a pet sales industry that is operating on a large scale and, for the majority of EU member states, without regulation.

<sup>1</sup>A data protection registered company  
<sup>2</sup>A unique business identification number

tech4pets uncovered large seller networks which appear to be operating as businesses selling dogs and cats with evidence of cross-border trade.



4 advertisers based in Poland

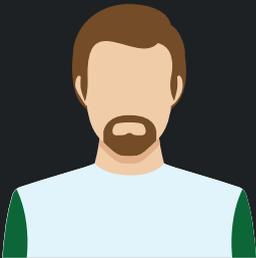
226 adverts with unique descriptions  
placed over 12 weeks



All linked to 1 phone number

Networks can make upwards of tens of thousands of Euros from selling pets.

One seller tracked by a leading classified website in 2016 was estimated to be making over **1 million** Euros from selling dogs.



NETWORK 2



2 advertisers, one based  
in Poland, one based in Romania

32 adverts with unique descriptions  
placed over 12 weeks



Advertisers are linked by the pictures  
used in the adverts