



Animal Welfare.
Worldwide.

Value of the national annual demand for dogs in 21 Member States

The paper is a supporting document of the Report *Billion Euro Industry: why the EU must strengthen regulations to end the illegal puppy trade now*, available at www.four-paws.org/billion-euro-puppy-trade.

It showcases the value of the annual demand for dogs within the 21 Member States, where the market leading classified ad site for the online trade of dogs was investigated.

A national calculation based on the investigated national value delivers more accurate results for the national level^a. These figures are not published in the report.

Methodology

For the calculation of specifically the value of the annual demand for dogs (highlighted in the table below), we multiplied the number of the annual demand for dogs per country with the average price of a dog (including puppies) for adoption and sale of the specific country, as investigated on the market leading classified ad site for dog advertisements.

Please note: the average price for dogs (including puppies) for sale and adoptions can be considered a conservative value. Since only one classified ad site per country was investigated, FOUR PAWS assessed this figure more appropriate than to calculate the value with the price of a puppy for sale, even though the research shows that on many investigated classified ad sites it appears to be the actual situation, that most of the advertised dogs are puppies for sale, as outlined in the table below. Please find more interesting facts in the full presentation by the external agency (see [Supporting Document nr. 1](#)).

^a In the report, the average value of the dog trade in the whole EU was calculated by the average price for a dog for sales or adoption of all investigated 21 Member States. This can be considered a rather conservative approach. Please note, that the total of the values of the annual national demand for dogs in the 21 Member States results in a higher figure than the more conservatively calculated total value of the EU demand for dogs which is presented in the report (€4.6 billion annually).



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	Annual demand for dogs ^b	Investigated market leading classified ad site for dog ads (PPP slide 5)	Average price of dog (incl. puppies) for adoption and sale (slide 41)	Value of the annual demand for dogs (annual demand multiplied by average price; slide 41)	Avg. price per puppy for sale (slide 45).	Percentages of Sales (vs. Adoption, slide 35)	Percentages of Puppy ads (puppies below 20 weeks vs. dog ads, slide 38)	New ads posted daily, on two different days, 00:00-24:00, 00:00-20:00; lowest and highest number given (slide 9-10)
Austria	72.783	willhaben.at	€ 753	€ 54.805.599	€ 1.619	35%	33%	143 to 343
Belgium	176.435	2dehands.be	€ 949	€ 167.436.815	€ 959	99%	97%	9 to 27
Bulgaria	65.391	bazar.bg	€ 321	€ 20.990.511	€ 315	97%	88%	235 to 408
Croatia	63.957	njuskalo.hr	€ 610	€ 39.013.770	€ 612	71%	70%	66 to 135
Czech Rep.	192.000	bazos.cz	€ 557	€ 106.944.000	€ 581	92%	84%	423 to 725
Denmark	55.913	guloggratis.dk	€ 1.319	€ 73.749.247	€ 1.413	93%	82%	18 to 23
Finland	69.304	tori.fi	€ 1.252	€ 86.768.608	€ 1.334	96%	69%	5 to 17
France	660.870	leboncoin.fr	€ 1.074	€ 709.774.380	€ 1.102	75%	80%	1653 to 2348+
Germany	921.739	deine-tierwelt.de	€ 1.396	€ 1.286.747.644	€ 1.534	88%	83%	over 2.000
Greece	56.957	xe.gr	€ 537	€ 30.585.909	€ 533	98%	88%	57 to 79
Hungary	243.478	jofogas.hu	€ 433	€ 105.425.974	€ 444	55%	71%	27 to 59
Ireland	45.217	dogs.ie	€ 589	€ 26.632.813	€ 602	98%	90%	29 to 43
Italy	761.304	subito.it	€ 648	€ 493.324.992	€ 665	96%	89%	1254 to 2508

^b Overall dog population according to FEDIAF report 2024 divided by 11,5 years of average life span



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Lithuania	50.435	skelbiu.lt	€ 643	€ 32.429.705	€ 680	97%	84%	10 to 21
Netherlands	159.130	marktplaats.nl	€ 903	€ 143.694.390	€ 993	88%	76%	245 to 303
Poland	705.130	olx.pl	€ 771	€ 543.655.230	€ 743	53%	61%	over 2.000 - 4330
Portugal	246.957	olx.pt	€ 631	€ 155.829.867	€ 640	100%	90%	82 to 88
Romania	369.043	animalutul.ro	€ 307	€ 113.296.201	€ 299	96%	88%	476 to 540
Slovakia	79.217	bazos.sk	€ 377	€ 29.864.809	€ 387	91%	82%	176 to 474
Spain	809.826	mundoanimalia.com	€ 869	€ 703.738.794	€ 915	98%	83%	60 to 225
Sweden	91.391	blocket.se	€ 1.332	€ 121.732.812	€ 1.497	99%	78%	144 to 186