

Supply and Demand



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Head of Public Affairs

About Dogs Trust



- Dogs Trust is the UK's largest dog welfare charity
- We normally care for around **13,000** dogs each year across our network of 21 rehoming centres in the UK and one in Dublin.
- International work via Dogs Trust Worldwide / WVS / Mission Rabies



The need for dogs



- Estimated 12.64 million dogs in the UK*
- Average lifespan of 12.5 years
- We need approximately **1 million dogs** per year in the UK



*McMillan et al (2024): Estimation of the size, density, and demographic distribution of the UK pet dog population

Where do they come from?



- The Kennel Club registers over 250,000 pedigree and cross breed dogs every year*
- Approx. 37,000** dogs rehomed via the Association of Dogs and Cats Homes each year (over 150 member organisations across the UK)
- The rest?



*www.thekennelclub.org.uk/registrations

** ADCH member surveys

The rest – legal / illegal?



- Non-Kennel Club registered licensed breeders
- Low volume unlicensed breeders
- Unlicensed breeders (illegal)
- Illegal importation



Numbers of pets travelling



	2010	2011	2012	2013	2014
Dogs	82,512	85,786	139,644	152,075	155,445
Cats	7,870	8,280	14,601	13,694	15,068
Ferrets	64	68	93	85	68
Total	90,446	94,134	154,338	165,854	170,581
%increase from previous year		4%	64%	7%	3%

UK Government figures for the number of pets entering Great Britain under the Pet Travel Scheme

The Puppy Pilot



- Through our Puppy Pilot, we fund the quarantine costs of puppies seized at UK borders to aid their interception.
- Over **3,000** illegally imported puppies have now been cared for by Dogs Trust since the end of 2015.
- If sold to unsuspecting members of the public, they would have made over **£4 million** for the illegal importers.

Desirable breeds dominate



Dachshund	French Bulldog	Pomeranian	English Bulldog	Chow Chow
19.5%	16%	4.5%	4%	4%

Pregnant Mums



Carol



Nelly

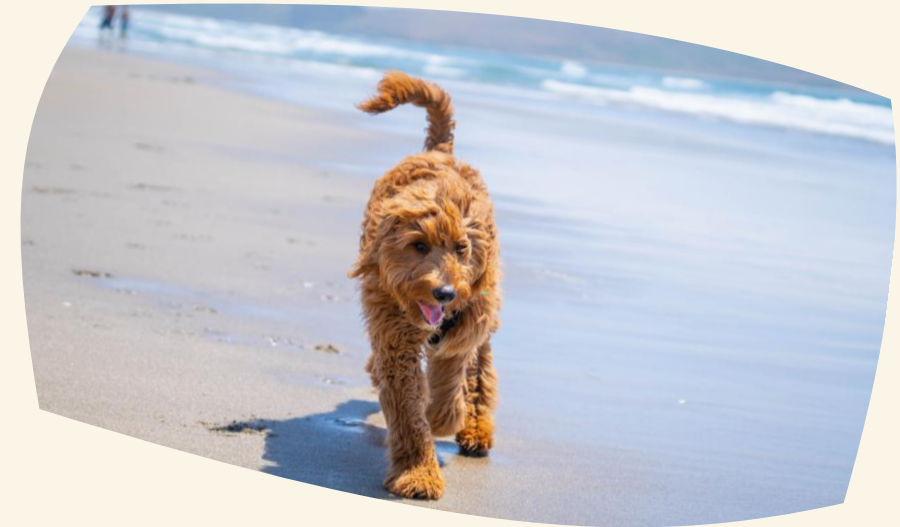
Impact of pandemic and increased cost of living



Dog population post-pandemic



- Rapid and large increase in dog ownership over COVID-19 pandemic
- The 2022 PDSA PAW report* estimated that 24% of all owners had acquired their pet in the last two years, meaning 5.4 million pets had been acquired since the start of the pandemic in 2020. This equated to 2.5 million dogs
- ‘Perfect storm’ - with prices also rapidly increasing due to cost-of-living crisis, many owners are facing the decision that they sadly can’t afford to keep their dog
- Dogs Trust received record numbers of handover enquiries in 2022 and 2023



*www.pdsa.org.uk/media/12965/pdsa-paw-report-2022.pdf

Impact of cost of living on handovers



- Since October 2022, nearly a quarter of our handover requests have cited that the cost of living has impacted their decision to relinquish their dog
- YouGov polling on behalf of Dogs Trust found that 77% of dog owners said that they have seen the costs of pet food increase, with 43% saying the same for the cost of veterinary care
- This has caused 22% of dog owners to switch to cheaper pet food and 10% have delayed seeking veterinary treatment due to the cost

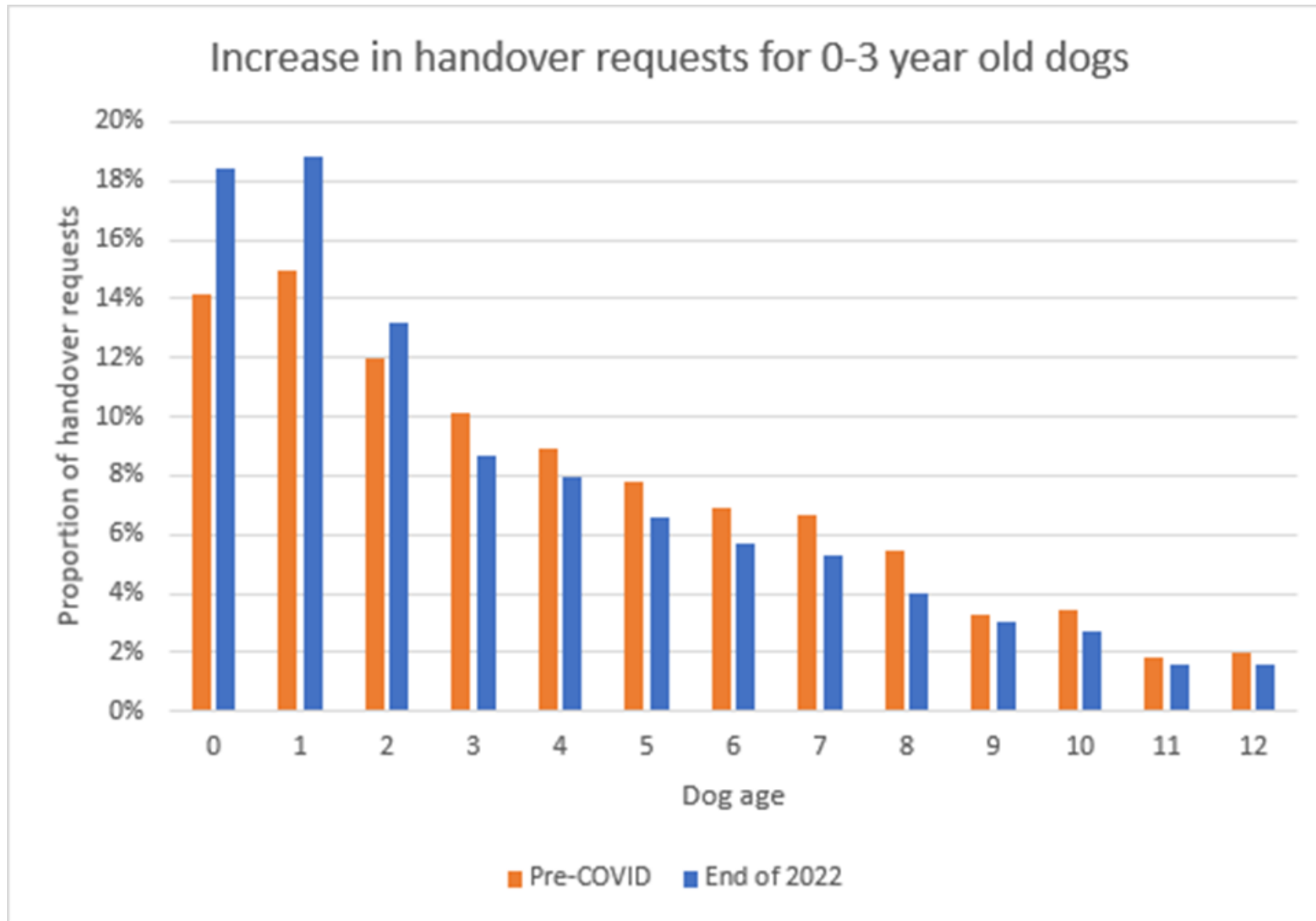
Impact of pandemic on handovers



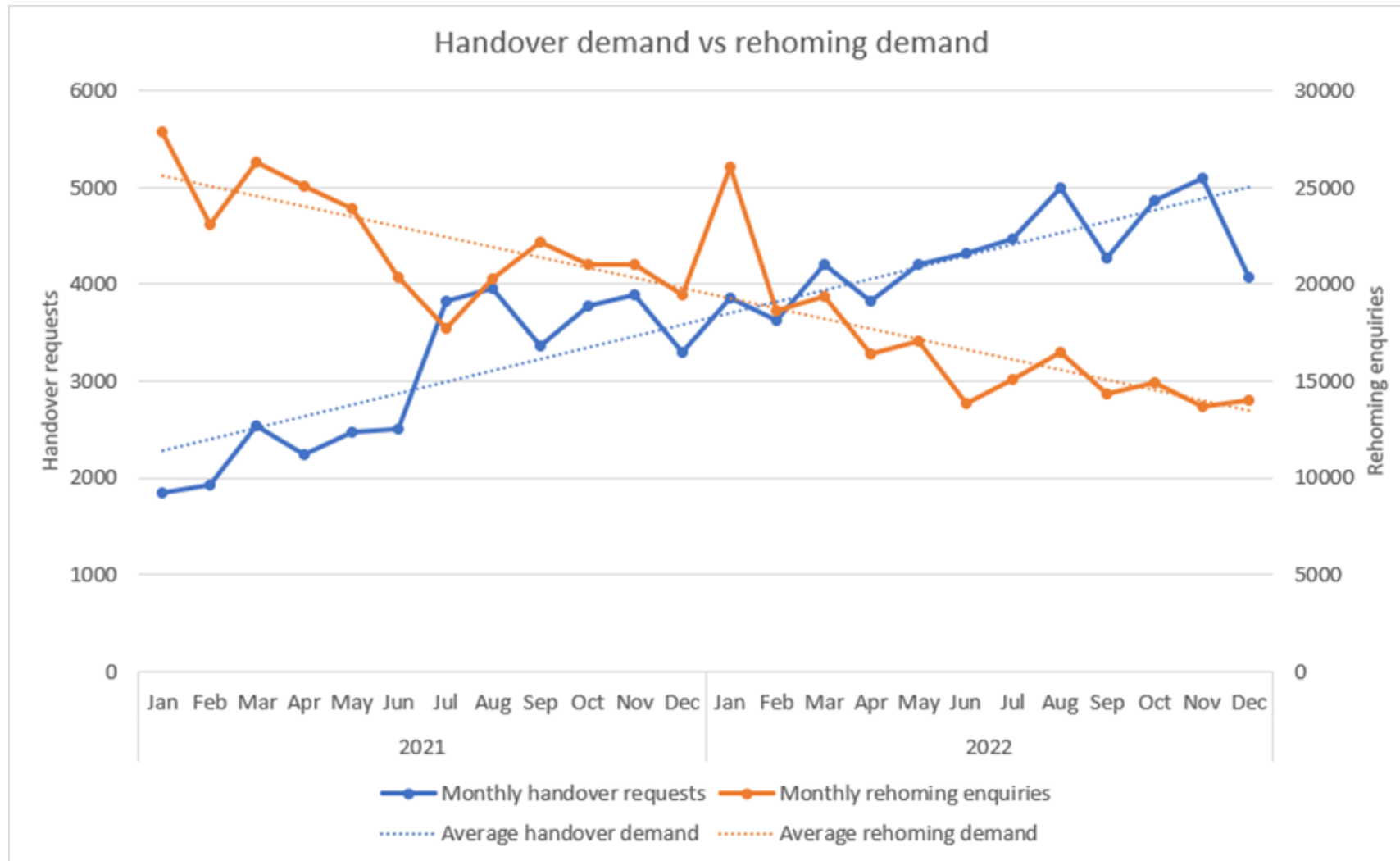
- Puppies born during the pandemic may be more likely to develop certain unwanted behaviours
- Data from a follow-up survey to Dogs Trust's National Dog Survey conducted in 2021, showed that 36% of owners who got their pet during the pandemic feel their dog was adversely impacted by a lack of socialisation
- 41% of pandemic pup owners said their dog is reactive to other dogs and/or people
- A quarter of owners had concerns about post-pandemic working and their ability to care for their pet



Handover requests for 0-3 year old dogs



Overall picture: handover demand vs rehoming demand





Any questions?