



Canadian
Seal
Products

Younger Canadians more likely to consider purchasing fur and seal products, survey finds

New research from the Fur Institute of Canada finds Canadians have an increasingly positive perception of fur

OTTAWA, October XX, 2026 – Canadians aged 18 to 34 were more than three times as likely as those aged 35 and older to have purchased or considered purchasing fur and sealskin products in the past year, according to a national Omnibus survey by Leger for the Fur Institute of Canada.

Among those that gave a response, 22 per cent of adults aged 18 to 34 said they had purchased or considered purchasing a fur product, compared with six per cent of those aged 35 and older. For sealskin products, the figures were 16 per cent and four per cent, respectively.

The survey also examined Canadians' views on public discussion of the fur sector. Among those who expressed an opinion, 78 per cent agreed that public discussion about fur does not always reflect most Canadians' views, 71 per cent agreed that anti-fur campaigns have had negative impacts on Indigenous communities. These percentages exclude respondents who did not express an opinion: 35 per cent for the first statement and 38 per cent for the second.

“Canadians are much more open to natural fur and seal products than public discussion would have us believe,” said Doug Chiasson, the executive director of the Fur Institute of Canada. “These results help us understand that so we can continue to make information about fur and seal products easier to access, listen to the questions Canadians have, and bring the perspectives of harvesters, Indigenous communities and artisans more fully into the conversation.”

Among those that gave a response, 34 per cent said they would consider purchasing at least one seal product in the future, including sealskin goods and seal oil-based products. 13 per cent did not know how to respond and were excluded from this calculation. The top factors that would influence purchase consideration for respondents include knowing a fur product supports sustainable wildlife management (28 per cent), and knowing the product

was made in Canada and produced humanely (29 per cent). 10 per cent did not know how to respond and were excluded from this calculation.

“Some respondents were unaware of public discussion of fur and the negative impact of anti-fur campaigns on Indigenous and rural communities,” said Chiasson. “This uncertainty shows that it continues to be essential that we share reliable information about the fur trade and seal products. This research gives us a starting point for more informed conversations, especially with those whose livelihoods and communities are directly affected.”

The Fur Institute of Canada commissioned this research to better understand Canadians’ experiences with fur and seal products, as well as future purchase considerations and perceptions of the sector. View the full survey results and infographic at canadiansealproducts.com/furfacts and fur.ca/furfacts.

Methodology

Leger conducted the online survey through its LEO panel from July 31 to August 2, 2026, among 1,514 Canadian adults aged 18 and older. Results were weighted by age, gender, mother tongue, region, education and the presence of children in the household. A probability sample of the same size would yield a margin of error of +/- 2.5 per cent, 19 times out of 20.

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About the Fur Institute of Canada / Canadian Seal Products

The Fur Institute of Canada is the national voice for the fur sector, including the seal industry, through the Seals & Sealing Network (SSN). SSN brings together Canada’s sealing industry harvesters, processors, manufacturers, retailers and Indigenous peoples to promote and market high-quality and sustainable Canadian Seal Products, including seal oil, seal meat and seal fur, through its Canadian Seal Products and Proudly Indigenous Crafts & Designs brands. The marketing activities for the Canadian Seal Products campaign are supported by the Government of Canada, through the Atlantic Canada Opportunities Agency, Government of Newfoundland & Labrador and Government of Nova Scotia.

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