

Exchange Traded and Mutual Funds - Canada - September 2019

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Around one in four has mutual funds, one in ten ETFs
- Lack of knowledge is the biggest purchase barrier for ETFs
- More than a third prefer buying through a financial adviser
- More than half confident of saving enough for retirement



“ETFs continue to grow in popularity as more investors buy into the concept of low cost, passive investing. While the affluent have embraced ETFs, the mass affluent segment is still relatively untapped.”

– **Sanjay Sharma, Senior Financial Services Analyst**

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- Regional classifications
- Income
- Glossary

EXECUTIVE SUMMARY

- The issues
- Around one in four has mutual funds, one in ten ETFs
Figure 1: Product ownership, June 2019
- Lack of knowledge is the biggest purchase barrier for ETFs
- More than a third prefer buying through a financial adviser
Figure 2: Attitudes towards mutual fund and ETF investing, June 2019
- More than half confident of saving enough for retirement
Figure 3: Attitudes towards investing, June 2019
- The opportunities
- Younger investors are looking for help
Figure 4: Select attitudes towards investing (% any agree), by gender, June 2019
- Younger more willing to pay for active management and use lesser known institutions
Figure 5: Select attitudes towards investing (% any agree), by age, June 2019
- What it means

THE MARKET – WHAT YOU NEED TO KNOW

- New rules announced for alternative mutual funds in Canada
- FP Canada works on certification and education
- Ontario government and regulatory authority developing final rules for financial planner, financial advisor regulation
- Canada gains its first robo-adviser platform geared toward women

WHAT'S NEW?

- New rules announced for alternative mutual funds in Canada
- Six key differences for alternative mutual funds

WHAT'S NEXT?

- FP Canada works on certification and education

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Ontario government and regulatory authority developing final rules for financial planner, financial advisor regulation
- Canada gains its first robo-adviser platform geared toward women

Figure 6: Willingness to use robo-advisors, by age and gender, November 2017

KEY PLAYERS – WHAT YOU NEED TO KNOW

- RBC, BlackRock partner to create ETF giant in Canada
- Onex to buy wealth manager Gluskin Sheff
- CI Financial takes majority stake in Wealthbar, entering robo-adviser arena
- Four new 'one-ticket solution' ETFs make their debut
- Wealthsimple introduces mutual fund dealer

INDUSTRY DEVELOPMENTS AND INNOVATIONS

- RBC, BlackRock partner to create ETF giant in Canada
- Vanguard plots next disruption to Canadian investing
- Wealthsimple introduces mutual fund dealer
- Onex to buy wealth manager Gluskin Sheff in \$445 million deal
- CI Financial takes majority stake in Wealthbar, entering robo-adviser arena
- Four new 'one-ticket solution' ETFs make their debut
- Two new providers, two exits amid competitive ETF atmosphere
- AdvisorSavvy provides online reviews of advisors

MARKETING CAMPAIGNS

- Wealthsimple drops its own Raptors spot
Figure 7: Kawhi Wealthsimple trade, June 2019
- HSBC turns billboards into branches
Figure 8: HSBC Bank Canada | The Adpointment, July 2019
- Desjardins goes after DIY investors
- RBC brings friendly approach to Quebec
Figure 9: Experience the RBC difference with Jay Baruchel, May 2019

THE CONSUMER – WHAT YOU NEED TO KNOW

- One in 20 are millionaires
- Insufficient money and lack of knowledge main reasons for not owning mutual funds
- More than a third prefer buying through a financial adviser
- Younger investors are looking for help

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Younger more willing to pay for active management**

AFFLUENCE AND PRODUCT OWNERSHIP

- **One in 20 are millionaires**
Figure 10: Amount of investments, June 2019
- **Men are more affluent**
Figure 11: Amount of investments, by gender, June 2019
- **Around one in four has mutual funds; one in ten ETFs**
Figure 12: Product ownership, June 2019
- **Affluence and ownership influenced by age**
Figure 13: Amount of investments, 18-44s vs over-45s, June 2019
Figure 14: Product ownership (select), 18-44s vs over-45s, June 2019
- **Affluence and gender also impact ownership**
Figure 15: Product ownership (select), millionaires vs overall population, June 2019
Figure 16: Product ownership (select), by gender, June 2019

REASONS FOR NOT OWNING MUTUAL FUNDS AND ETFs

- **Insufficient money and lack of knowledge main reasons for not owning mutual funds**
Figure 17: Reasons for not owning a mutual fund, June 2019
- **Management fees more of a concern for older investors**
Figure 18: Reasons for not owning a mutual fund (select), by age, June 2019
- **Management fees and preference for direct investing are barriers for affluent**
Figure 19: Reasons for not owning a mutual fund (select), \$500K+ vs overall population, June 2019
- **Lack of knowledge is the biggest purchase barrier for ETFs**
Figure 20: Reasons for not owning an ETF, June 2019
- **Women more likely to be hampered by lack of knowledge and money**
Figure 21: Reasons for not owning an ETF (select), by gender, June 2019
- **Lack of advisor recommendation main purchase barrier for \$500K+**
Figure 22: Reasons for not owning an ETF (select), \$500K+ vs overall population, June 2019

MUTUAL FUND AND ETF INVESTING

- **More than a third prefer buying through a financial adviser**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 23: Attitudes towards mutual fund and ETF investing, June 2019

- **Around one in four men considers themselves an experienced investor**

Figure 24: Attitudes towards mutual fund and ETF investing (select), by gender, June 2019

- **Older investors are more experienced and opinionated**

Figure 25: Attitudes towards mutual fund and ETF investing (select), 18-44s vs over-45s, June 2019

- **Around half of millionaires use advisers for mutual fund and ETF investing**

Figure 26: Attitudes towards mutual fund and ETF investing (select), millionaires vs overall population, June 2019

ATTITUDES TOWARDS INVESTING

- **Majority confident of saving enough for retirement**
Figure 27: Attitudes towards investing, June 2019
- **LGBTQ and young women least confident about retirement savings**
- **Men are more passionate about investing and confident about retirement savings**

Figure 28: Select attitudes towards investing (% any agree), by gender, June 2019

- **Younger investors are looking for help**
Figure 29: Select attitudes towards investing (% any agree), by gender, June 2019
- **Around a quarter find mutual fund fees too high**
Figure 30: Investing related attitudes and behaviours (% agree), June 2019
- **Millionaires are proactive investors**

Figure 31: Select investing related attitudes and behaviours (% agree), millionaires vs overall, June 2019

INVESTING STRATEGIES

- **Around two in five are pessimistic about current market conditions**
Figure 32: Attitudes towards investing, June 2019
- **Men are more opinionated investors**
Figure 33: Select attitudes towards investing (%any agree), by gender, June 2019
- **Younger more willing to pay for active management and use lesser-known institutions**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 34: Attitudes towards investing (select), by age, June 2019

- **Affluent are more risk tolerant**

Figure 35: Attitudes towards investing (select), by assets, June 2019

- **SRI more likely to appeal to 18-24s and LGBTQs**
- **Affluent investors more likely to regularly track their portfolio**

Figure 36: "I keep track of my investment portfolio on a regular basis" (% agree), by assets, June 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.