

Retirement Planning - Canada - August 2014

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“The financial industry needs to go beyond projecting retirement dollar amounts and offer solutions that include effective decumulation strategies and more customized long-term insurance products that are aligned to government health care coverage.”
– Sanjay Sharma, Senior Financial Services Analyst

This report looks at the following areas:

- Countering worry factors through more mass-marketed integrated retirement solutions
- Boosting trust in banks and credit unions
- Using simple messaging and investment strategies to boost engagement
- Winning over the Chinese Canadian consumer

Canada's population is aging, with significant growth in the over-65 population expected in the coming years. As a result, demand for retirement planning advice and insurance solutions will continue to increase. Although the life expectancy of Canadians continues to rise, the population is not necessarily getting healthier and this increased life expectancy is predicted to be accompanied by many older consumers dealing with serious illnesses such as hypertension and diabetes.

This report covers the drivers of the retirement planning industry in Canada, exploring trends related to ownership, amount of savings, types of retirement planning activities, most trusted sources of advice and attitudes towards personal financial management.

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DID YOU KNOW?

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

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