Manager & Product Demand in Institutional Asset Management – Canada

2019 Canadian Institutional Investors Research

January 16, 2020
Executive Summary:

This report provides detailed information from institutional investors in Canada on managers used and products most in demand across equities, fixed income, alternatives, and specialty investments segmented by geography, type of investor and size of fund.

Methodology:

This research is based on personal interviews conducted from July through October 2019 with 220 of the largest tax-exempt funds in Canada.

Total assets exceed $1 trillion. Senior fund professionals were asked to provide quantitative and qualitative evaluations of their investment managers, qualitative assessments of those managers soliciting their business, and detailed information on important market trends.

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