2024 Key Trends in Institutional Asset Management – Canada

2024 Canadian Institutional Investors Research

February 3, 2025

Executive Summary:

This report provides detailed information from Canadian institutional investors on key trends in the asset management industry.

Methodology:

This research is based on in-depth interviews conducted from February through September 2024 with 151 of the largest tax-exempt funds in Canada. Senior fund professionals were asked to provide quantitative and qualitative evaluations of their investment managers, assessments of those managers soliciting their business, and detailed information on important market trends.

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