2025 Key Trends in Institutional Asset Management - Canada

2025 Canadian Institutional Investor Research

February 24, 2026

Executive Summary:

This report covers key challenges facing institutional investors in Canada, pension funding levels, 5-year return expectations, influences on manager selection decisions, reward for excellence in customization, importance of manager services in private markets, valued traits for RMs managing private market investments, current and projected impact of ESG and DEI, consultant intermediation trends, OCIO adoption, defined benefit and investment pool asset mix, 3-year expected allocation shifts, manager hiring expectations, and more.

Methodology:

Crisil Coalition Greenwich conducted in-depth interviews from February through September with 149 of the largest 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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