

December 2022

Innovations in Insurance - Canada

"Technology is resulting in a closer interweaving of customer lifestyles with insurance companies as consumers are showing more willingness to use devices that result in better outcomes while benefiting in the form of lower prices."

Investing: Traditional vs Digital - Canada

"Traditional channels of investing are equally popular among all age segments while digital company use trends higher among younger investors. Financial advisors are viewed positively with high awareness about performance expectations and fees, while willingness to use robo-advisors is still limited."

November 2022

Creditor and Travel Insurance - Canada

"Human channels of distribution remain the most preferred method of purchase for both creditor and travel insurance. While both are considered valuable products to have, they have attracted their share of criticism with respect to payouts and also product suitability in the case of creditor insurance."

October 2022

Credit Cards - Canada

"Credit card spending is making a recovery after falling to pandemic-inspired lows. The generous rewards offered by credit card companies are a major motivation for regular credit card use while prepaid and secured cards remain important gateway products. Bank branches are an important distribution channel though online methods of purchase ...

August 2022

New Canadians and Insurance - Canada

"New Canadians are poised to become an ever important growth market for insurers. This means larger insurance companies will have to adopt dedicated newcomer strategies akin to the major banks. New immigrants are also avid users of technology, partly due to their younger demographic profile. This is an excellent opportunity ...

July 2022

Financial Wellness - Canada

“As the financial marketplace grows increasingly complex and new products are constantly on the horizon, it is crucial that Canadians have the judgement to make informed decisions about the financial products and services that best meet their needs. While institutions such as banks, employers and government agencies can facilitate literacy ...

June 2022

Fintech Challengers - Canada

“The challenge for Fintech upstarts is to convert the greater attitudinal openness of younger consumers to digital banks into meaningful market share. This will be a long journey as the big banks in Canada are well entrenched, so the best bet for Fintech challengers is to target niche markets while ...

May 2022

Customer Retention and Loyalty - Canada

“The major banks in Canada continue to enjoy an oligopoly, while digital banks attract those looking for a no-fee model and better rates on deposits. With high overall satisfaction levels, it is unlikely that the competitive positioning of the banks will change, but digital challengers have a role to play ...

April 2022

Life Insurance - Canada

“A majority of Canadians view having life insurance as essential for a peaceful mind so demand for life insurance will remain strong. Life stage events influence purchase, while the feeling of sufficiency with just employer coverage is a barrier to individual sales. Many younger consumers are open to buying from ...

March 2022

Mortgage Financing - Canada

“The current housing boom across Canada has resulted in record mortgage and consumer growth. Mortgage volumes will continue to increase, fuelled by a hot housing market and low rates. First-time buyers will be squeezed as no solutions emerge to mitigate housing affordability while rate increases, expected in the near future ...

February 2022

Pet, Auto and Home Insurance - Canada

“Technological innovations such as telematics and smart home devices offer insurers the opportunity to assess risk better and offer more targeted prices to consumers. Meanwhile, a pandemic inspired boom in pet adoption and a flurry of new entrants foretell strong growth in the pet insurance industry.”

– Sanjay Sharma ...