

### July 2023

#### Health Insurance - Canada

“An aging population and record levels of immigration will ensure strong demand for health insurance in the coming years. Though employer coverage is the dominant channel for acquisition, a significant minority buy insurance directly or through affinity groups. There is plenty of potential for customized policies based on more sharing ...

### June 2023

#### Consumer Debt and Finances - Canada

“Canadians are financially squeezed at present and do not feel very optimistic about their finances as they face myriad financial challenges in the form of persistent inflation, high interest rates and tepid economic growth. A majority of consumers would like to manage their finances better as some struggle due to ...

#### Financial Information & Advice - Canada

“The majority of investors are overwhelmed by the amount of investment information available. While financial advisors are the preferred resource for investing information, many younger investors are also using a variety of online resources including social media, though there is scepticism about the credibility of social media investment advice.” ...

### April 2023

#### Consumer Banking Experience - Canada

“The big five banks continue to dominate the consumer banking landscape in Canada as they continue to leverage their strengths in the form of high trust levels, brand reputation and branch networks to become trusted financial partners of Canadians. Interest in digital banking features is high, but strong branch relationships ...

### March 2023

#### Auto and Home Insurance - Canada

“The P&C industry is experiencing steady growth and increasingly using technology to connect better with customers, drive customized pricing and enhance efficiency. But satisfaction is not high and switching insurers is fairly common. So, there are plenty of

#### Home Buying - Canada

“Although recent rates hikes have stressed many mortgage owners, the long-term outlook for housing remains strong. But a market correction is taking place as overheated housing markets cool down in the face of higher interest rates. This price softening is a positive outcome as it represents a shift to more ...



## Finance - Canada

opportunities for digital start-ups and established companies to gain more market share ...

### Upcoming Reports

**Attitudes towards Insurance -  
Canada - 2023**

**Attitudes towards Investing -  
Canada - 2023**

**Fintech and Open Banking -  
Canada - 2023**

**Consumer Payment Trends -  
Canada - 2023**