

SIMA Monthly Investment Fund Statistics – July 2025

Mutual fund and exchange-traded fund (ETF) assets and sales

August 22, 2025 (Toronto) – The Securities and Investment Management Association (SIMA) today announced investment fund net sales and net assets for July 2025.

Mutual fund assets totalled \$2.376 trillion at the end of July, up by \$33.9 billion or 1.4 per cent since June. Mutual fund net sales were \$4.7 billion in July.

ETF assets totalled \$611.4 billion at the end of July, up by \$19.2 billion or 3.2 per cent since June. ETF net sales were \$10.3 billion in July.

July insights

- Mutual fund and ETF assets continued their upward trajectory for the third consecutive month this year. Since April, mutual fund assets have grown by 7.1 per cent -- an increase of \$158.5 billion. Meanwhile, ETF assets surpassed \$600 billion for the first time on record.
- Mutual funds and ETFs both posted their second-largest monthly inflows of the year. For mutual funds, it was driven primarily by strong demand for bond funds, while ETF inflows were led by equity fund purchases.

Mutual fund net sales/net redemptions (\$ millions)*

Asset class	Jul 2025	Jun 2025	Jul 2024	YTD 2025	YTD 2024
Long-term funds					
Balanced	49	234	(1,024)	(2,467)	(19,876)
Equity	(171)	(906)	2,085	(6,611)	106
Bond	3,546	1,623	3,307	17,367	13,801
Specialty	846	791	800	7,839	4,595
Total long-term funds	4,270	1,742	5,167	16,128	(1,374)
Total money market funds	399	(471)	31	5,539	2,614
Total	4,670	1,271	5,198	21,667	1,240

Mutual fund net assets (\$ billions)*

Asset class	Jul 2025	Jun 2025	Jul 2024	Dec 2024
Long-term funds				
Balanced	1,039.8	1,030.2	963.0	997.9
Equity	921.7	903.3	821.4	868.4
Bond	304.6	300.9	264.7	281.8
Specialty	47.3	45.9	33.7	37.8
Total long-term funds	2,313.4	2,280.2	2,082.7	2,185.8
Total money market funds	63.0	62.3	54.8	56.9
Total	2,376.4	2,342.5	2,137.6	2,242.7

* See below for important information about this data.

ETF net sales/net redemptions (\$ millions)*

Asset class	Jul 2025	Jun 2025	Jul 2024	YTD 2025	YTD 2024
Long-term funds					
Balanced	1,069	803	558	5,319	2,842
Equity	6,553	3,742	2,387	34,317	21,070
Bond	1,515	1,937	1,463	15,468	12,183
Specialty	1,287	701	254	5,944	297
Total long-term funds	10,424	7,183	4,662	61,047	36,392
Total money market funds	(153)	(76)	310	4,968	957
Total	10,271	7,106	4,972	66,014	37,349

ETF net assets (\$ billions)*

Asset class	Jul 2025	Jun 2025	Jul 2024	Dec 2024
Long-term funds				
Balanced	30.3	28.9	19.6	23.3
Equity	385.8	371.5	286.6	326.9
Bond	131.7	130.8	107.7	116.7
Specialty	30.8	28.0	17.7	22.7
Total long-term funds	578.6	559.3	431.7	489.6
Total money market funds	32.8	32.9	26.4	28.0
Total	611.4	592.1	458.1	517.6

* See below for important information about data.

SIMA direct survey data (which accounts for approximately 87 per cent of total mutual fund industry assets and approximately 80 per cent of total ETF industry assets) is complemented by estimated data to provide comprehensive industry totals.

SIMA makes every effort to verify the accuracy, currency, and completeness of the information, however, SIMA does not guarantee, warrant, represent or undertake that the information provided is correct, accurate or current.

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* Important information about investment fund data

1. Mutual fund data is adjusted to remove double counting arising from mutual funds that invest in other mutual funds.
2. Starting with January 2022 data, ETF data is adjusted to remove double counting arising from Canadian-listed ETFs that invest in units of other Canadian-listed ETFs. Any references to SIMA ETF assets and sales figures prior to 2022 data should indicate that the data has not been adjusted for ETF of ETF double counting.
3. The balanced funds category includes funds that invest directly in a mix of stocks and bonds or obtain exposure through investing in other funds.
4. Mutual fund data reflects the investment activity of Canadian retail investors.
5. ETF data reflects the investment activity of Canadian retail and institutional investors.

About SIMA

The Securities and Investment Management Association empowers Canada's investment industry. The association is the leading voice for the securities and investment management industry, which oversees approximately \$4 trillion in assets for over 20 million investors. Our members—including investment fund managers, investment and mutual fund dealers, capital markets participants, and professional service providers—are committed to creating a resilient, innovative investment sector that fuels long-term economic growth and creates opportunities for all Canadians.

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