



Empowering Canada's
Investment Industry



2025 Annual Statistics Report

The Securities and Investment Management Association (SIMA) is proud to present its 2025 Annual Statistics Report. The report combines SIMA's definitive data on mutual fund and ETF assets and sales with an expanded focus on key capital market indicators.

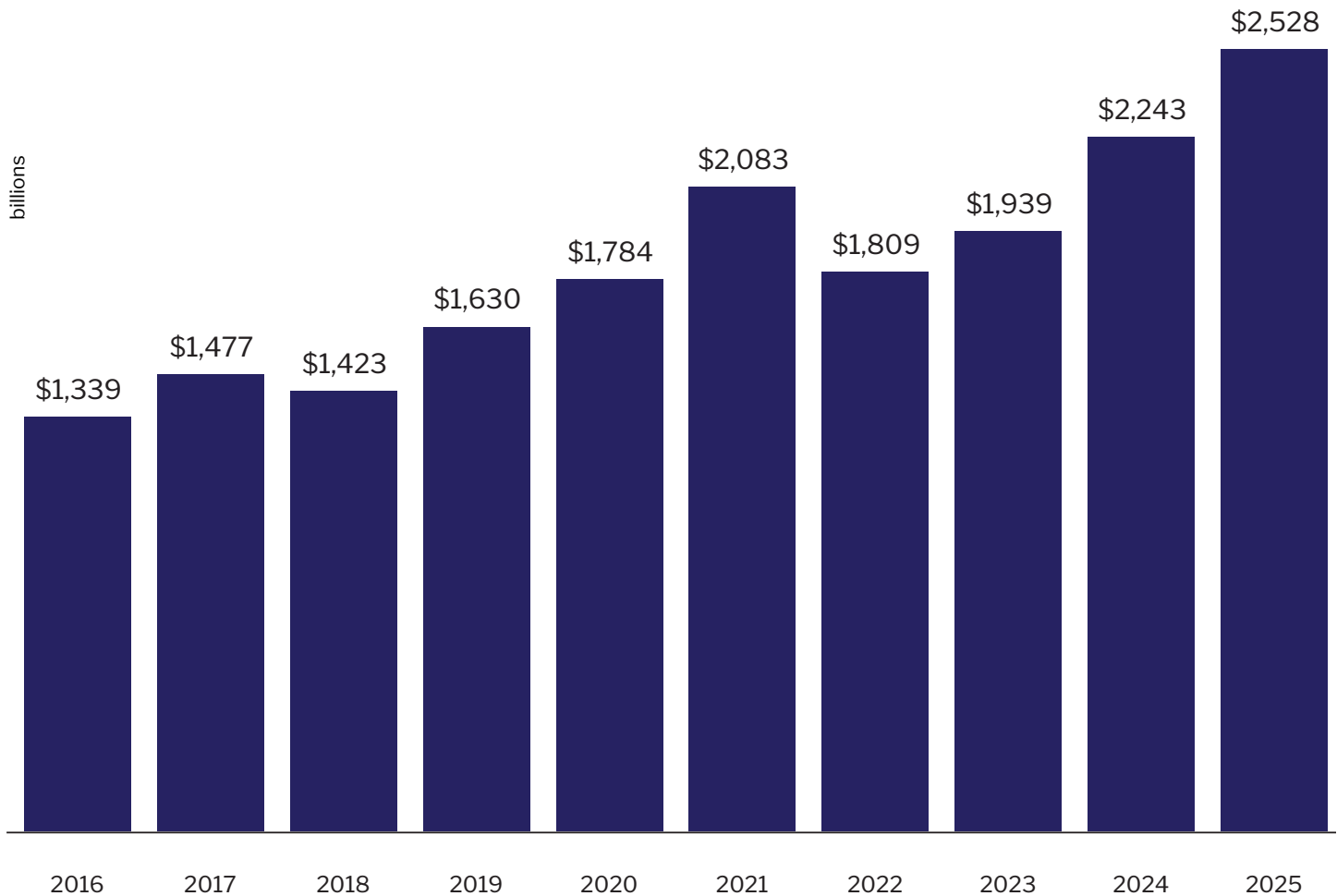
We hope you find it informative and useful. We are committed to providing data-driven insights that support the integrity of Canada's investment sector.

About SIMA

SIMA empowers Canada's investment management industry and is the leading voice for the securities and investment management industry. The industry oversees approximately \$4 trillion in assets for over 20 million investors and participates in the Canadian capital markets. 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.



Mutual fund net assets

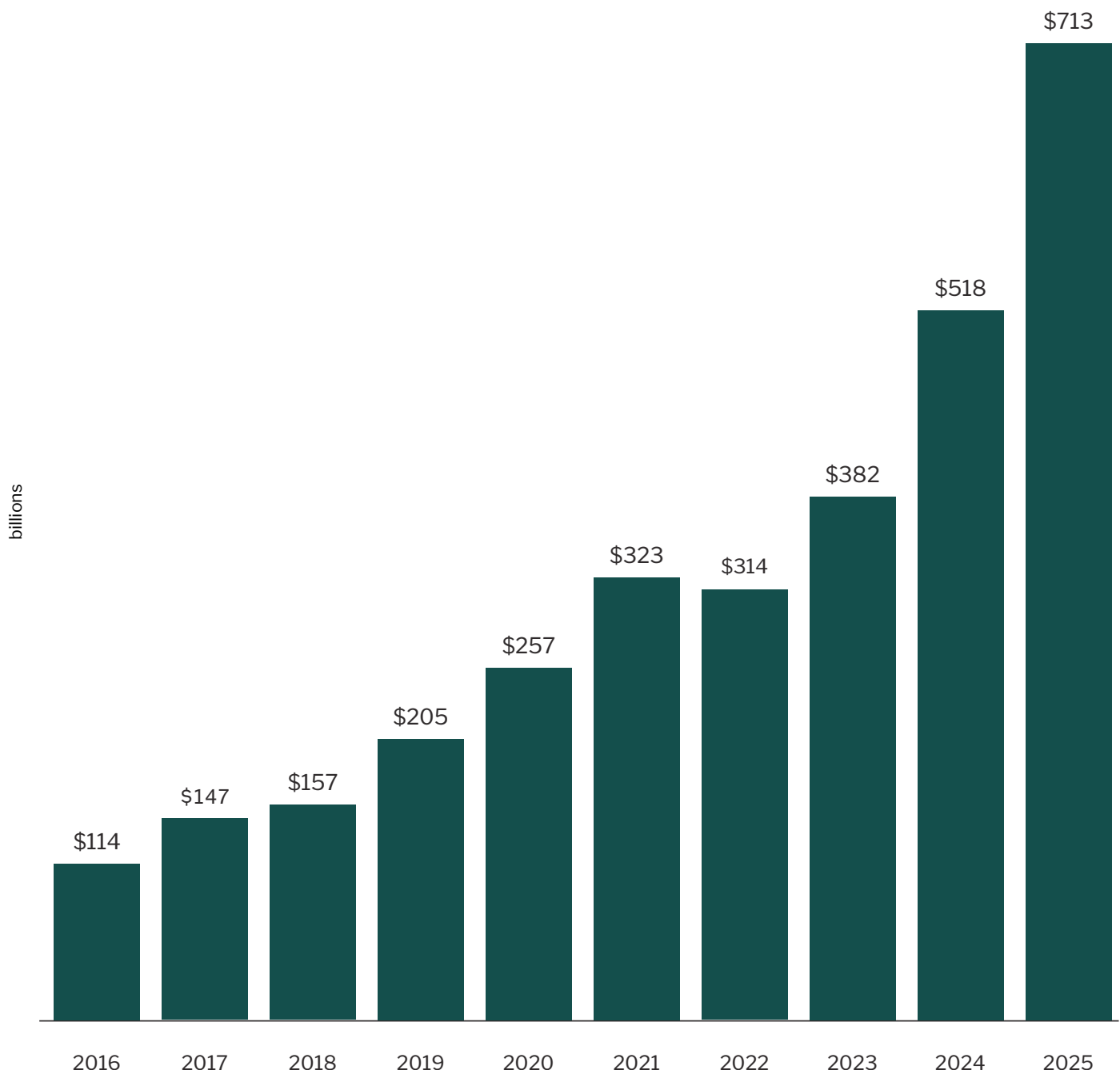


Mutual fund assets under management reached record highs in 2025. By year end, assets totalled \$2.53 trillion, representing an increase of 12.7 per cent year over year. This growth extended a three-year upward trend and was driven by positive net sales along with favourable market performance. *

Over the past decade, mutual fund assets have grown at a compound annual growth rate (CAGR) of 7.5 per cent.

** Market effect: The rise and fall of the underlying value of the stocks, bonds and other securities held by the funds.*

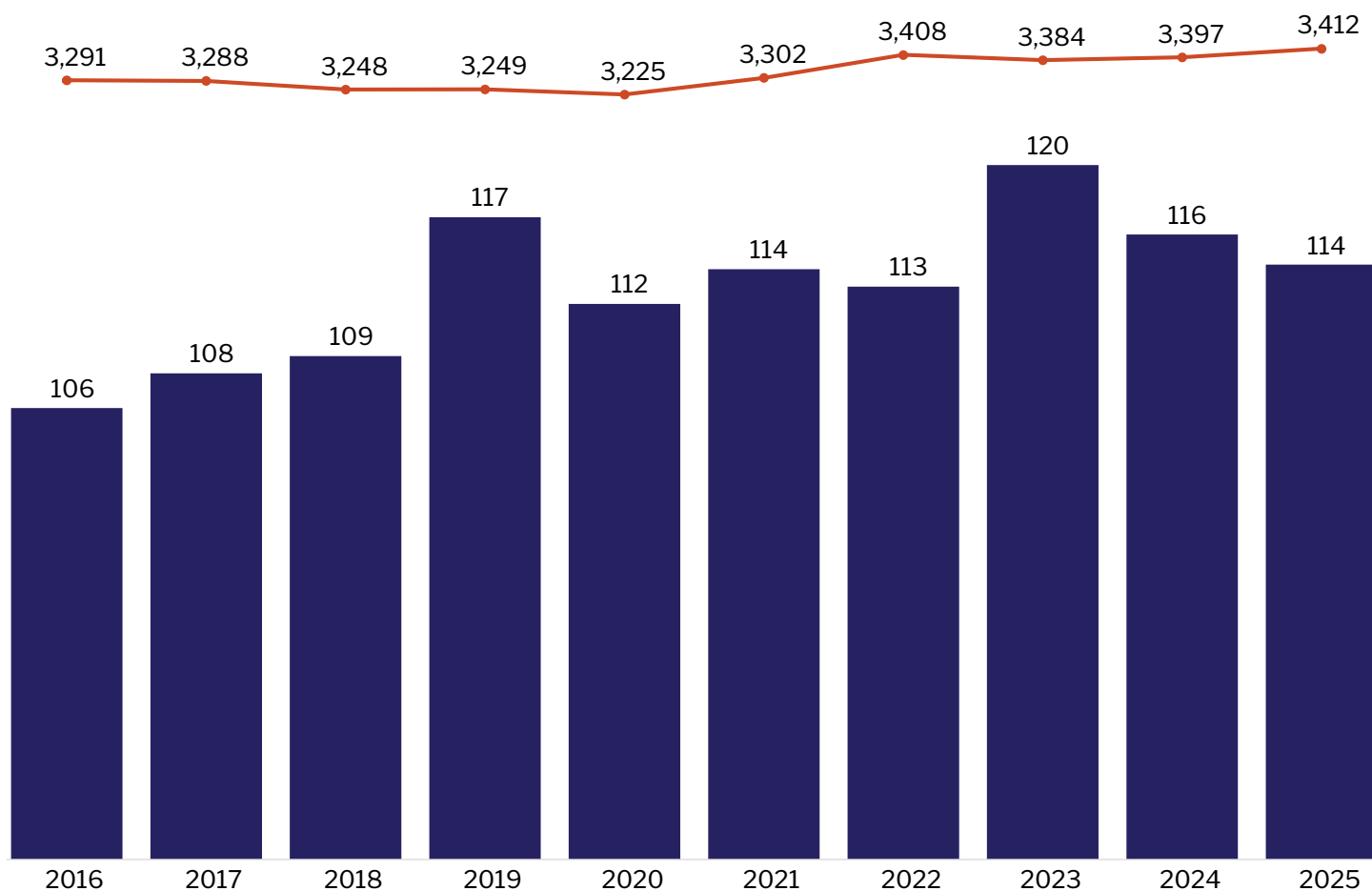
ETF net assets



In a notable milestone, ETF assets crossed the \$700-billion mark in 2025, reaching an all-time high of \$713 billion by the end of the year. Positive net sales, combined with positive market effect, contributed to a dramatic 37.8 per cent increase in assets. As with mutual funds, ETFs in 2025 continued a three-year growth trend.

Over the past decade, ETF assets have increased at a compound annual growth rate (CAGR) of 23.1 per cent.

Mutual fund managers and number of funds

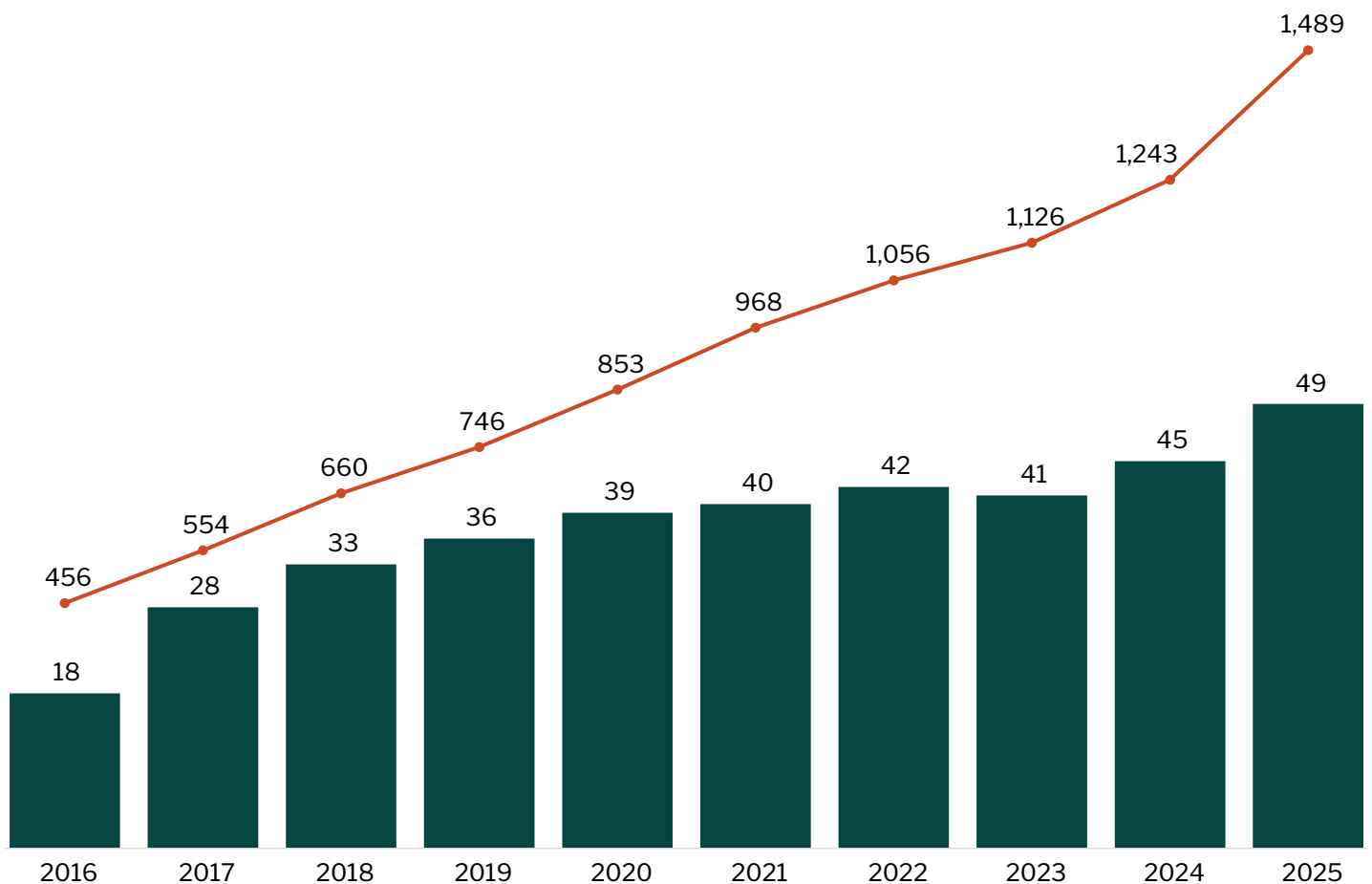


At the end of 2025, 114 companies were offering mutual funds in Canada, representing a net decrease of two fund managers since the end of 2024. Despite this modest contraction at the firm level, the mutual fund industry experienced growth in product offerings with a net increase of 15 funds during the year, bringing the total number of mutual funds to 3,412.

Behind the net change in the number of fund managers there was some underlying activity, including new entrants to the Canadian market, industry consolidation, and the exit or wind-down of some firms.

■ Fund managers
— Funds

ETF managers and number of funds



At the end of 2025, 49 investment fund companies were offering exchange-traded funds (ETFs) in Canada, representing a net increase of four companies since the end of 2024. Most of these firms (36 out of 49) offer both ETFs and mutual funds.

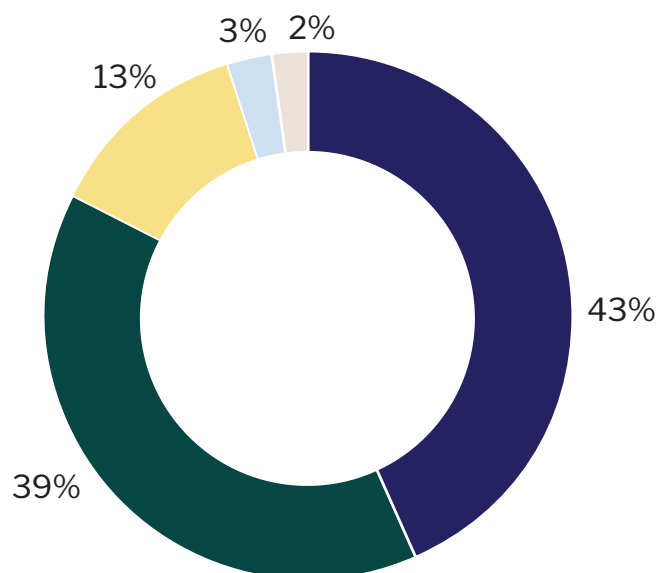
■ Fund managers
— Funds

Over the course of 2025, the number of ETFs increased on a net basis by 246 bringing the total number of ETF funds available to 1,489.

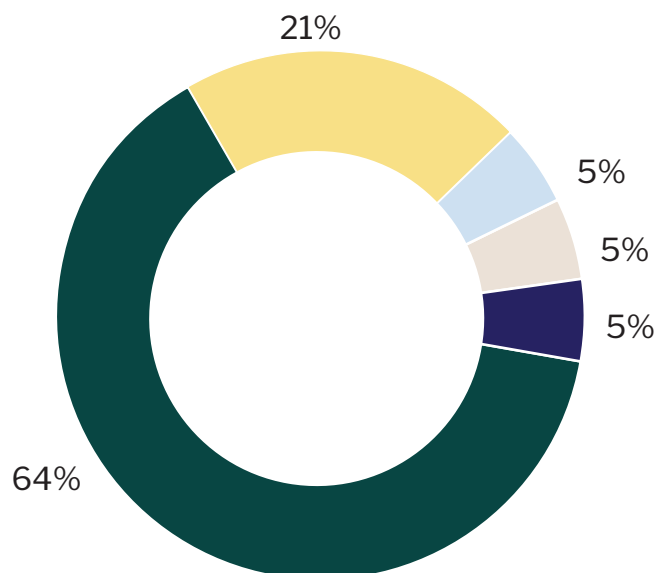
The net increase in ETF providers reflects the entry of four new firms into the market, with no company exits recorded during the year.

Mutual fund and ETF assets by broad asset category

December 2025



Mutual funds

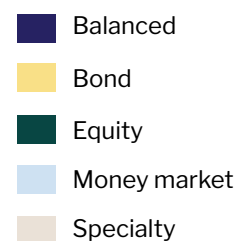


ETFs

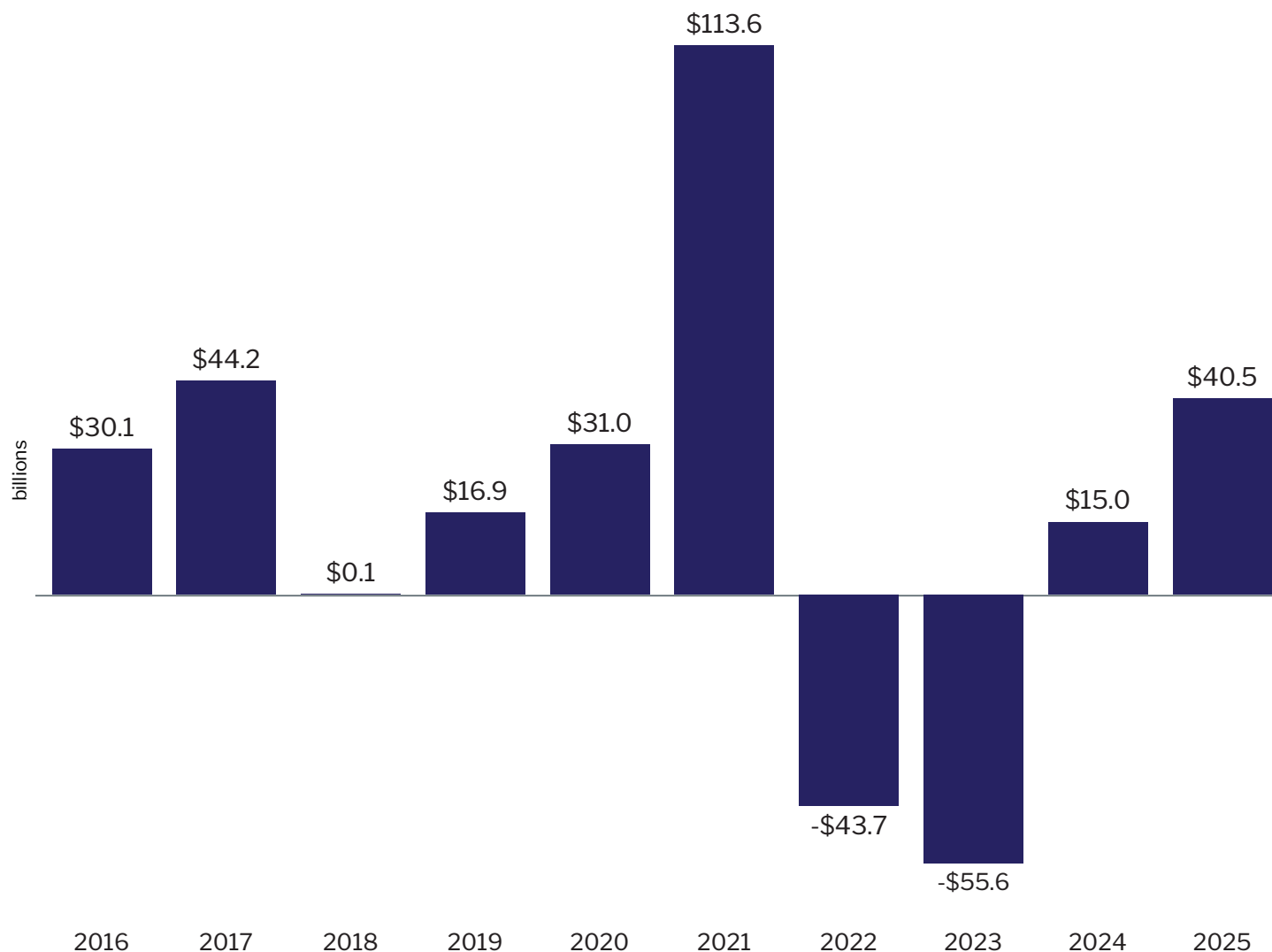
The largest portion of Canadian mutual fund assets at the end of 2025 remained in the balanced-fund category, comprising approximately 43 per cent of total mutual fund assets. The balanced category includes funds that invest in a mix of stocks and bonds as well as funds that invest in a mix of separate, stand-alone funds. Equity funds were the second-largest category with about 39 per cent of total mutual fund assets.

Equity funds accounted for 64 per cent of total ETF assets at year end, while bond funds made up approximately 21 per cent.

Money market funds continue to represent a small portion of the Canadian fund industry, accounting for three per cent of mutual fund assets and five per cent of ETF assets.



Mutual fund net sales



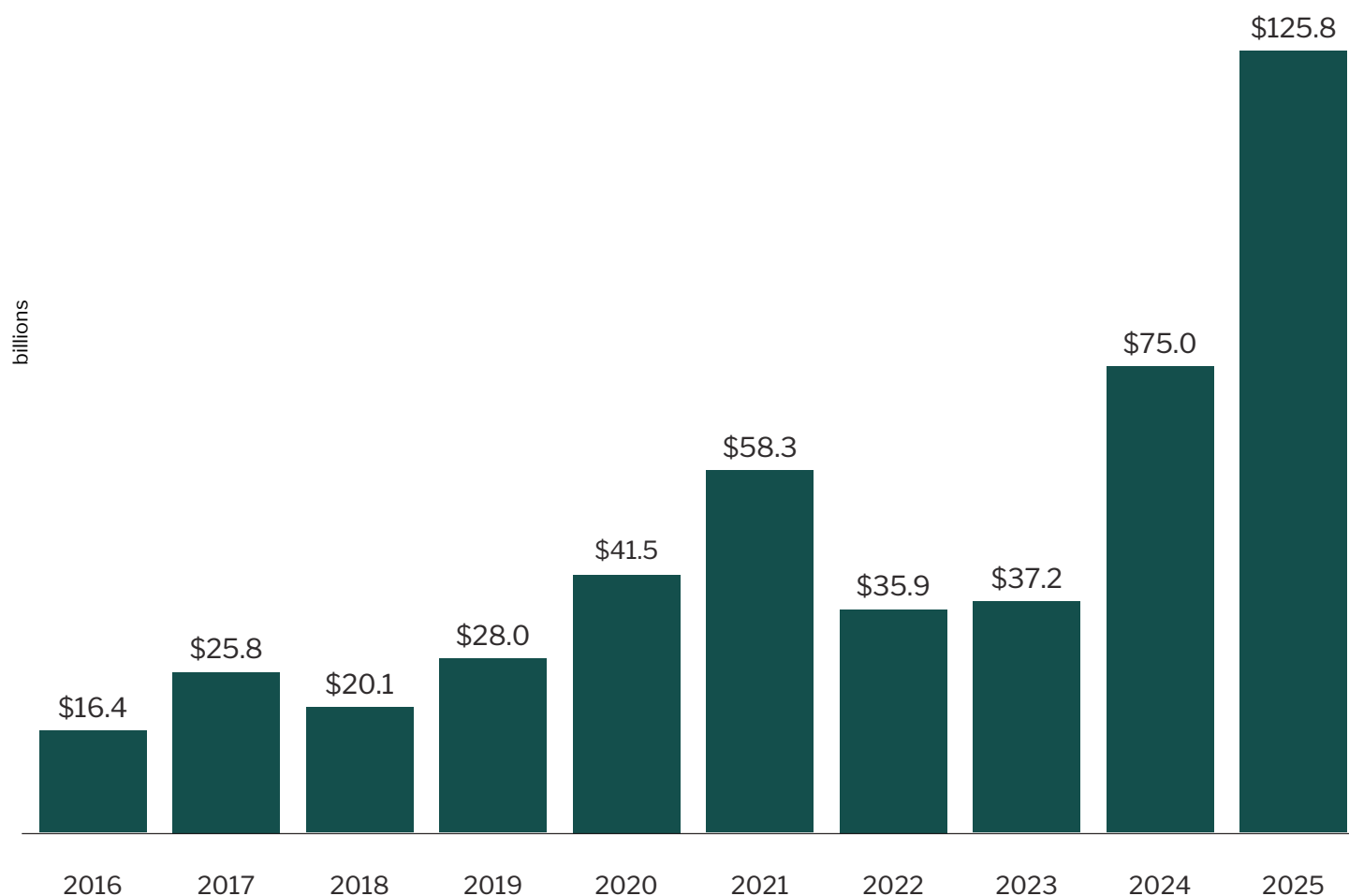
Mutual fund net sales totalled \$40.5 billion in 2025, more than double the level recorded in 2024.

Strong performance across both equity and fixed-income markets likely helped boost investor confidence. For example, the S&P/TSX Composite Index returned a remarkable 28.2 per cent during 2025.

While inflation edged up at times during the year and household savings rates experienced periods of modest decline, strong market performance appears to have been a contributing factor influencing investment flows.

With interest rates trending lower, the relative appeal of GICs and other fixed-term deposit products diminished, encouraging a reallocation of assets toward investment funds that offered greater participation in market returns. This shift suggests a continued movement away from highly conservative holdings as investors increasingly sought growth opportunities rather than prioritizing capital certainty alone.

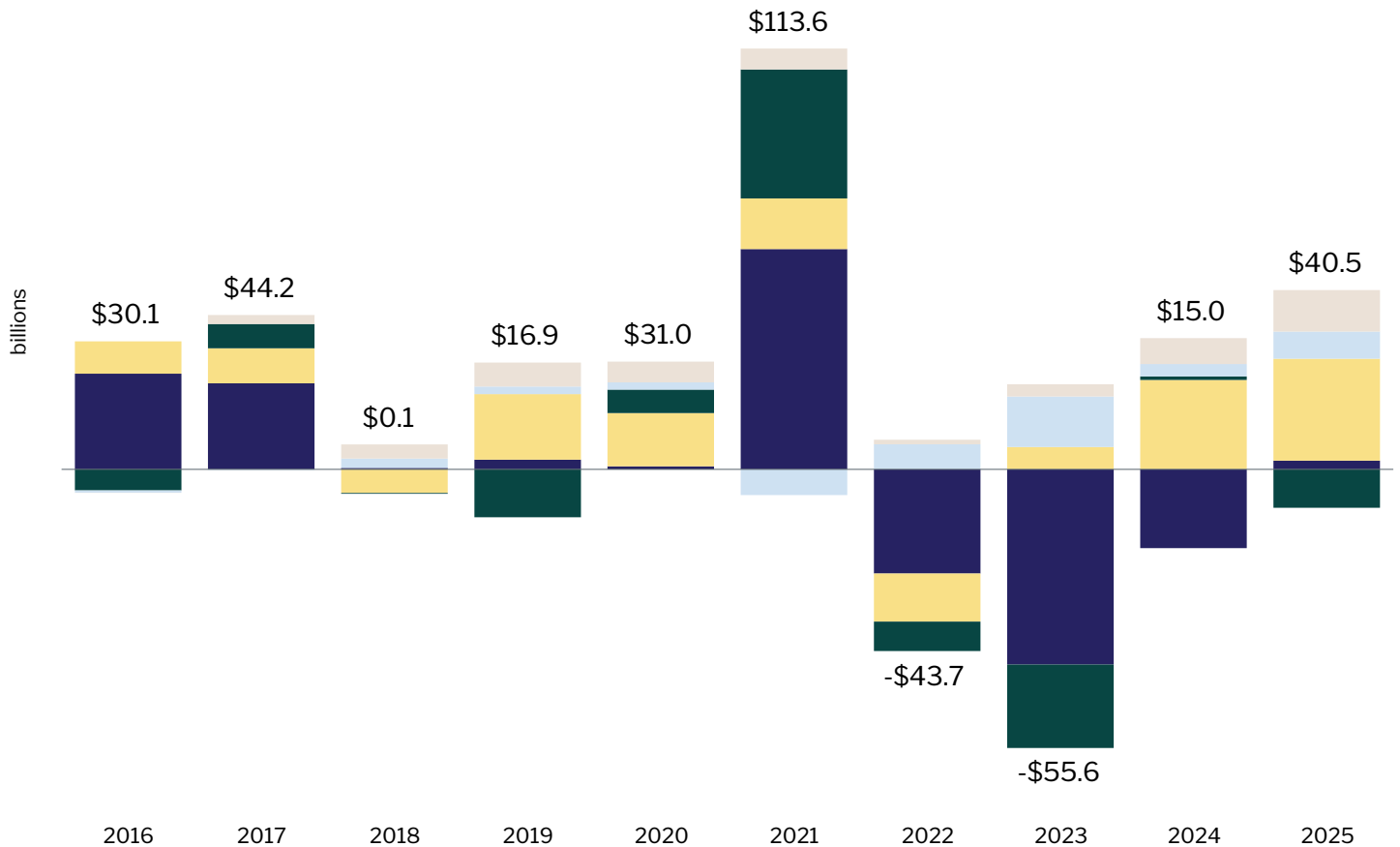
ETF net sales



ETF net sales totalled \$125.8 billion in 2025, establishing a new annual record and marking the first time annual inflows exceeded \$100 billion.

As with mutual funds, ETF sales in 2025 were supported by favourable market and macroeconomic conditions. Building on these common drivers, ETF inflows reflected broader adoption among individual investors and ongoing use in institutional portfolios, reinforcing ETFs' role in portfolio construction across a wide range of investors and strategies.

Mutual fund net sales by asset category

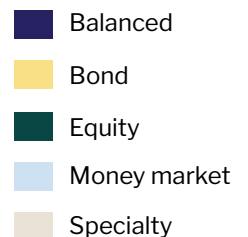


Bond funds remained a key driver of mutual fund sales in 2025, posting \$29.3 billion in net inflows, supported by declining interest rates and improved fixed-income market conditions. Money market funds also recorded continued net inflows of \$7.8 billion, while specialty funds generated \$11.9 billion in net sales with a substantial portion attributable to alternative fund strategies within the category.*

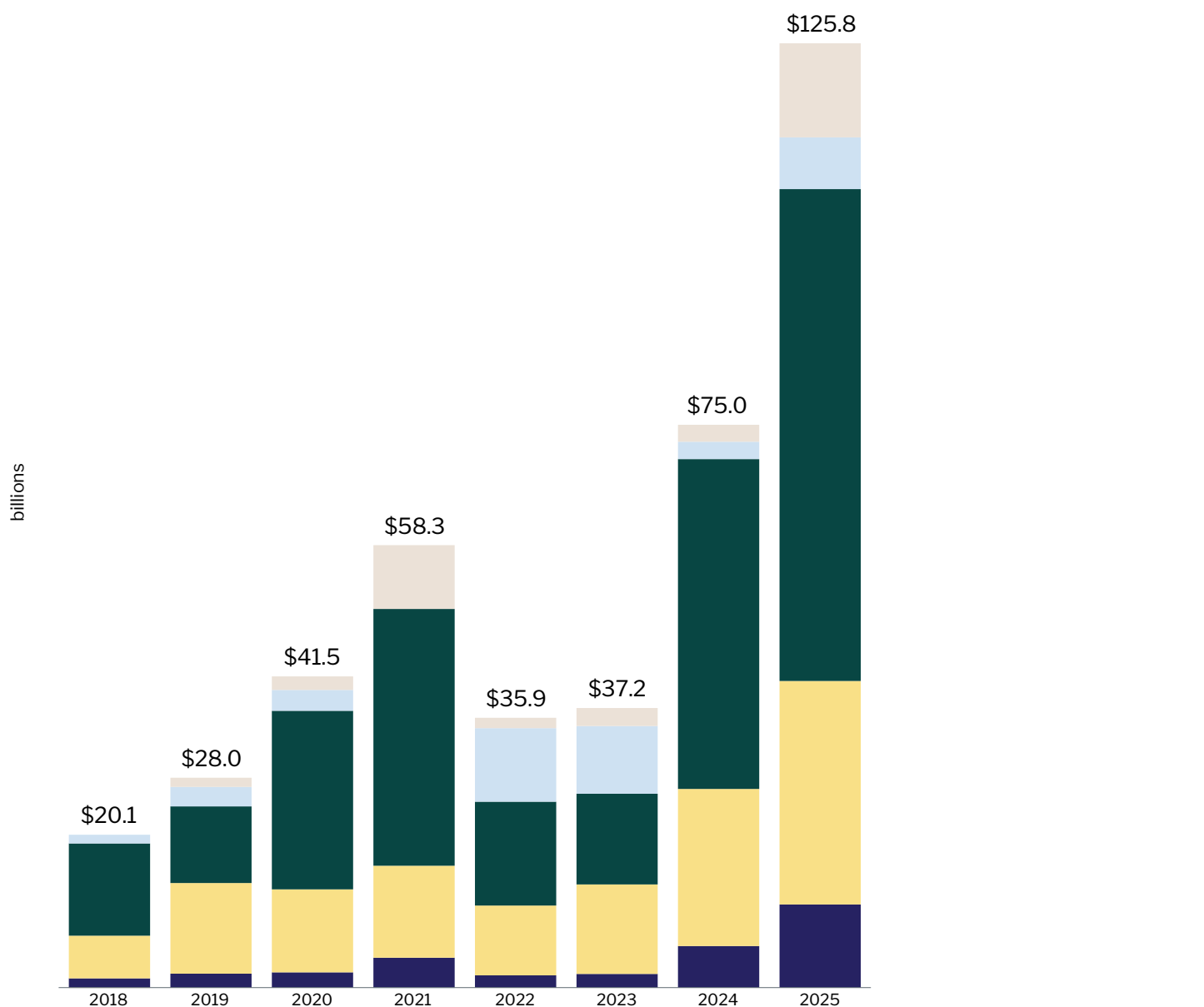
Balanced funds saw modest net sales of \$2.5 billion, following significant redemptions over the previous three years. While equity funds experienced net redemptions of \$11 billion, it should be noted that equity exposure is also obtained through balanced funds.

Bond fund sales are discussed in more detail on page 17 and alternative funds on page 18.

* Specialty funds include alternative funds, commodity funds, real property funds and other miscellaneous funds.



ETF net sales by asset category



All major ETF asset categories recorded positive net sales in 2025. Equity ETFs remained the largest contributor, attracting \$65.5 billion in net sales and accounting for approximately 52.1 per cent of total ETF inflows. Bond ETFs recorded \$29.8 billion, representing about 23.7 per cent of total net sales.

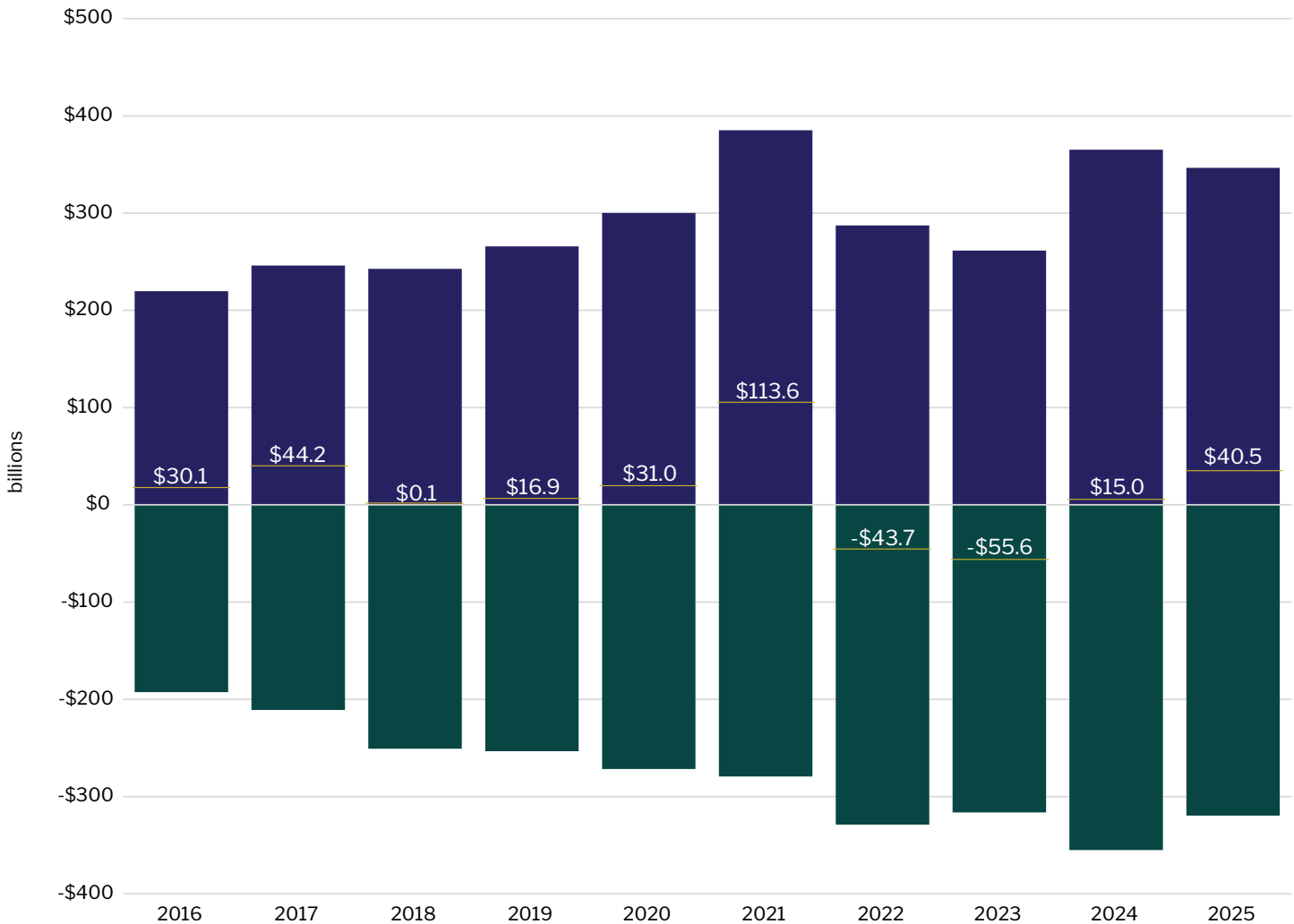
Balanced ETFs generated \$11.1 billion in net sales, while money market ETFs recorded \$6.9 billion, reflecting continued demand for liquidity and capital preservation. Specialty ETFs experienced a notable increase in sales, with \$12.5 billion in net inflows, accounting for roughly 10 per cent of total ETF net sales.*

*Specialty funds include alternative funds, commodity funds, real property funds and other miscellaneous funds.

Note: SIMA's ETF database showing net sales by asset class is limited to data from 2018 onwards.

- Balanced
- Bond
- Equity
- Money market
- Specialty

Mutual fund sales



Gross sales comprise all new fund sales, including new money entering the mutual fund industry and money moving from one fund company to another.

Similarly, gross redemptions reflect money leaving the industry altogether as well as money moving from one fund company to another.

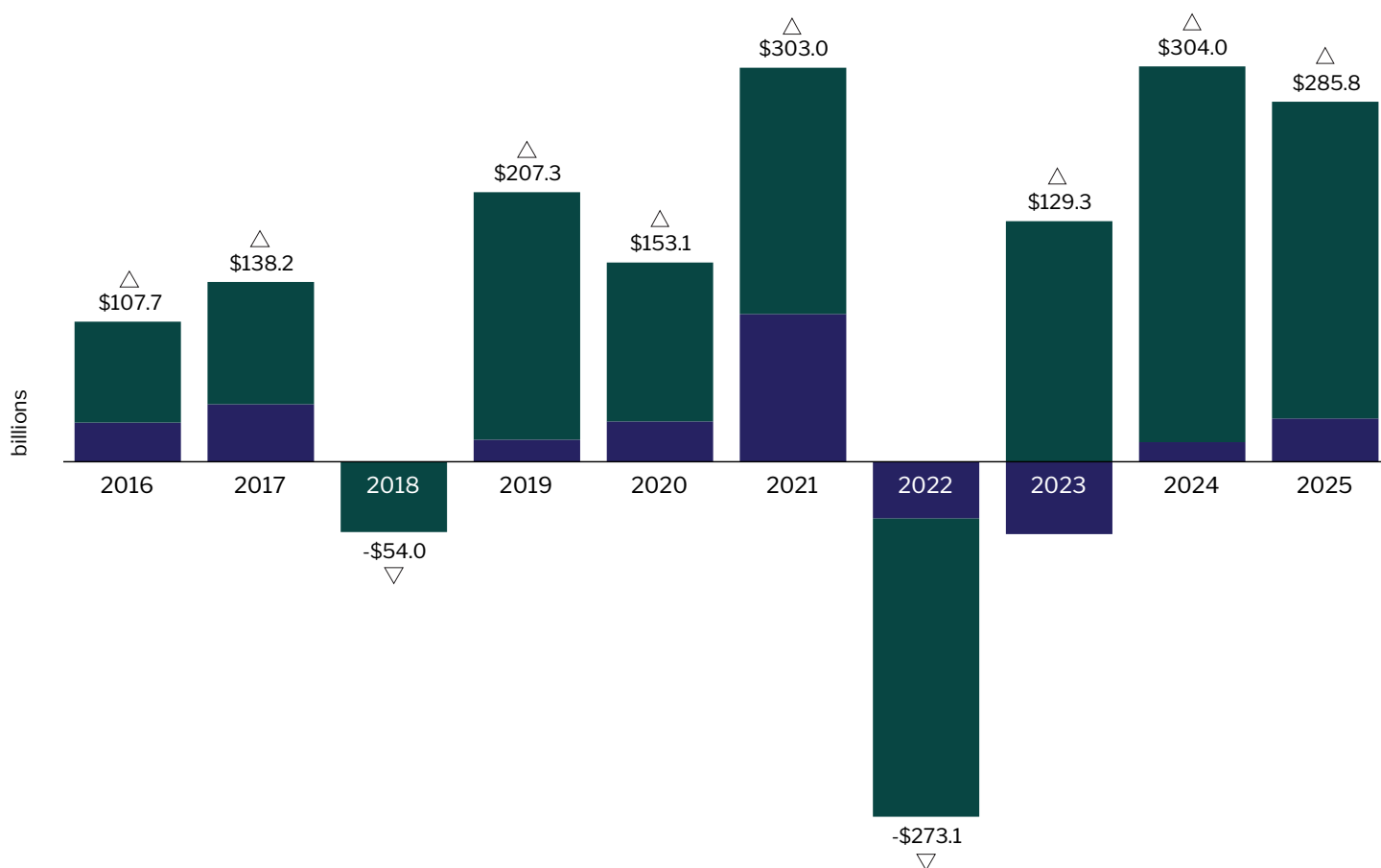
Along with gross redemptions and market effect, gross sales determine the size and direction of industry asset growth.

In 2025, despite gross redemptions totaling \$391.3 billion, mutual funds achieved overall positive net sales for the year as gross sales exceeded redemptions, reaching \$423.8 billion.*

**Net sales should theoretically equal the difference between gross sales and gross redemptions with transfers in and out balancing at the company level. However, discrepancies can occur when firms cannot distinguish transfers between mutual funds and non-mutual fund securities. As such, net sales, while still being accurate, will not always equal the difference between gross sales and gross redemptions as shown in the chart.*

- Gross sales
- Gross redemptions
- Net sales

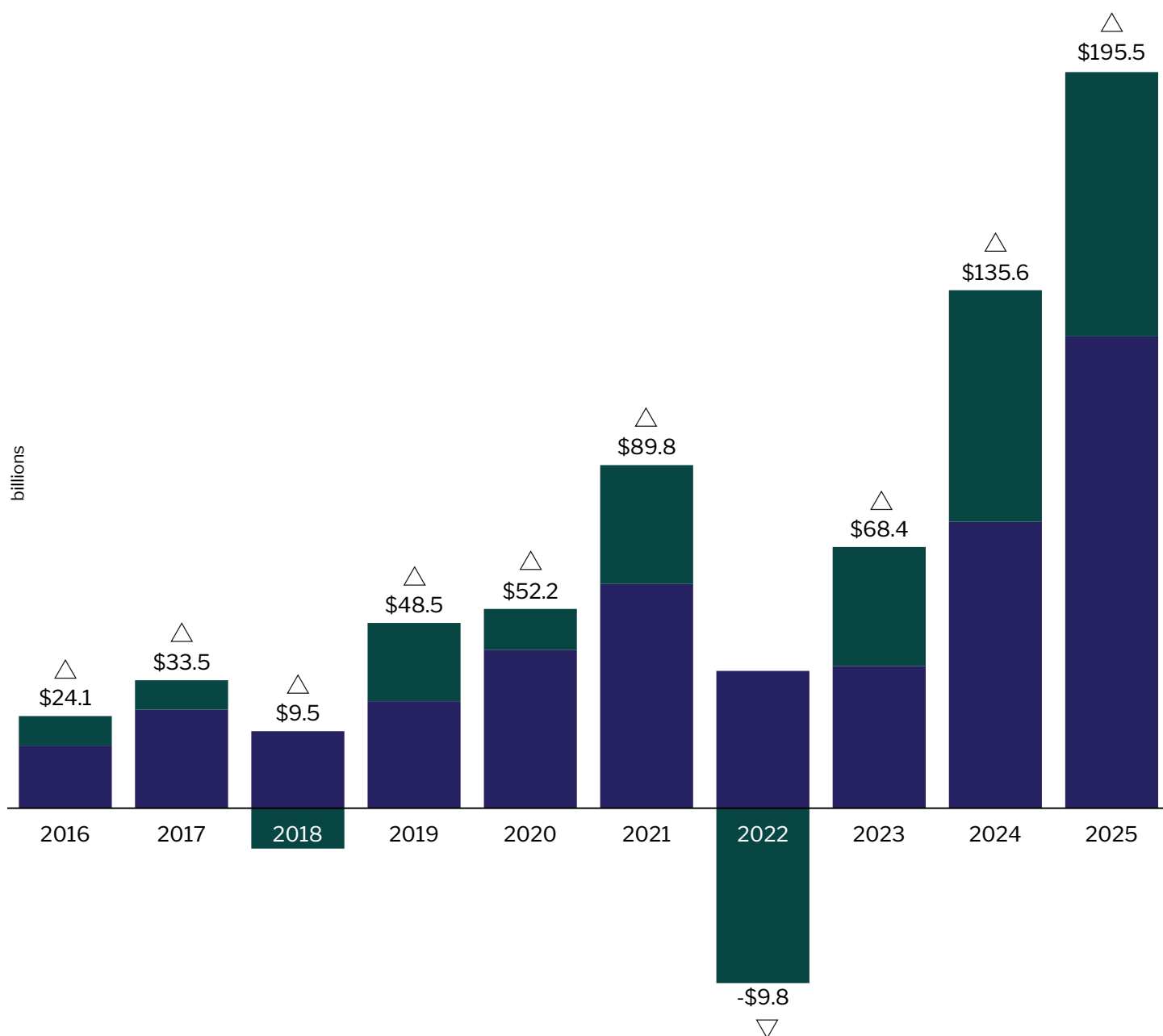
Mutual fund annual asset growth: net sales versus market effect



Asset growth in investment funds is affected by two factors: overall sales and the rise and fall of the underlying value of the stocks, bonds and other securities held by the funds. The latter is known as the market effect. While sales were positive for 2025, market effect played a significantly larger role in driving asset growth. Overall, assets increased by \$285.8 billion from 2024, with only 14.2 per cent of this growth attributable to positive net sales.

- Net sales
- Market effect
- Annual change in net assets

ETF annual asset growth: net sales versus market effect



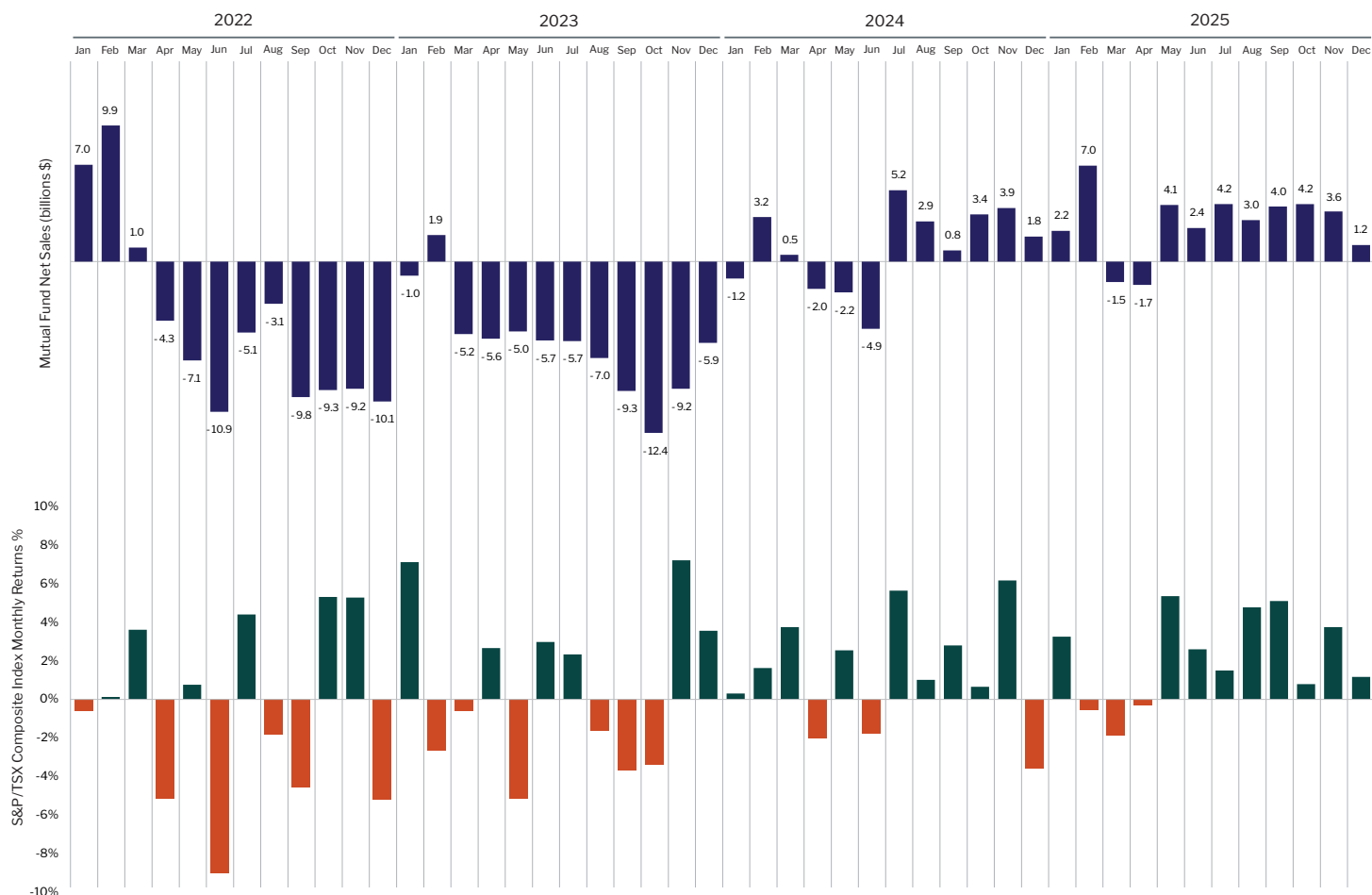
In 2025, ETF assets increased by \$195.5 billion with net sales accounting for approximately 64.4 per cent of total asset growth and market effect contributing the remaining 35.6 per cent. Both components made substantial contributions, reflecting strong investor demand alongside favourable market conditions.

As ETF assets have grown significantly over the past decade, market effect has become an increasingly important driver of annual asset growth, even in years characterized by robust net sales. This pattern underscores the expanding scale of the ETF market where changes in market valuations now play a more prominent role in shaping year-over-year asset growth.

Note: For this chart, the ETF asset and sales data has only been adjusted to remove double counting starting with January 2022 data.

- Net sales
- Market effect
- Annual change in net assets

Monthly net sales into long-term mutual funds versus S&P/TSX composite monthly returns



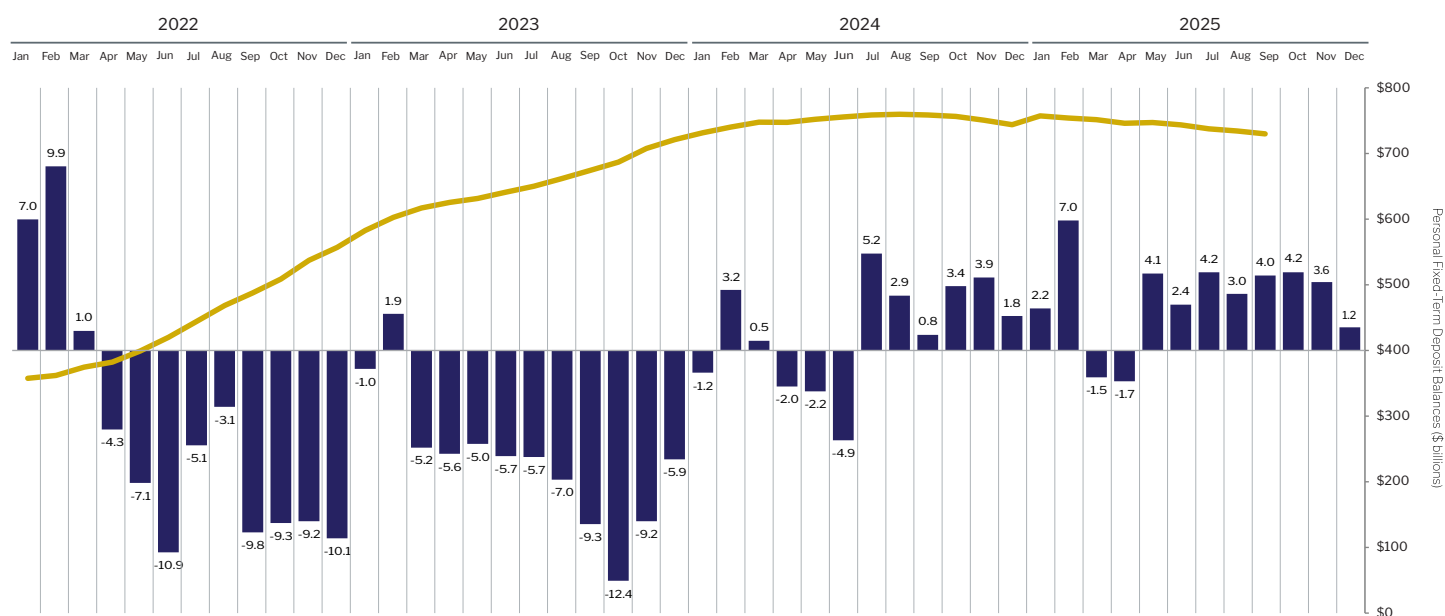
In 2025, equity market performance was positive overall. The S&P/TSX Composite Index recorded positive monthly returns in most months, and months with negative market returns were relatively few and modest in size. In this market environment, long-term mutual funds recorded net inflows over the year as steadier equity returns helped increase investor confidence.

In 2024, equity markets also bolstered investment activity. The S&P/TSX Composite Index delivered an annual return of approximately 18 per cent. Although three months saw negative market returns, the declines were moderate, with the largest monthly decline reaching 3.6 per cent in December. This pattern of market performance coincided with a return to positive net sales of long-term mutual funds following earlier outflows.

By contrast, 2023 was characterized by frequent and larger negative equity market returns. Roughly half of the months recorded negative returns, several of which exceeded five per cent. During this period, long-term mutual funds experienced sustained net redemptions, highlighting the relationship between prolonged market weakness and investor selling.

While not charted here, a similar relationship between market performance and mutual fund net sales is observed when comparing sales activity with movements in the S&P 500, reflecting Canadian investors' significant exposure to U.S. equity markets.

Monthly net sales into long-term mutual funds versus personal fixed-term deposits



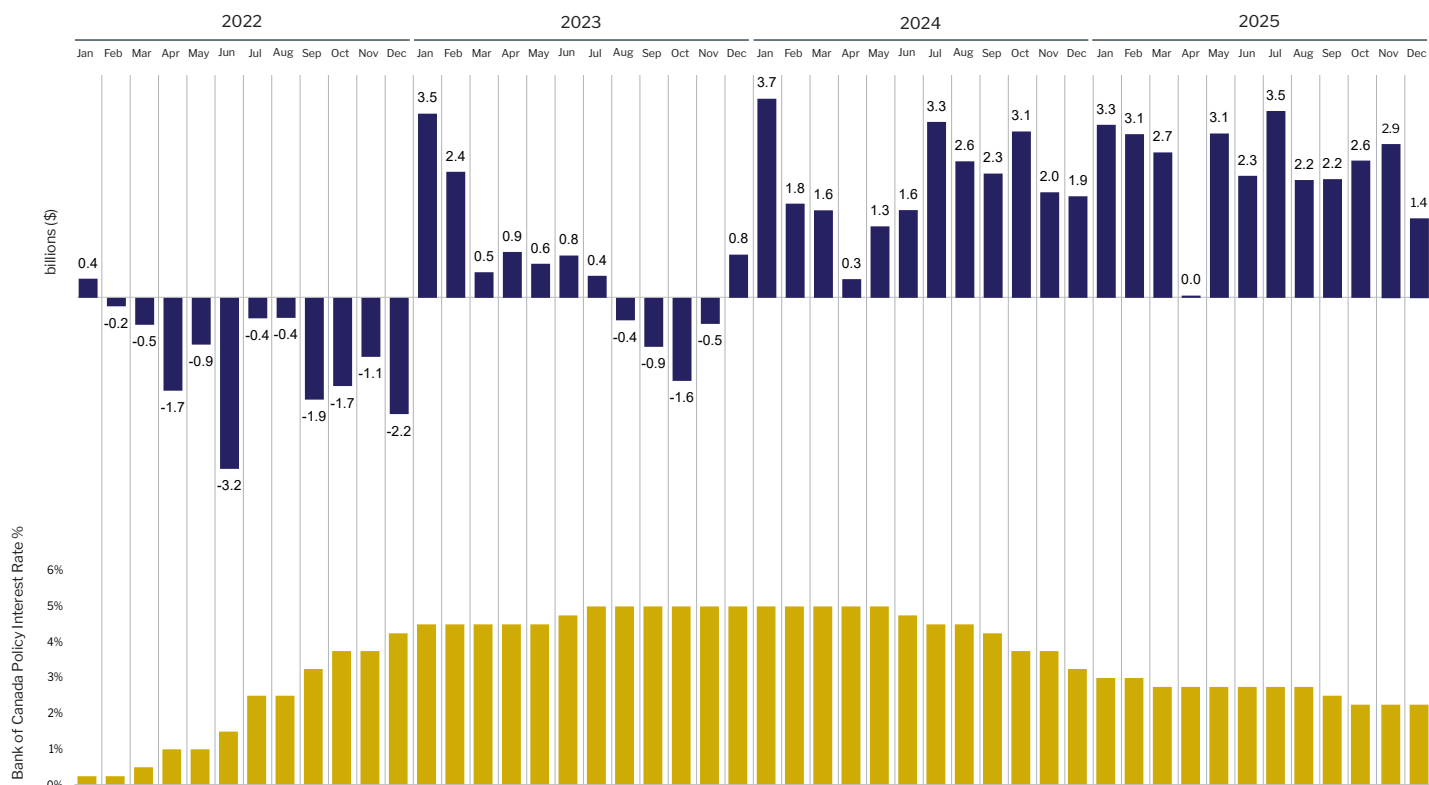
Relatively high interest rates in 2022 and 2023, combined with elevated market volatility, contributed to a sustained shift toward fixed-term deposits such as GICs, which were offering attractive yields during this period. As GIC balances rose steadily, long-term mutual funds experienced persistent net redemptions throughout 2023, indicating a preference for guaranteed and liquid savings products amid uncertain market conditions. Over the course of the year, Canadian personal GIC balances increased sharply, while long-term mutual fund flows remained negative in most months.

In 2024, this pattern began to shift. Long-term mutual fund sales turned positive in the second half of the year, while growth in GIC balances slowed markedly. Although GIC balances continued to rise through mid-2024, the pace of accumulation moderated and balances peaked in August 2024.

Since that point, GIC balances have trended downward, declining steadily through the remainder of 2024 and throughout 2025. Over the same period, long-term mutual funds recorded generally positive monthly net sales, suggesting a gradual reallocation of household savings away from fixed-term deposits and back toward market-based investment products as interest rates eased and market conditions stabilized.

* Personal fixed-term deposits figures are to November 30, 2025.

Monthly net sales into bond mutual funds versus Bank of Canada policy interest rate



In 2025, the Bank of Canada continued to ease monetary policy, lowering the policy interest rate from 3.25 per cent at the start of the year to 2.25 per cent by October, where it remained for the balance of the year. As interest rates declined, investors seeking returns appeared to move up the risk spectrum, resulting in continued demand for bond mutual funds and consistently positive net sales throughout the year.

■ Bond mutual funds

In 2024, the Bank of Canada began reducing interest rates following an extended period of tightening, lowering the policy rate from 5.00 per cent to 3.25 per cent by year end. As bond market performance improved in response, bond mutual funds recorded positive net sales in every month of the year, totalling \$25.7 billion.

By contrast, 2022 was marked by rapid interest rate increases, with the policy rate rising from 0.25 per cent to 4.25 per cent. During this period, bond mutual funds saw sustained net redemptions, reflecting the challenging environment for fixed-income investments amid rising yields.

Together, these trends illustrate the close relationship between the interest rate environment and bond mutual fund flows, with easing monetary policy in 2024 and 2025 coinciding with a sustained recovery in bond fund demand following the tightening cycle of 2022.

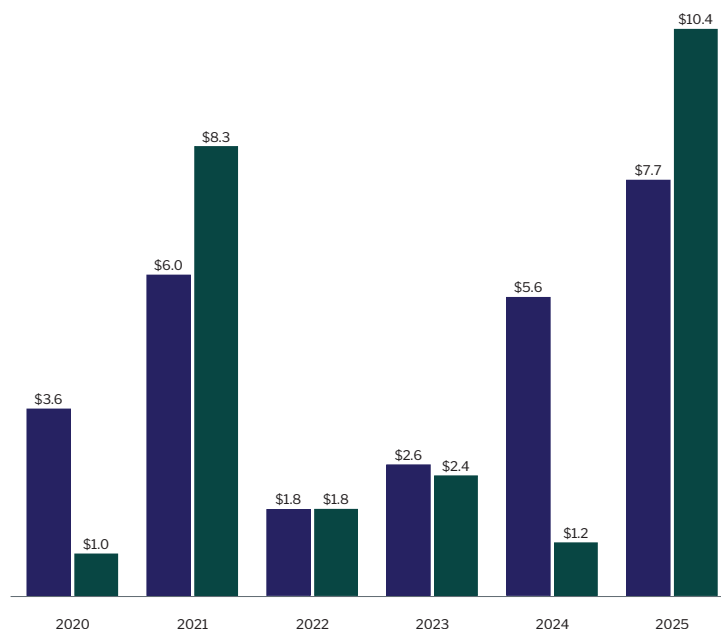
Alternative investment funds*

December 2025

Net assets (billions)



Net sales (billions)



Manufacturers

51

28

Funds

145

284

Mutual funds
ETFs

At the end of 2025, alternative mutual fund assets totaled \$38.3 billion and alternative ETF assets totaled \$29.2 billion, representing 1.5 per cent of total mutual fund assets and 4.1 per cent of total ETF assets, respectively.

In 2025, alternative fund sales were strong for both mutual funds and ETFs. Alternative mutual funds recorded net sales of \$7.7 billion, while alternative ETFs saw net sales of \$10.4 billion, making 2025 the strongest year on record for alternative fund sales.

Alternative fund ETF sales in 2025 were concentrated in income-oriented leveraged strategies, crypto-related products, and commodity-linked funds.

**An alternative investment fund is a type of mutual fund or ETF that is permitted under securities legislation (National Instrument 81-102 Investment Funds) to adopt fundamental investment objectives that permit them to engage in certain investment strategies – including short-selling, borrowing, and use of derivatives – that other mutual funds and ETFs are not permitted to engage in.*

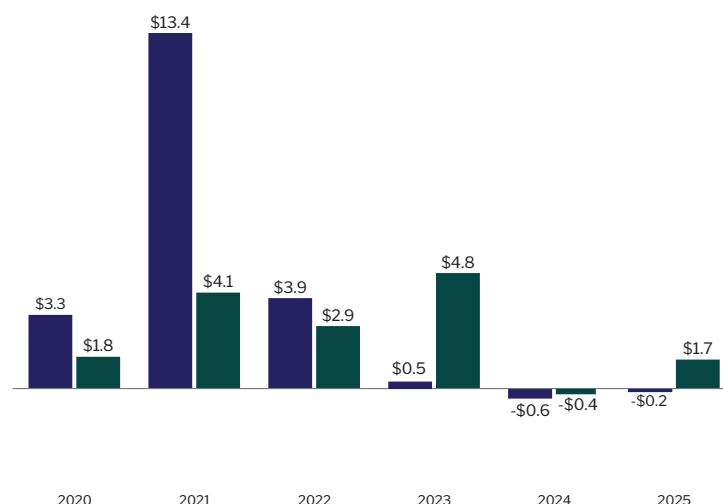
Responsible investment (RI) funds

December 2025

Net assets (billions)



Net sales (billions)



Manufacturers

39

16

Funds

252

98

■ Mutual funds
■ ETFs

At the end of 2025, there was \$49.3 billion in responsible investment (RI) mutual fund assets and \$22.4 billion in RI ETF assets. This represented 2 per cent of total mutual fund assets and 3.1 per cent of total ETF assets, respectively.

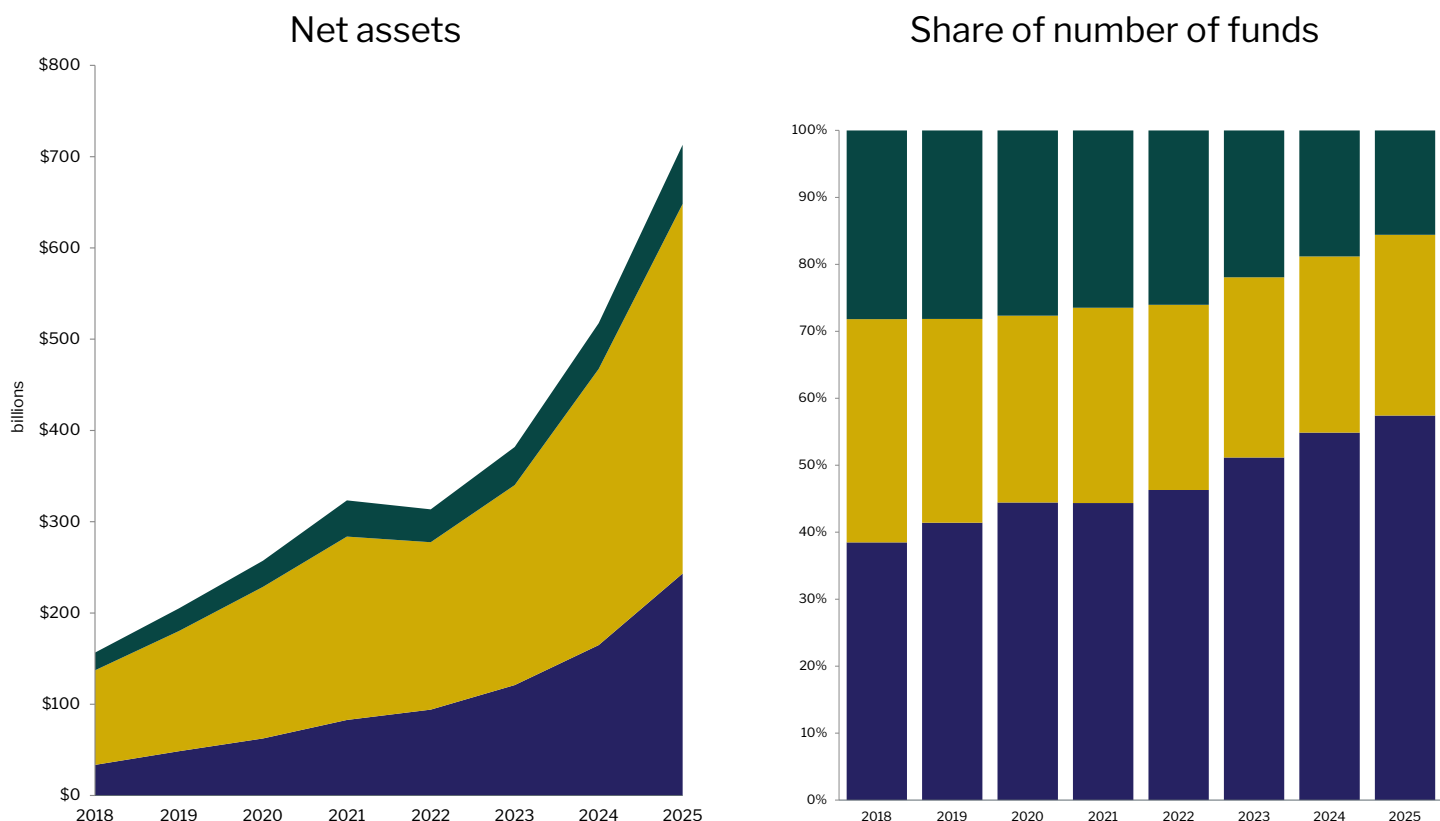
In 2025, net sales of RI mutual funds were negative, while RI ETFs posted modest positive net inflows, though still well below levels observed earlier in the decade. Overall, RI fund sales represented a very small share of total mutual fund and ETF sales, indicating that demand for RI funds remained limited relative to the broader investment fund industry.

This followed a weak year in 2024, when both RI mutual funds and RI ETFs experienced net redemptions despite positive net sales across the mutual fund and ETF industries overall. This divergence suggests that recent softness in RI flows has been concentrated within the RI category rather than reflecting broader investor disengagement from investment funds.

Recent moderation in RI fund sales has coincided with increased politicization of environmental, social, and governance (ESG) investing in the United States, heightened regulatory and policy attention to greenwashing, and increased scrutiny of ESG-related claims in both U.S. and Canadian markets.

SIMA identifies RI funds based on the Canadian Investment Funds Standards Committee's RI Identification Framework.

ETFs by investment strategy



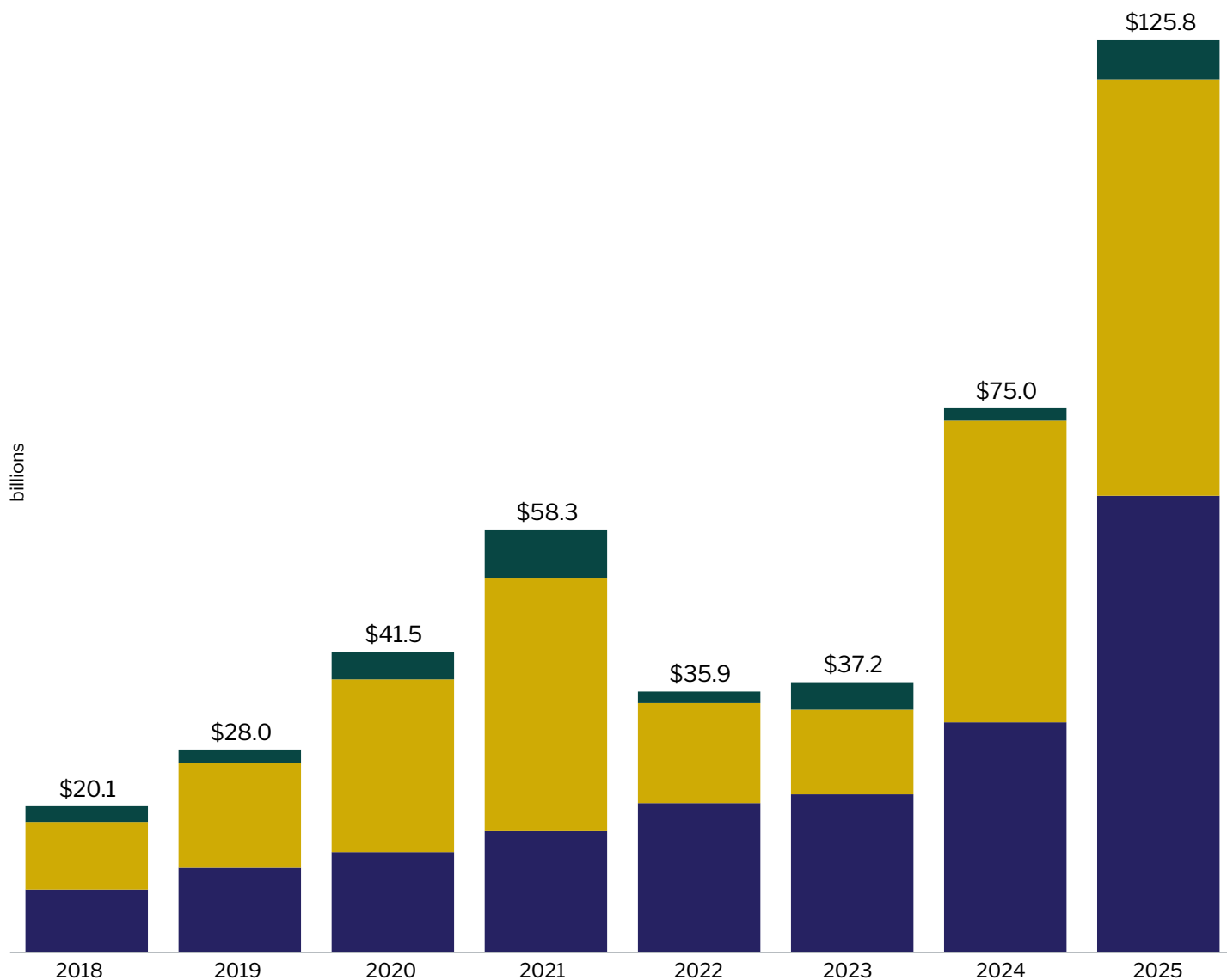
ETF growth in Canada has been broad-based across active, passive, and strategic beta strategies, with particularly strong expansion in active and passive ETFs. Passive ETFs remained the largest segment throughout the period, with assets rising steadily from \$103.5 billion in 2018 to \$404.9 billion in 2025.

Active ETFs recorded the most pronounced growth. Assets increased from \$33.6 billion in 2018 to \$243.3 billion in 2025, while the number of active ETF funds more than tripled. Active funds accounted for 21 per cent of ETF assets under management in 2018, rising to 34 per cent at the end of 2025. In terms of fund counts, active funds represented 38.5 per cent of all funds in 2018 and increased to 57.4 per cent by the end of 2025.

Strategic beta ETFs also experienced asset growth with assets rising from \$19.5 billion in 2018 to \$64.9 billion in 2025, although growth in fund counts was more muted. The number of strategic beta ETFs rose from 186 in 2018 to 232 at the end of 2025.

- Active
- Passive
- Strategic beta

ETF net sales by investment strategy

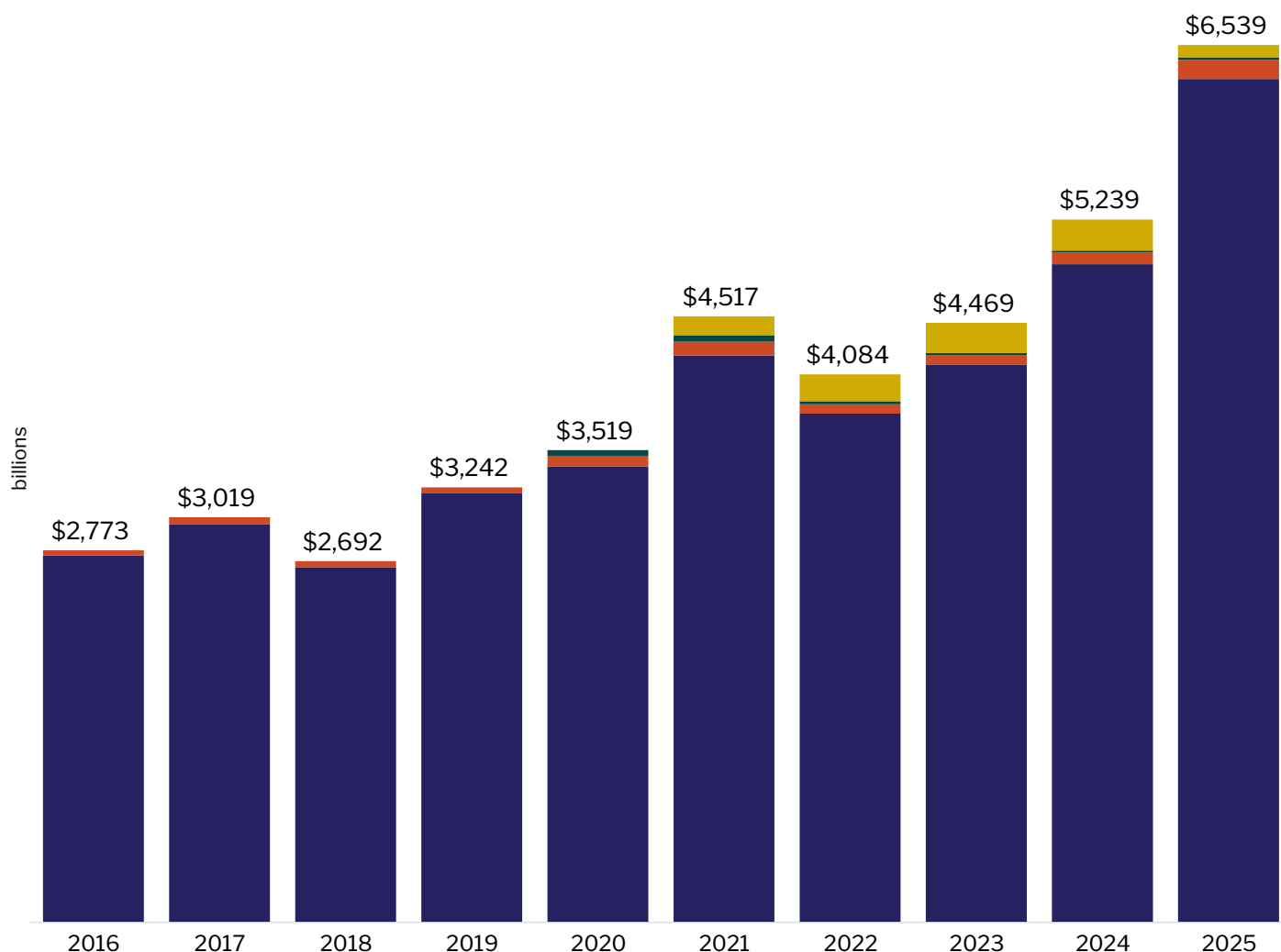


Net sales data show a clear evolution in the sources of ETF net sales over time. Passive ETFs dominated net sales in the earlier years of the period (2018–2020). However, in three of the last four years, active ETFs have equalled or exceeded passive ETFs in net sales, indicating a meaningful shift in investor demand. In 2025, active ETFs accounted for 50 per cent of total net sales, highlighting growing investor interest in strategies that combine the ETF structure with active management.

Strategic beta ETFs contributed a relatively small share of net sales throughout the period. While inflows were generally positive, they remained modest compared with both active and passive strategies.



Market capitalization of stock exchanges in Canada



Source: World Federation of Exchanges, TMX Group of Companies, CSE and Cboe.

Over the 10-year period from the end of 2015 to the end of 2025, total market capitalization increased impressively from about \$2.33 trillion to \$6.54 trillion—an increase of approximately \$4.21 trillion. This corresponds to a compound annual growth rate of about 10.9 per cent over the period.

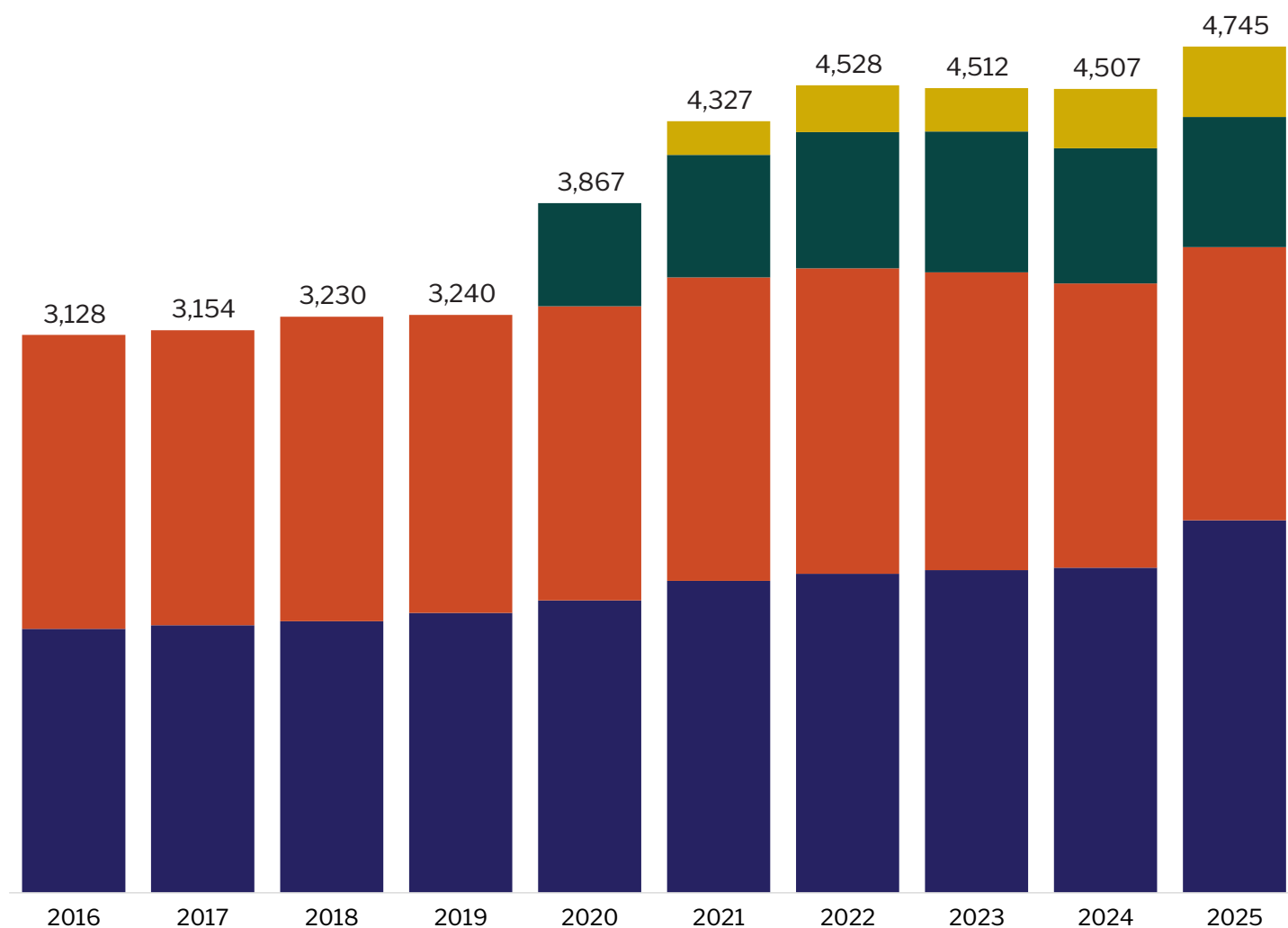
Market capitalization remains highly concentrated on the Toronto Stock Exchange (TSX), which accounts for the large majority of total market value and has been the primary driver of growth over time. The TSX Venture Exchange (TSXV) and the Canadian Securities Exchange (CSE) represent comparatively small shares of total market capitalization, reflecting their focus on earlier-stage and smaller issuers. Cboe Canada (Cboe) accounts for a limited portion of total market capitalization, consistent with its emphasis on ETFs and other exchange-traded products rather than operating companies.

The increase in total market capitalization in 2025 was driven primarily by higher equity valuations rather than growth in the number of listed issuers. In this context, the S&P/TSX Composite Index rose by 28.2 per cent in 2025, contributing materially to the expansion in aggregate market value.

Note: CSE data is only available from 2020. Cboe data is only available from 2021.

- TSX
- TSXV
- CSE
- Cboe

Listings on stock exchanges in Canada



Source: World Federation of Exchanges, TMX Group of Companies, CSE and Cboe.

As of December 2025, there were 4,745 securities listed on Canadian stock exchanges. Most operating company listings were concentrated on the Toronto Stock Exchange (TSX), the TSX Venture Exchange (TSXV), and the Canadian Securities Exchange (CSE), which together form the core of Canada's public equity issuer ecosystem. The TSX is dominated by large-capitalization, globally active issuers, while the TSXV primarily serves early-stage and emerging growth companies. The CSE is also oriented toward smaller and growth-focused operating companies, particularly in resource exploration, life sciences, technology, and other emerging sectors.

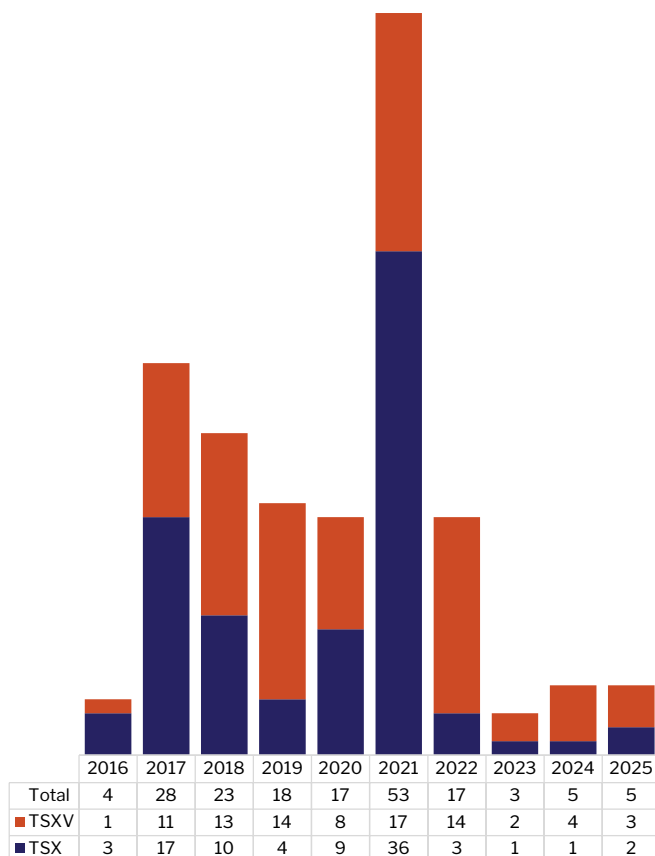


In contrast, Cboe Canada (Cboe) listings consist predominantly of ETFs and other exchange-traded products rather than operating companies, reflecting its distinct role within Canada's capital markets. Taken together, this exchange structure supports a broad range of issuer types and investment products, contributing to a diversified public market ecosystem and multiple pathways to public market access in Canada.

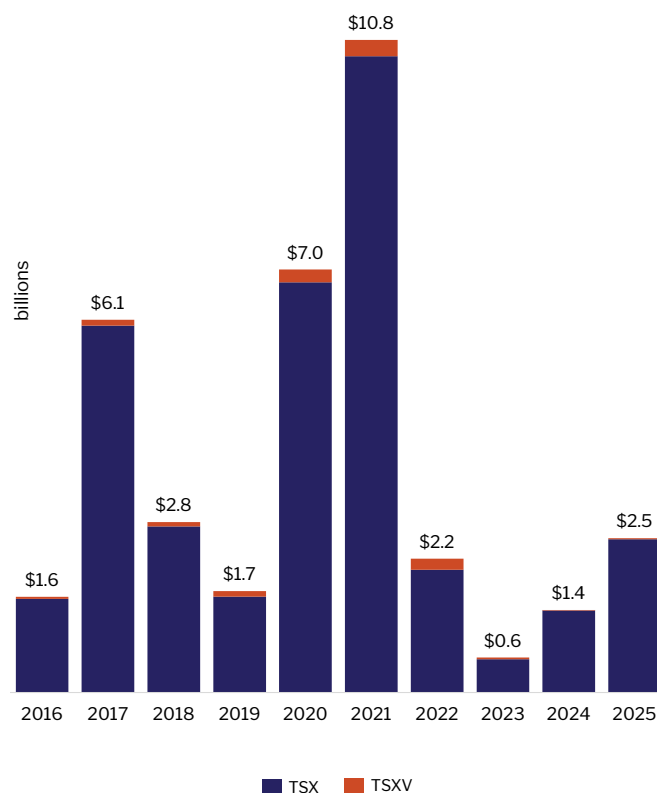
Note: CSE data is only available from 2020. Cboe data is only available from 2021.

Number and dollar value of IPOs by year by exchange

Number of IPOs



Equity capital raised from IPOs



Source: World Federation of Exchanges and TMX Group of Companies.

IPO activity in Canada has declined sharply in recent years, both in the number of offerings and total capital raised. Following moderate levels of issuance through the mid-to-late 2010s, IPO activity increased in 2021 before contracting significantly from 2022 onward.

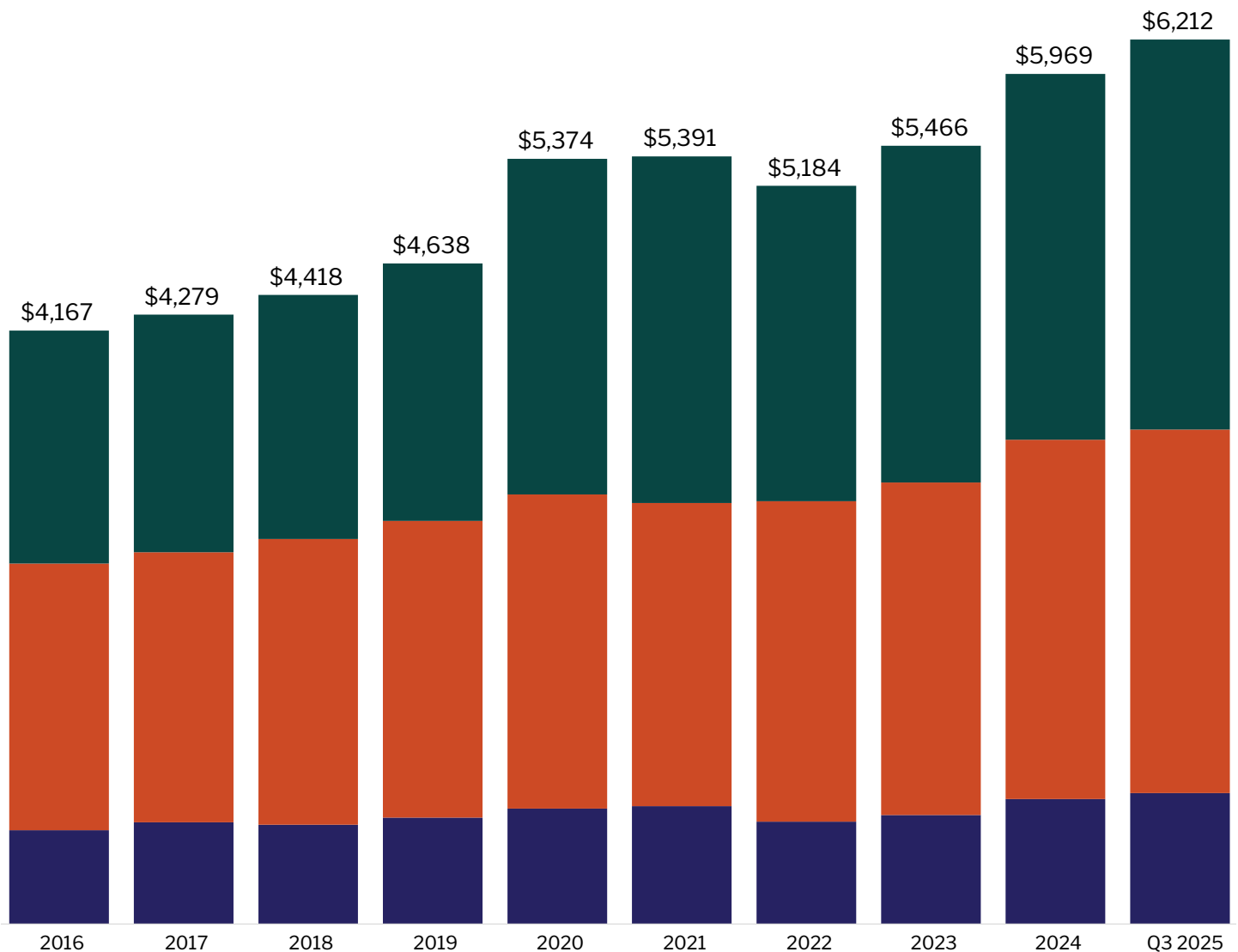
Between 2022 and 2025, IPO activity declined sharply in both volume and value. The total number of IPOs fell from 17 in 2022 to just three in 2023, remaining subdued at five offerings in both 2024 and 2025. Over the same period, total equity capital raised dropped from approximately \$2.2 billion in 2022 to \$0.6 billion in 2023, before partially recovering to about \$1.4 billion in 2024 and \$2.5 billion in 2025.

The contraction was most pronounced on the Toronto Stock Exchange (TSX), where both the number of offerings and total equity capital raised declined markedly relative to earlier years. IPO activity on the TSX Venture Exchange (TSXV) persisted at a modest level throughout the period, but offerings were generally small, resulting in limited equity capital raised.

Overall, the data indicate a sustained period of subdued IPO issuance in Canada in the most recent years covered by the dataset. This pattern has contributed to broader discussion about the role and accessibility of public markets, including observations that some firms are remaining private for longer, delaying public listings, or exiting public markets altogether. Factors commonly cited in this discussion include the costs and obligations associated with public listings and the increased availability of private capital.

Note: Excludes capital pool companies, special-purpose acquisition companies, ETFs and closed-end funds.

Canadian debt securities outstanding by market value



Source: Statistics Canada: Table 36-10-0605-01.

Outstanding Canadian debt securities increased over the period shown, rising by approximately \$2.16 trillion from the end of 2015 to \$6.21 trillion by the third quarter of 2025. Growth was broad-based across issuer sectors, with financial corporations and general government accounting for the largest shares of outstanding debt throughout the period.

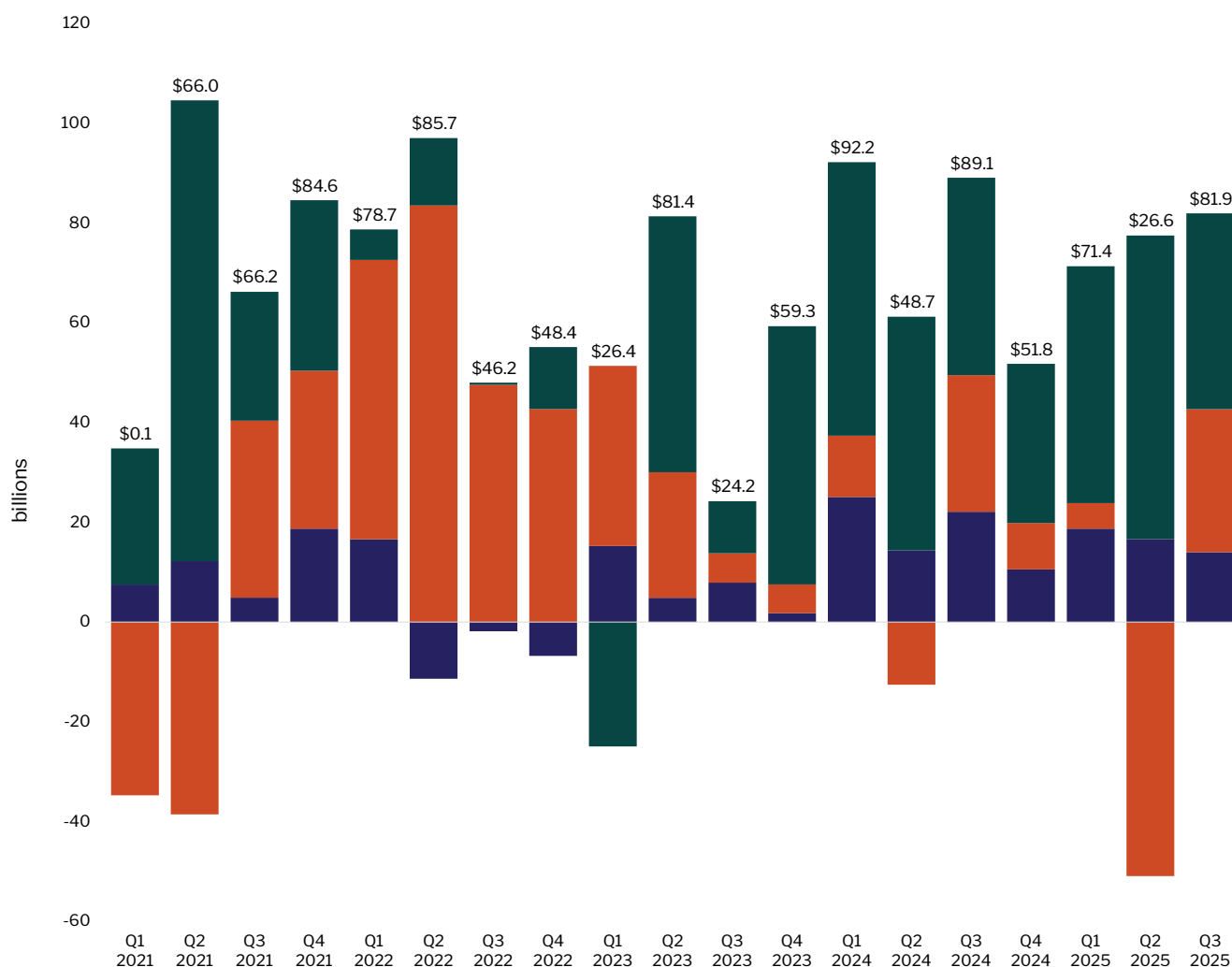
- Non-financial corporations
- Financial corporations
- General government

In line with COVID supports, general government debt increased notably beginning in 2020, contributing to a change in total outstanding debt that has largely been maintained in subsequent years. Financial corporation debt also expanded over time, while non-financial corporate debt grew more moderately and remained the smallest of the three issuer categories.

The increase in outstanding debt securities reflects the growing scale of Canada's fixed-income market and the expanding role of debt instruments in funding government and private-sector activity.

Note: At the time of publishing, the most recently available data was Q3 2025.

Canadian debt securities – net issues



Source: Statistics Canada: Table 36-10-0602-01.

Since the beginning of 2021, net issuance of debt in Canada from each major sector has remained positive in most quarters, although volumes have fluctuated from quarter to quarter.

Aside from quarterly volatility, the data show a recovery in borrowing activity following weaker conditions in 2022 when non-financial corporations recorded periods of net repayment. Issuance volumes subsequently increased and, by 2024 and 2025, net issuance was consistently positive across multiple sectors, including general government and non-financial corporations.

Issuance by non-financial corporations reflects borrowing by operating companies and is therefore a direct indicator of corporate financing activity in the real economy, including funding for investment, expansion, and balance-sheet management. Over the period shown, net issuance by non-financial corporations was generally positive but moderate, with quarter-to-quarter variation and intermittent net repayments, particularly in parts of 2022. In more recent quarters, issuance returned to positive territory but remained measured. In the first three quarters of 2025, non-financial corporations issued approximately \$50 billion in debt securities on a net basis.

Note: At the time of publishing, the most recently available data was Q3 2025.

- Non-financial corporations
- Financial corporations
- General government

Mutual fund data: Data for mutual funds that invest in other mutual funds has been adjusted to remove double counting. Figures also include mutual funds investing in ETFs.

ETF data: Data for ETFs that invest in other ETFs has been adjusted to remove double counting starting with December 2021 data. ETF data represents the sales activity of Canadian retail investors as well as institutional investors.

Data sources: SIMA direct survey data was complemented by Morningstar Canada Inc., World Federation of Exchanges, Canadian Securities Exchange, TMX Group of Companies, Cboe Canada, Statistics Canada, and Bank of Canada.

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