



# Wealth in Canada Market 2017 - Opportunity, Driving Trends and deep study.

*Wealth in Canada Market Share, Opportunities, Segmentation and Forecast to 2022*

PUNE, INDIA, August 10, 2017 /EINPresswire.com/ -- Pune, India, August 2017: WiseGuyReports announced addition of new report, titled "[Wealth in Canada: HNW Investors 2017](#)".

## Summary

"Wealth in Canada: HNW Investors 2017", report analyzes the investing preferences and portfolio allocation of HNW Canadians. The report is based on our proprietary Global Wealth Managers Survey.

The HNW market in Canada is dominated by family business owners and expat clients drawn from Asia Pacific and the US. These busy owners prefer discretionary asset management and have little desire to try other options. As cautious investors they favor classic investments such as equities and bonds, investing little into less liquid assets such as property and commodities. Tax is a major issue for the domestic wealth market and a key driver for booking offshore. There is currently strong and growing demand for financial and pension planning.

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Specifically the report -

- Profiles the average HNW investor in Canada in terms of their demographics and analyzes the expat opportunity.
- Analyzes which wealth management mandates are preferred among HNW investors in Canada and how demand will develop going forward.
- Examines the allocation of HNW investors' portfolios into different asset classes and how this will develop in the future.
- Analyzes product and service demand among HNW investors in Canada.

## Scope

- The majority of HNW individuals in Canada have accumulated their wealth through first-generation entrepreneurship and family businesses.
- Expats, particularly those from China and the US, represent a large part of the HNW market.
- Canadian HNW investors heavily favor equities, followed by the fixed income security of bonds.
- HNW individuals show a strong and enduring preference for discretionary asset management.
- Led by financial planning, HNW investors show strong demand for all planning services.

## Reasons to buy

- Develop and enhance your client targeting strategies using our data on HNW profiles and sources of wealth.
- Give your marketing strategies the edge required and capture new clients using insights from our data on HNW investors' drivers for seeking investment advice vs self-directing.
- Tailor your investment product portfolio to match current and future demand for different asset

classes among HNW individuals.

- Develop your proposition to match the product and service demand expressed by HNW investors in Canada and react proactively to any forecasted changes.

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