

### 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 ...