



2027 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

ETFs world

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Canada's ETF market continues to expand as investors seek flexible, transparent and increasingly sophisticated ways to build portfolios. Alongside broad-market and income-focused strategies, active ETFs, options-based products, thematic exposures and new portfolio construction tools are widening the choices available to both advised and self-directed investors. This special feature will explore the trends, strategies and innovations shaping the next phase of Canada's ETF market.

- Proposed topic highlights:**
- Market evolution** — The trends shaping ETF growth, investor demand and product development in Canada.
 - Active ETFs** — How actively managed strategies are expanding within the ETF structure.
 - Income and outcome-oriented strategies** — The role of covered-call, buffer and other solutions designed around specific investor objectives.
 - Portfolio construction** — How ETFs are being used across equities, fixed income, alternatives and multi-asset portfolios.
 - Innovation and access** — How digital platforms, new structures and lower barriers are broadening ETF participation.
 - Risk and due diligence** — What investors should consider when comparing increasingly complex ETF products.

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