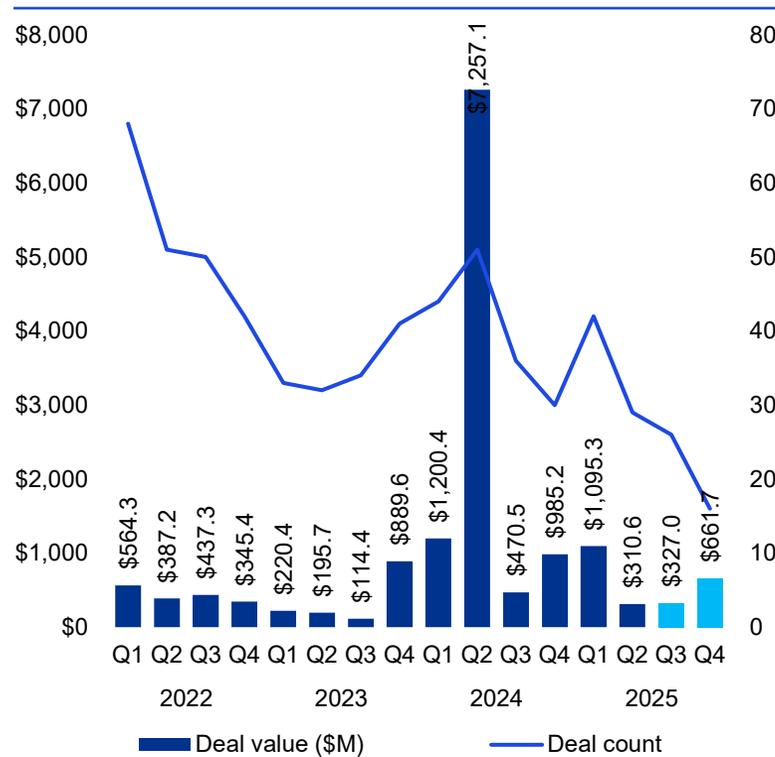


# Country insights : Canada

Scalability is coming into focus for key fintech players, especially as they expand across separate domains such as banking, investing and credit

Total fintech investment activity (VC, PE and M&A) in Canada 2022-2025\*



- Canadian's fintech ecosystem has always benefited and/or had to account for the major banking incumbents as trusted brands and primary financial intermediaries for most consumers. As a result, however, fintechs that grew the fastest in the past several years that now are in leading category positions are striking partnerships with banks for key functions, e.g., shifting into open banking-adjacent arrangements.
- Wealthsimple's potential shift toward being more of a all-in-one platform for banking and investment/money management is a key example of this shift for Canada, especially as it recently raised a significant round of up to US\$536 million and was valued for billions.
- Other key factors for the Canadian fintech ecosystem that continue to encourage deal flow is a relatively healthy talent market, a maturing domestic software industry with category frontrunners in niche spaces, and proximity to major international markets especially the US. Those should encourage an ongoing flow of financings, even if temporarily there is a dislocation in volume due to geopolitical and economic tensions.

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Canada's fintech landscape is evolving with greater discipline, stronger customer-driven platforms, and rising interest in AI and digital assets. As the market matures, we're seeing investors prioritize scale, stability, and strategic value – signals of a sector transitioning from rapid expansion to long-term, sustainable growth and global competitiveness.

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**Geoff Rush**

Partner and National Industry Leader, Financial Services, KPMG in Canada and Global Head of Banking and Capital Markets, KPMG International

*KPMG in Canada*

Source: Pulse of Fintech H2'25, Global Analysis of Investment in Fintech, KPMG International (data provided by PitchBook), \*as of 31 December 2025.