

**Equitable Life Insurance Company of Canada - Strategic SWOT Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence and Operational KPI's, and Recent Trends**

Company Report | 2025-12-12 | 83 pages | Quintel Research

**AVAILABLE LICENSES:**

- Single User Price \$150.00
- Multi User Price \$175.00
- Enterprise User Price \$195.00

**Report description:**

Report Summary

Equitable Life Insurance Company of Canada Strategic SWOT Analysis and Financial Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence, and Recent Trends Report is a comprehensive and easily accessible overview of Equitable Life Insurance Company of Canada's business operations. It provides a detailed analysis of the company's financial and strategic standing, as well as its position in the industry compared to competitors. The report includes several key features to facilitate decision-making and provide insights into the company's performance.

The report begins with in-depth information about Equitable Life Insurance Company of Canada including key insights, business segments, key executives, locations, products and services, historical events, corporate strategy, and management discussions. This section provides a solid foundation for understanding the company's key attributes.

Next, the report assesses Equitable Life Insurance Company of Canada's strategic standing through various analyses. The ESG spotlight evaluates the company's environmental, social, and governance performance, providing insights into its sustainability efforts and ethical practices. The SWOT analysis examines the company's internal strengths and weaknesses, as well as external opportunities and threats. Additionally, By integrating these strategic analyses, the report offers a comprehensive understanding of Equitable Life Insurance Company of Canada's overall strategic standing and supports informed decision-making and strategic planning.

The report also covers Equitable Life Insurance Company of Canada's financial analysis basis of latest income statement, balance

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sheet, and cash flow statement. Key financial ratios related to profitability, asset turnover, credit, market, and long-term solvency are outlined, providing guidance for investment decisions. Furthermore, the report compares Equitable Life Insurance Company of Canada's financial parameters with those of its competitors, offering a unique analysis of the competitive landscape. This information helps manage the business environment and improve sales activities by gaining insight into competitors' operations.

Finally, the report includes recent news and deal activities undertaken by Equitable Life Insurance Company of Canada enhancing awareness of the company's business trends, growth perspectives, and more.

## Key Highlights

Equitable Life Insurance Company of Canada, commonly known as Equitable, is one of the country's largest federally regulated mutual life insurance companies. It was founded in 1920 by Sydney Tweed in Waterloo, Ontario, where its head office remains to this day. From its inception, Equitable was built on a philosophy of growth, mutuality, and dedication to policyholders. Within its first year, the company had surpassed \$1 million of insurance in force, a record unmatched by Canadian insurers at the time. Over its century-long history, Equitable has pioneered innovative solutions, including launching one of the first family income policies during the Great Depression, introducing RRSPs in 1957, and becoming the first insurer in Canada to offer reduced rates for non-smokers in the 1980s. In 2020, the company marked its 100th anniversary, affirming its commitment to serving Canadians for the next century, and in 2023 adopted its refreshed brand name, Equitable, to reflect a renewed purpose and client focus. Equitable operates across Canada, offering Individual Insurance, Group Insurance, and Savings & Retirement solutions through advisors and partners. As a mutual company, it is owned by policyholders rather than shareholders, ensuring decisions prioritize long-term client interests. Equitable is also a proud member of Assuris, protecting Canadian policyholders, and continues to invest in its employees and communities, reinforcing its purpose of delivering lasting positive impact.

## Equitable Life Insurance Company of Canada in the News:-

2025-10-08 - Equitable's Michael Lanteigne named to Benefits and Pensions Monitor 2025 Rising Star list

2025-09-26 - Go digital and avoid service interruptions

2025-09-15 - Equitable welcomes new Executive Vice-President and Chief Investment Officer

2025-06-05 - Equitable dividend scale for 2025/2026

2025-03-03 - Equitable announces leadership changes focused on growth and strategy

## Scope

- **Tactical Analysis:-** Various strategic frameworks to gain insights into a Equitable Life Insurance Company of Canada's competitive position and operational environment. These analytical tools assist in identifying competitive advantages, potential risks, and areas for improvement and efficiency, enabling companies to make informed tactical decisions.
- **Business Strategy:-** Contributes to shaping the Equitable Life Insurance Company of Canada's overall direction, goals, and decision-making processes, ensuring long-term success and alignment with stakeholder expectations.
- **Financial Position:-** Provide valuable information on the financial performance and investor sentiment surrounding the company. Indicating the level of confidence and expectations in the company's future prospects. These components collectively contribute to understanding the financial health and market perception of the company.
- **Company Fundamentals:-** These fundamentals offer valuable insights into the company's history, operations, leadership, and geographical presence, aiding in a comprehensive understanding of the organization.
- **Competitive Landscape:-** An identification of the Equitable Life Insurance Company of Canada's main competitors, providing insights into the competitive landscape it operates in.

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## Reasons to Buy

- Comprehensive Understanding of the Equitable Life Insurance Company of Canada's internal and external factors through SWOT analysis, Financial Analysis, and Competitors Benchmarking.
- Strive Strategic Decision Making with various analyses and identifying potential customers and suppliers.
- Mitigate Risk with help of thorough analysis of internal and external factors. Furthermore, develop strategies and contingency plans to address these challenges and minimize their impact on business operations.
- Competitive Benchmarking will help to gain a competitive advantage by understanding industry trends, customer preferences, and best practices.
- Financial Performance Evaluation provides crucial insights into key financial ratios and trends, supporting better financial decision-making and resource allocation.
- Valuable insights from the report enable investors and partners to make informed decisions regarding potential Collaborations, Investments, or Partnerships with the company.

Additionally, available deep-dive analysis on the company Equitable Life Insurance Company of Canada:

- Equitable Life Insurance Company of Canada PESTLE Analysis
- Equitable Life Insurance Company of Canada Value Chain Analysis
- Equitable Life Insurance Company of Canada Porter's Five Forces Analysis
- Equitable Life Insurance Company of Canada VRIO Analysis
- Equitable Life Insurance Company of Canada BCG Analysis
- Equitable Life Insurance Company of Canada Segmentation, Targeting and Positioning (STP) Analysis
- Equitable Life Insurance Company of Canada Ansoff Matrix Analysis

## Table of Contents:

### Table of Contents

Tables	5
Charts	6
Equitable Life Insurance Company of Canada - Key Company Facts	7
Equitable Life Insurance Company of Canada - Company Description	8
Equitable Life Insurance Company of Canada - Top Executives	9
Equitable Life Insurance Company of Canada - Top Executives Biographies	10
Equitable Life Insurance Company of Canada - Head Office & Locations	13
Head Office - Country	13
Key Subsidiaries	14
Equitable Life Insurance Company of Canada - Products and Services	15
Products	15
Services	16
Equitable Life Insurance Company of Canada - Historic Events	17
Equitable Life Insurance Company of Canada - Company's Management Discussion	18
Equitable Life Insurance Company of Canada - Company's Mission and Vision	20
Mission	20
Equitable Life Insurance Company of Canada - Corporate Strategy	21
Equitable Life Insurance Company of Canada - Business Description	24
Savings and Retirement	25
Group Insurance	26

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Individual Insurance	26
Equitable Life Insurance Company of Canada - ESG Spotlight	28
Environment	28
Social	29
Corporate Governance	30
Equitable Life Insurance Company of Canada - SWOT Analysis	31
Overview	31
Strengths	33
Weaknesses	36
Opportunities	38
Threats	40
Competing Players	43
Snapshot of Competing Players	44
Industrial Alliance Insurance and Financial Services Inc	44
Key Company Facts	44
Company Description	44
Key Financials	45
Share Price Trend - Jan-2024 to Dec-2025 (Average Share Closing Price)	45
Key Financial Ratio Analysis	50
Manulife Financial Corporation	51
Key Company Facts	51
Company Description	51
Manulife Financial Corporation - SWOT Spotlight	52
Manulife Financial Corporation - PESTLE Spotlight	54
Key Financials	56
Share Price Trend - Jan-2024 to Dec-2025 (Average Share Closing Price)	56
Key Financial Ratio Analysis	61
Sun Life Financial Inc	62
Key Company Facts	62
Company Description	62
Sun Life Financial Inc. - SWOT Spotlight	63
Key Financials	65
Share Price Trend - Jan-2024 to Dec-2025 (Average Share Closing Price)	65
Key Financial Ratio Analysis	70
Desjardins Financial Security Life Assurance Company	71
Key Company Facts	71
Company Description	71
The Canada Life Assurance Company	72
Key Company Facts	72
Company Description	72
Equitable Life Insurance Company of Canada - In the News	73
08-Oct-2025- Equitable's Michael Lanteigne named to Benefits and Pensions Monitor 2025 Rising Star list	73
26-Sep-2025- Go digital and avoid service interruptions	74
15-Sep-2025- Equitable welcomes new Executive Vice-President and Chief Investment Officer	74
05-Jun-2025- Equitable dividend scale for 2025/2026	74
03-Mar-2025- Equitable announces leadership changes focused on growth and strategy	76
20-Nov-2024- Go digital and avoid service interruptions	76

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22-Jul-2024- A fresh approach to guaranteed investing	78
11-Mar-2024- Equitable joins the International Cooperative and Mutual Insurance Federation (ICMIF)	78
Appendix	80
Definitions	80
SWOT Analysis	80
PESTLE Analysis	80
Value Chain Analysis	80
ESG Spotlight	80
Research Methodology	81
Disclaimer	82
Contact Us	82

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