

Hey! What's New? 2025-106

Canada's \$3.65 Trillion Opportunity to Shine

PwC Canada recently published new research that reveals that Canada has the potential to grow to a \$3.65 trillion GDP economy over the next decade, but only if it closes its significant AI adoption gap.

According to a press release, PwC's *Value in Motion: Canada's Moment to Capture New Growth* report uses data-driven scenarios to provide industry leading insights about how global megatrends – such as climate change, demographic shifts and AI – are sparking a reconfiguration of entire industries, blurring traditional sector boundaries and putting a staggering amount of value in motion – and at risk.

Nochane Rousseau, National Managing Partner at PwC Canada points out that "the structure of our economy is transforming, and the pressure on businesses to reinvent themselves is the highest we have seen in years. Traditional industries are being reconfigured into new 'domains of growth' that address fundamental human needs. This moment presents a powerful opportunity for Canadian businesses to reinvent their models, collaborate across sectors to build competitive advantages, and break through traditional barriers to compete – and win – in new sectors."

The report's most optimistic scenario finds that "if AI delivers on its potential, Canada's GDP could see a 9% increase over baseline expectations by 2035. However, this growth falls short of the 14% boost projected for the US, largely due to Canada's lower AI uptake, which is currently about three-quarters of US adoption. The report indicates that lagging adoption of AI and other advanced technologies could leave Canadian companies more vulnerable to disruption from outside the country's borders."

The report outlines several sectors that are key areas of opportunity for Canada:

- **Mining:** "Global demand for minerals mined from the earth is surging, and Canada has a strategic advantage in many of the minerals the world needs. The Canadian mining sector can capitalize on this by providing secure, alternative sources of critical minerals, especially in a world with shifting trade relationships and geopolitical alliances. This requires embracing strategic partnerships and adopting technologies like AI and quantum computing to enhance efficiency and accelerate project development."
- **Technology:** "While Canada had early advantages in AI, a key opportunity comes from another emerging technology: quantum computing. Quantum chips can solve problems at a high level of detail while using far less electricity than current technologies, making them critical for enabling AI solutions given their immense power needs. By scaling and commercializing quantum solutions, Canada can capture a competitive advantage."
- **Defense:** "Increased defense spending and the need to replace outdated military equipment are creating significant demand for everything from raw materials to advanced technologies. The growth of dual-use technologies – which serve both defense and civilian markets, such as critical minerals and cybersecurity solutions – presents a significant opportunity for manufacturers to adapt and serve new markets."

The report also provides recommendations for both Canadian businesses and governments to capture the value of AI. Chris Mar, Partner and AI, Tech and Data Leader at PwC Canada, advises business leaders to “rethink how they create and deliver value by working with other players and deeply integrating technologies like AI. Policies that make Canada more attractive to workers with skills in AI and quantum computing are critical. A focus on building public trust in AI is also paramount, as adoption is inseparable from trust and security.”

Download the report at [Value in Motion | PwC Canada](#).