

Global Cyber Phishing Security Training Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Cyber Phishing Security Training market size was valued at US\$ 606 million in 2025 and is forecast to a readjusted size of US\$ 1053 million by 2032 with a CAGR of 8.8% during review period.

Cyber phishing security training is an educational program designed to help individuals and organizations identify, prevent, and respond to phishing attacks. Through simulations of real-world attacks and interactive courses, this type of training enhances employees' cybersecurity awareness and skills, making them a critical component of an organization's cybersecurity defenses. The industry's gross profit margin is approximately 60-80%. The upstream portion of the industry chain primarily focuses on training content and technology development, including curriculum design, simulation template libraries, and training platform software. The midstream portion encompasses the provision and delivery of training services, encompassing a wide range of training providers and channels. Downstream, end-use applications span all industries and sectors that must address cybersecurity threats, including finance, healthcare, government, and IT.

The main market drivers include:

Strengthened Policy Compliance and Security Responsibility

The market development of phishing security training is primarily driven by policies, regulations, and corporate security responsibilities. To address the increasingly severe cybersecurity threats, governments worldwide have introduced mandatory compliance requirements. For example, the EU's GDPR explicitly requires companies to ensure

employees' data security awareness, while China's Cybersecurity Law stipulates that operators of critical information infrastructure must conduct regular security training. Policy-driven factors are not only reflected in legal constraints but also directly promote the integration of security training into risk management frameworks through industry regulation, auditing requirements, and multinational supply chain security standards. To mitigate legal risks, maintain brand reputation, and fulfill social responsibilities, companies proactively invest in systematic and routine security training systems, forming a virtuous cycle of 'compliance-training-compliance,' driving the market towards standardization and professionalization.

Technological Evolution and Upgraded Attack Methods

Technological innovation and the continuous evolution of cyberattack methods are the intrinsic driving forces of market development. The emergence of new threats such as AI-generated phishing emails, deepfake voice scams, and social engineering attacks necessitates an upgrade in training content from basic identification to dynamic defense and behavioral analysis. For example, AI-driven simulated phishing drills can generate personalized attack scenarios in real time, improving employees' practical response capabilities; blockchain technology is used for training outcome certification and knowledge base management. Technological integration is giving rise to new application scenarios—such as cloud security platforms integrating training modules and mobile micro-learning enhancing training convenience. Enterprises continuously update their training systems to adapt to the security needs of complex network environments, forming an iterative mechanism of 'technology-threat-training,' driving the market towards intelligent and scenario-based development.

Enterprise Needs and Security Culture Cultivation Synergize The needs of enterprise digital transformation and security culture cultivation are jointly shaping the market landscape. With the widespread adoption of remote work, cloud computing, and the Internet of Things, enterprises face a wider network exposure surface and urgently need to build a three-dimensional defense system of 'human defense + technical defense' through training. At the same time, improving employee security awareness has become a core component of enterprise security strategy—shifting from passive defense to proactive defense, reducing security incidents caused by human error through training. Furthermore, the focus on data security by customers and partners is driving enterprises to use training as a form of trust endorsement; for example, the financial industry requires suppliers to have security training certification. This balance between security needs and commercial interests prompts the market to find the best path between quantifying training effectiveness and optimizing costs, forming a differentiated

competitive landscape and driving the training system to evolve towards sustainability and high value.

This report is a detailed and comprehensive analysis for global Cyber Phishing Security Training market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Cyber Phishing Security Training market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Cyber Phishing Security Training market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Cyber Phishing Security Training market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Cyber Phishing Security Training market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Cyber Phishing Security Training

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Cyber Phishing Security Training market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Optiv, Fortinet, Terranova Security (Fortra), FireEye (Trellix), Proofpoint, CrowdStrike, Kaspersky, SGS, CyberSecOp, SANS Institute, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Cyber Phishing Security Training market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Simulated Phishing Attack Training

Immersive and Interactive Learning

Gamified Learning

Market segment by Product Form

Basic General Training

Professional Technical Training

Market segment by Training Model

Online Training

Offline Training

Market segment by Training Target

Enterprise Cybersecurity Training

Military Cybersecurity Training

Market segment by Application

Small and Medium-Sized Enterprises

Large Enterprises

Government and Military

Market segment by players, this report covers

Optiv

Fortinet

Terranova Security (Fortra)

FireEye (Trellix)

Proofpoint

CrowdStrike

Kaspersky

SGS

CyberSecOp

SANS Institute

Infosec

iSystems Security Limited (iSystems)

Vinsys

Cofense

NetShield Technology

Guoxin Security

360

Qi An Xin Technology Group

Zhiyuan Network

Beida Jade Bird

Qianfeng IT

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Cyber Phishing Security Training product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Cyber Phishing Security Training, with revenue, gross margin, and global market share of Cyber Phishing Security Training from 2021 to 2026.

Chapter 3, the Cyber Phishing Security Training competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Cyber

Phishing Security Training market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Cyber Phishing Security Training.

Chapter 13, to describe Cyber Phishing Security Training research findings and conclusion.

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