

Global Cyber Phishing Security Training Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Cyber Phishing Security Training market size is expected to reach \$ 1053 million by 2032, rising at a market growth of 8.8% CAGR during the forecast period (2026-2032).

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 studies the global Cyber Phishing Security Training demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Cyber Phishing Security Training, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Cyber Phishing Security Training that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Cyber Phishing Security Training total market, 2021-2032, (USD Million)

Global Cyber Phishing Security Training total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Cyber Phishing Security Training total market, key domestic companies, and share, (USD Million)

Global Cyber Phishing Security Training revenue by player, revenue and market share 2021-2026, (USD Million)

Global Cyber Phishing Security Training total market by Type, CAGR, 2021-2032, (USD Million)

Global Cyber Phishing Security Training total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Cyber Phishing Security Training market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Cyber Phishing Security Training Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Cyber Phishing Security Training Market, Segmentation by Type:

Simulated Phishing Attack Training

Immersive and Interactive Learning

Gamified Learning

Global Cyber Phishing Security Training Market, Segmentation by Product Form:

Basic General Training

Professional Technical Training

Global Cyber Phishing Security Training Market, Segmentation by Training Model:

Online Training

Offline Training

Global Cyber Phishing Security Training Market, Segmentation by Training Target:

Enterprise Cybersecurity Training

Military Cybersecurity Training

Global Cyber Phishing Security Training Market, Segmentation by Application:

Small and Medium-Sized Enterprises

Large Enterprises

Government and Military

Companies Profiled:

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

Key Questions Answered

1. How big is the global Cyber Phishing Security Training market?
2. What is the demand of the global Cyber Phishing Security Training market?
3. What is the year over year growth of the global Cyber Phishing Security Training market?

4. What is the total value of the global Cyber Phishing Security Training market?
5. Who are the Major Players in the global Cyber Phishing Security Training market?
6. What are the growth factors driving the market demand?

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