

# Global Cybersecurity Awareness Training Software Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Cybersecurity Awareness Training Software market size is expected to reach \$ 202 million by 2032, rising at a market growth of 5.7% CAGR during the forecast period (2026-2032).

Cybersecurity Awareness Training Software is a digital training platform that helps organizations improve employees' cybersecurity awareness and skills through systematic and interactive educational content. Centered on simulating real-world attack scenarios (such as phishing emails and social engineering), it uses video courses, interactive quizzes, case studies, and scenario simulations to educate employees on security knowledge such as password management, data protection, and risk identification, while tracking learning progress and assessment results in real time. Its goal is to build a proactive human defense line, reduce security risks caused by human factors, and ensure the effective implementation and compliance of organizational information security strategies. Cybersecurity Awareness Training Software directly addresses the core business pain point of security vulnerabilities caused by human error. Through systematic training, it significantly reduces risks such as phishing attacks and data breaches, ensuring corporate asset security and business continuity while meeting compliance requirements and avoiding hefty fines. Global Network's Cybersecurity Awareness Training Software varies significantly in price. SaaS subscriptions typically cost between \$10 and \$100 per user per year, while large enterprises can pay tens of thousands to hundreds of thousands of dollars annually. The cost structure primarily includes R&D (platform and content updates), cloud infrastructure, marketing and sales, and customer support. Benefiting from economies of scale and high repurchase rates, the industry generally boasts high gross margins, typically exceeding 70% to 85%, representing a typical high-margin business model for software.

The global cybersecurity awareness training software industry is experiencing both

rapid growth and maturation. Driven by the normalization of remote work, increasingly stringent regulatory compliance (such as GDPR and CCPA), and escalating cyberattacks, market demand remains strong, and the market size is expected to continue expanding. The industry is highly competitive, featuring leading comprehensive platforms like KnowBe4, as well as numerous innovative vendors specializing in simulation training, gamification, or vertical markets. Technologically, content is evolving from general courses to AI-based personalized, adaptive learning and deep scenario simulations. Platforms are also focusing on integration with existing security stacks to achieve risk measurement and closed-loop management. Overall, the market is shifting from 'optional training' to 'necessary investment,' exhibiting a trend towards more refined services and quantifiable results.

This report studies the global Cybersecurity Awareness Training Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Cybersecurity Awareness Training Software, 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 Cybersecurity Awareness Training Software that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Cybersecurity Awareness Training Software total market, 2021-2032, (USD Million)

Global Cybersecurity Awareness Training Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Cybersecurity Awareness Training Software total market, key domestic companies, and share, (USD Million)

Global Cybersecurity Awareness Training Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Cybersecurity Awareness Training Software total market by Type, CAGR, 2021-2032, (USD Million)

Global Cybersecurity Awareness Training Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Cybersecurity Awareness Training Software 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 Immersive Labs, Huntress, KnowBe4, Cofense, InfoSec Institute, Proofpoint, Terranova, Inspired eLearning, Ninjio, Barracuda Networks, 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 Cybersecurity Awareness Training Software 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 Cybersecurity Awareness Training Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Cybersecurity Awareness Training Software Market, Segmentation by Type:

Web

Software

Global Cybersecurity Awareness Training Software Market, Segmentation by Software Style:

Basic Network and System Range

Industrial Control System Range

Internet of Things Range

Cloud Environment Range

Global Cybersecurity Awareness Training Software Market, Segmentation by Customization:

General-Purpose Software

Customized Software

Open Source Software

Global Cybersecurity Awareness Training Software Market, Segmentation by Application:

Financial Services and Insurance Industry

Education Industry

Manufacturing

Electronic Information Industry

Others

**Companies Profiled:**

Immersive Labs

Huntress

KnowBe4

Cofense

InfoSec Institute

Proofpoint

Terranova

Inspired eLearning

Ninjio

Barracuda Networks

Cybrary

Sophos

#### Key Questions Answered

1. How big is the global Cybersecurity Awareness Training Software market?
2. What is the demand of the global Cybersecurity Awareness Training Software market?
3. What is the year over year growth of the global Cybersecurity Awareness Training Software market?
4. What is the total value of the global Cybersecurity Awareness Training Software market?
5. Who are the Major Players in the global Cybersecurity Awareness Training Software market?
6. What are the growth factors driving the market demand?

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