

Global Cybersecurity Awareness Training Software 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 Cybersecurity Awareness Training Software market size was valued at US\$ 136 million in 2025 and is forecast to a readjusted size of US\$ 202 million by 2032 with a CAGR of 5.7% during review period.

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 is a detailed and comprehensive analysis for global Cybersecurity Awareness Training Software 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 Cybersecurity Awareness Training Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Cybersecurity Awareness Training Software market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Cybersecurity Awareness Training Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Cybersecurity Awareness Training Software market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

Global Cybersecurity Awareness Training Software Market 2026 by Company, Regions, Type and Application, Foreca...

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

To assess the growth potential for Cybersecurity Awareness Training Software

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 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.

Market segmentation

Cybersecurity Awareness Training Software 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

Web

Software

Market segment by Software Style

Basic Network and System Range

Industrial Control System Range

Internet of Things Range

Cloud Environment Range

Market segment by Customization

General-Purpose Software

Customized Software

Open Source Software

Market segment by Application

Financial Services and Insurance Industry

Education Industry

Manufacturing

Electronic Information Industry

Others

Market segment by players, this report covers

Immersive Labs

Huntress

KnowBe4

Cofense

InfoSec Institute

Proofpoint

Terranova

Inspired eLearning

Ninjio

Barracuda Networks

Cybrary

Sophos

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 Cybersecurity Awareness Training Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Cybersecurity Awareness Training Software, with revenue, gross margin, and global market share of Cybersecurity Awareness Training Software from 2021 to 2026.

Chapter 3, the Cybersecurity Awareness Training Software 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 Cybersecurity Awareness Training Software 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 Cybersecurity Awareness Training Software.

Chapter 13, to describe Cybersecurity Awareness Training Software research findings and conclusion.

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