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Global Phishing Attack Training Program Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Phishing Attack Training Program market size is expected to reach $ 805 million by 2032, rising at a market growth of 6.7% CAGR during the forecast period (2026-2032).

Phishing attack training programs are systematic security education programs designed for enterprises or individuals. They aim to improve users' ability to identify phishing emails, fake websites, and social media fraud through simulated real attack scenarios, case studies, and practical exercises. This strengthens secure operating procedures and reduces the risk of data leaks or system intrusions due to human negligence. The industry's gross profit margin can reach 40%-55%.

Key market drivers include the following:

First, growth in the market for phishing attack training programs is driven by the persistent prevalence of phishing emails, spoofed websites, and social engineering attacks. Attackers often impersonate customers, suppliers, executives, platform notifications, or system upgrade alerts to trick employees into clicking links, downloading attachments, or divulging account credentials. Because these attacks exploit human errors in judgment, even enterprises that have deployed email gateways and endpoint protection still need training to enhance employees' ability to identify suspicious communications. CISA also recommends that organizations establish anti-phishing training and employee awareness programs.

Second, corporate requirements for security training are shifting from 'one-off lectures' to 'continuous training.' Traditional classroom-style training often becomes a mere formality; in real-world scenarios, employees may still make errors due to urgency,

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pressure from authority figures, or deceptive look-alike web pages. Consequently, phishing training programs must integrate simulated emails, case studies, risk alerts, real-time feedback, and tiered education to help employees develop secure response habits in environments that closely mimic reality. Training effectiveness must also be continuously evaluated through testing and behavioral data analysis. Furthermore, factors such as compliance audits, client due diligence, and the cultivation of a security culture have transformed phishing training programs into long-term corporate initiatives. Clients across sectors?including finance, healthcare, manufacturing, education, and government?often need to demonstrate their capabilities regarding employee security training and risk management. Beyond merely defending against attacks, phishing training programs help enterprises identify high-risk departments, optimize email strategies, and refine incident response procedures. Future market competition will center on content authenticity, industry-specific templates, automated operations, employee profiling, and the ability to close the training loop.

This report studies the global Phishing Attack Training Program demand, key companies, and key regions.

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

Highlights and key features of the study
Global Phishing Attack Training Program total market, 2021-2032, (USD Million)
Global Phishing Attack Training Program total market by region & country, CAGR, 2021-2032, (USD Million)
U.S. VS China: Phishing Attack Training Program total market, key domestic companies, and share, (USD Million)
Global Phishing Attack Training Program revenue by player, revenue and market share 2021-2026, (USD Million)
Global Phishing Attack Training Program total market by Type, CAGR, 2021-2032, (USD Million)
Global Phishing Attack Training Program total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Phishing Attack Training Program market based on the following parameters - company overview, revenue, gross margin, product

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portfolio, geographical presence, and key developments. Key companies covered as a part of this study include KnowBe4, Proofpoint, ESET, Kaspersky, Sophos, Mimecast, Cofense, Barracuda Networks, Inc, AwareGO, Phriendly Phishing, 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 Phishing Attack Training Program 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 Phishing Attack Training Program Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Phishing Attack Training Program Market, Segmentation by Type:

On-premises

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Cloud-based

Global Phishing Attack Training Program Market, Segmentation by Product Forms:

Online Training

Offline Training

Global Phishing Attack Training Program Market, Segmentation by Functional Category:

Preventative Training

Responsive Training

Comprehensive Training

Global Phishing Attack Training Program Market, Segmentation by Application:

SMEs

Large Enterprises

Companies Profiled:

KnowBe4

Proofpoint

ESET

Kaspersky

Sophos

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Mimecast

Cofense

Barracuda Networks, Inc

AwareGO

Phriendly Phishing

Infosec

Right-Hand

NINJIO

Accountable

Hoxhunt

IRONSCALES

Neural FLEX Technology

Yu-Chen Technology

Key Questions Answered

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

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