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Global Phishing Security Test (PST) 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 Phishing Security Test (PST) market size was valued at US$ 423 million in 2025 and is forecast to a readjusted size of US$ 665 million by 2032 with a CAGR of 6.0% during review period.

Phishing Security Test (PST) simulates real-world phishing attack scenarios (such as emails, SMS, social media, etc.) to assess an enterprise's employees' ability to identify and prevent phishing attacks, detect the effectiveness of security awareness training, and identify vulnerabilities in technical defense systems, helping enterprises improve their overall security level. The industry's gross profit margin can reach 45%-60%.

Key market drivers include the following:

Growth in the phishing security testing (PST) market is driven primarily by the need for enterprises to assess the actual risk exposure levels of their employees. Questionnaires or course exams alone struggle to accurately reflect employee behaviors?such as clicking, data entry, and reporting?within real-world work scenarios. By simulating phishing emails, spoofed login pages, and deceptive scenarios, PST helps enterprises identify high-risk departments, roles, or processes, thereby providing a basis for subsequent training, strategy adjustments, and technical safeguards. CISA?s anti-phishing initiatives also incorporate elements such as simulated attacks and employee training.

Secondly, security operations require tools for managing human-factor risks that offer quantifiable and traceable data. Enterprise security teams need to understand not only the existence of phishing risks but also risk trends, employee reporting rates, repeat

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click behaviors, and the distribution of high-risk scenarios. PST platforms generate test results, risk scores, and remediation recommendations, making it easier for management to grasp the necessity of security investments and facilitating the integration of human-factor risk management into the overall security governance framework.

Furthermore, PST is shifting from one-off tests to continuous security drills. As attackers constantly evolve their phishing tactics?employing methods such as QR code phishing, smishing, social media lures, vendor impersonation, and AI-generated emails?enterprises must continuously update their testing templates and training content. Future market competition will center on scenario realism, the breadth of template libraries, result analysis capabilities, the integration of testing with training, and compliance reporting functions. Platforms capable of creating a closed-loop process that combines testing, training, and remediation will hold greater market appeal.

This report is a detailed and comprehensive analysis for global Phishing Security Test (PST) 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 Phishing Security Test (PST) market size and forecasts, in consumption value ($ Million), 2021-2032

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

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

Global Phishing Security Test (PST) market shares of main players, in revenue ($ Million), 2021-2026

The Primary Objectives in This Report Are:

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

To assess the growth potential for Phishing Security Test (PST)

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 Phishing Security Test (PST) 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 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.

Market segmentation

Phishing Security Test (PST) 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

On-premises

Cloud-based

Market segment by Product Forms

Online Testing

Offline Testing

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Market segment by Functional Category

- Preventive Testing
- Response Testing
- Comprehensive Testing

Market segment by Application

- SMEs
- Large Enterprises

Market segment by players, this report covers

- KnowBe4
- Proofpoint
- ESET
- Kaspersky
- Sophos
- Mimecast
- Cofense
- Barracuda Networks, Inc
- AwareGO
- Phriendly Phishing
- Infosec

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Right-Hand

NINJIO

Accountable

Hoxhunt

IRONSCALES

Qianxin

Shengxin Network Technology

GSX (Global Security Experts)

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 Phishing Security Test (PST) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Phishing Security Test (PST), with revenue, gross margin, and global market share of Phishing Security Test (PST) from 2021 to 2026.

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Chapter 3, the Phishing Security Test (PST) 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 Phishing Security Test (PST) 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 Phishing Security Test (PST).

Chapter 13, to describe Phishing Security Test (PST) research findings and conclusion.

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