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Global Phishing Security Test (PST) Supply, Demand and Key Producers, 2026-2032

https://marketpublishers.com/r/GDDC2A7FC24BEN.html
Date: August 2026
Pages: 144
Price: US$ 4,480.00 (Single User License)
ID: GDDC2A7FC24BEN

Abstracts

The global Phishing Security Test (PST) market size is expected to reach $ 665 million by 2032, rising at a market growth of 6.0% CAGR during the forecast period (2026-2032).

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 click behaviors, and the distribution of high-risk scenarios. PST platforms generate test

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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 studies the global Phishing Security Test (PST) demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Phishing Security Test (PST), 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 Security Test (PST) that contribute to its increasing demand across many markets.

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

This report profiles major 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

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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 Security Test (PST) 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 Security Test (PST) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Phishing Security Test (PST) Market, Segmentation by Type:

On-premises

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Cloud-based

Global Phishing Security Test (PST) Market, Segmentation by Product Forms:

Online Testing

Offline Testing

Global Phishing Security Test (PST) Market, Segmentation by Functional Category:

Preventive Testing

Response Testing

Comprehensive Testing

Global Phishing Security Test (PST) Market, Segmentation by Application:

SMEs

Large Enterprises

Companies Profiled:

KnowBe4

Proofpoint

ESET

Kaspersky

Sophos

Mimecast

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Cofense

Barracuda Networks, Inc

AwareGO

Phriendly Phishing

Infosec

Right-Hand

NINJIO

Accountable

Hoxhunt

IRONSCALES

Qianxin

Shengxin Network Technology

GSX (Global Security Experts)

Key Questions Answered

1. How big is the global Phishing Security Test (PST) market?
2. What is the demand of the global Phishing Security Test (PST) market?
3. What is the year over year growth of the global Phishing Security Test (PST) market?
4. What is the total value of the global Phishing Security Test (PST) market?
5. Who are the Major Players in the global Phishing Security Test (PST) market?
6. What are the growth factors driving the market demand?

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