

Global Phishing Testing Services Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/GBA996734052EN.html>

Date: June 2026

Pages: 146

Price: US\$ 3,480.00 (Single User License)

ID: GBA996734052EN

Abstracts

According to our (Global Info Research) latest study, the global Phishing Testing Services market size was valued at US\$ 2169 million in 2025 and is forecast to a readjusted size of US\$ 3054 million by 2032 with a CAGR of 5.0% during review period.

Phishing testing services are designed to simulate real-world phishing attacks in order to assess an organization's susceptibility to phishing scams. These services typically involve sending fake phishing emails to employees and monitoring their responses to determine their level of awareness and readiness to detect and report phishing attempts. Phishing testing services can help organizations identify potential vulnerabilities in their security systems and provide valuable insights into the effectiveness of their employee training programs. By conducting regular phishing tests, organizations can proactively strengthen their defenses against phishing attacks and reduce the risk of falling victim to cyber threats.

The Phishing Testing Services market is rapidly evolving as organizations increasingly recognize phishing as a leading cyber threat and integrate simulated attack exercises into their broader cybersecurity strategies. Key trends include the adoption of AI-driven simulation platforms, integration with security awareness training, and automated phishing risk scoring that helps identify high-risk users. Significant opportunities arise from regulatory compliance mandates (e.g., data protection standards requiring phishing readiness), growing demand for hybrid and remote workforce security solutions, and the expansion of cloud-based testing tools accessible to small and mid-sized enterprises. However, challenges persist, such as maintaining realistic and up-to-date phishing scenario libraries, ensuring employee engagement without creating training fatigue, balancing automation with customization, and differentiating product

offerings in a competitive market where barriers to entry are relatively low.

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

Global Phishing Testing Services market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Phishing Testing Services market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Phishing Testing Services market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

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

To assess the growth potential for Phishing Testing Services

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 Testing Services 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 PhishingBox, KnowBe4, FortiPhish, Redscan, Proofpoint, Rhymetec,

Ironscale, Mimecast, Spambrella, Sophos, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Phishing Testing Services 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

Email Phishing Testing

Website Phishing Testing

Others

Market segment by Targeting Precision

Bulk Phishing Testing (Generic)

Spear Phishing Testing (Highly Personalized)

Other

Market segment by Simulated Test Scale

Small Scale: 1–50 Users

Medium Scale: 51–300 Users

Large Scale: Over 300 Users

Market segment by Application

SMEs

Large Enterprises

Market segment by players, this report covers

PhishingBox

KnowBe4

FortiPhish

Redscan

Proofpoint

Rhymetec

Ironscales

Mimecast

Spambrella

Sophos

Phish Insight

SISA

Compass

Rootshell Security

Integris

Cyber??SecOp

Lupasafe

Onsecurity

Barracuda PhishLine

ATP

UDomain Web Hosting Company Limited

Maximus

QIANXIN

Webray

Qingteng

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 Testing Services product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Phishing Testing Services, with revenue, gross margin, and global market share of Phishing Testing Services from 2021 to 2026.

Chapter 3, the Phishing Testing Services 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 Testing Services 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 Testing Services.

Chapter 13, to describe Phishing Testing Services research findings and conclusion.

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