

Global Social Engineering Security Training 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 Social Engineering Security Training market size was valued at US\$ 402 million in 2025 and is forecast to a readjusted size of US\$ 541 million by 2032 with a CAGR of 4.4% during review period.

Social engineering security training aims to enhance employees' ability to identify and defend against non-technical attacks such as phishing emails, identity theft, and information manipulation through simulated attack scenarios, psychological tactics analysis, and emergency response training. The industry's gross profit margin is approximately 60-80%. The upstream industry chain comprises threat intelligence providers and AI algorithm developers, while the midstream integrates training platforms, simulation tools, and certification services. The downstream industry covers enterprise users, government agencies, and third-party security service providers, forming a closed-loop 'technology-content-service' ecosystem.

The main market drivers include:

Upgraded Enterprise Security Needs Under the Digital Transformation Wave

Against the backdrop of accelerated digital transformation, core enterprise assets are gradually migrating from the physical space to the digital realm, leading to an exponential increase in security threats such as data breaches and system intrusions. Traditional security protection systems focus on technical aspects such as firewalls and encryption technologies, but lack effective countermeasures against security vulnerabilities caused by human factors. Social engineering attacks bypass technical defenses by using identity spoofing and psychological manipulation, directly targeting

employees' weak awareness, becoming 'hidden bombs' in enterprise security systems. For example, phishing emails and fake customer service can easily trick employees into granting permissions, leading to the leakage of sensitive enterprise information or financial losses. Therefore, enterprises urgently need to build a dual protection network of 'technology + awareness' through social engineering security training to adapt to the security challenges of the digital age.

Regulatory Compliance Pressures Drive the Popularization of Security Training

With increasingly stringent global data security regulations, enterprises face higher compliance requirements. Regulations such as the EU's General Data Protection Regulation (GDPR) and China's Cybersecurity Law explicitly require enterprises to establish employee security awareness training mechanisms and include social engineering attack prevention in compliance assessments. Regulatory agencies are strengthening corporate responsibility through regular audits and vulnerability reporting. Companies failing to meet standards may face hefty fines, business restrictions, or even legal action. For example, a multinational corporation suffered a massive fine and lost several partners due to reputational damage caused by an employee accidentally clicking on a phishing email, leading to a data breach. Against this backdrop, social engineering security training has evolved from an 'optional' to a 'mandatory' requirement, becoming a crucial measure for companies to mitigate compliance risks and maintain market trust.

Intensified market competition is forcing differentiation in security capabilities

In global competition, corporate security capabilities have become a key factor for customers when choosing partners. Industries such as finance, healthcare, and technology, which handle large amounts of sensitive data, have particularly stringent security standards for suppliers. If a company suffers a data breach due to a social engineering attack, it will not only directly lose customers but also trigger a long-term crisis of trust. For example, a cloud service provider was hacked due to insufficient security awareness among its employees, resulting in the paralysis of multiple corporate customer systems and ultimately its elimination from the market. Conversely, companies that proactively conduct social engineering security training can convey a 'safe and reliable' brand image to customers by showcasing employee security certifications and simulated attack drills, thereby gaining a competitive advantage. In addition, companies with strong security capabilities can reduce operating costs by minimizing security incidents, creating a virtuous cycle of 'security investment - risk reduction - efficiency improvement,' thereby further enhancing their market

competitiveness.

This report is a detailed and comprehensive analysis for global Social Engineering Security Training 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 Social Engineering Security Training market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Social Engineering Security Training market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Social Engineering Security Training market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Social Engineering Security Training 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 Social Engineering Security Training

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 Social Engineering Security Training 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 Optiv, Fortinet, KnowBe4, Terranova Security (Fortra), FireEye (Trellix), Proofpoint, CrowdStrike, Kaspersky, SGS, CyberSecOp, etc. This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Social Engineering Security Training 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

- Comprehensive Training

- On-demand/Micro-training

Market segment by Product Form

- Basic General Training

- Professional Technical Training

Market segment by Training Model

- Online Training

- Offline Training

Market segment by Training Target

- Senior Management

- General Staff

- Others

Market segment by Application

- Government and Military

Finance

Enterprises

Schools

Other

Market segment by players, this report covers

Optiv

Fortinet

KnowBe4

Terranova Security (Fortra)

FireEye (Trellix)

Proofpoint

CrowdStrike

Kaspersky

SGS

CyberSecOp

Infosec

iSystems Security Limited (iSystems)

Vinsys

Cofense

NetShield Technology

Guoxin Security

360

Qi An Xin Technology Group

Zhiyuan Network

Sangfor Technologies

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 Social Engineering Security Training product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Social Engineering Security Training, with revenue, gross margin, and global market share of Social Engineering Security Training from 2021 to 2026.

Chapter 3, the Social Engineering Security Training 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 Social Engineering Security Training 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 Social Engineering Security Training.

Chapter 13, to describe Social Engineering Security Training research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Social Engineering Security Training by Type

1.3.1 Overview: Global Social Engineering Security Training Market Size by Type: 2021 Versus 2025 Versus 2032

1.3.2 Global Social Engineering Security Training Consumption Value Market Share by Type in 2025

1.3.3 Comprehensive Training

1.3.4 On-demand/Micro-training

1.4 Classification of Social Engineering Security Training by Product Form

1.4.1 Overview: Global Social Engineering Security Training Market Size by Product Form: 2021 Versus 2025 Versus 2032

1.4.2 Global Social Engineering Security Training Consumption Value Market Share by Product Form in 2025

1.4.3 Basic General Training

1.4.4 Professional Technical Training

1.5 Classification of Social Engineering Security Training by Training Model

1.5.1 Overview: Global Social Engineering Security Training Market Size by Training Model: 2021 Versus 2025 Versus 2032

1.5.2 Global Social Engineering Security Training Consumption Value Market Share by Training Model in 2025

1.5.3 Online Training

1.5.4 Offline Training

1.6 Classification of Social Engineering Security Training by Training Target

1.6.1 Overview: Global Social Engineering Security Training Market Size by Training Target: 2021 Versus 2025 Versus 2032

1.6.2 Global Social Engineering Security Training Consumption Value Market Share by Training Target in 2025

1.6.3 Senior Management

1.6.4 General Staff

1.6.5 Others

1.7 Global Social Engineering Security Training Market by Application

1.7.1 Overview: Global Social Engineering Security Training Market Size by Application: 2021 Versus 2025 Versus 2032

1.7.2 Government and Military

- 1.7.3 Finance
- 1.7.4 Enterprises
- 1.7.5 Schools
- 1.7.6 Other
- 1.8 Global Social Engineering Security Training Market Size & Forecast
- 1.9 Global Social Engineering Security Training Market Size and Forecast by Region
 - 1.9.1 Global Social Engineering Security Training Market Size by Region: 2021 VS 2025 VS 2032
 - 1.9.2 Global Social Engineering Security Training Market Size by Region, (2021-2032)
 - 1.9.3 North America Social Engineering Security Training Market Size and Prospect (2021-2032)
 - 1.9.4 Europe Social Engineering Security Training Market Size and Prospect (2021-2032)
 - 1.9.5 Asia-Pacific Social Engineering Security Training Market Size and Prospect (2021-2032)
 - 1.9.6 South America Social Engineering Security Training Market Size and Prospect (2021-2032)
 - 1.9.7 Middle East & Africa Social Engineering Security Training Market Size and Prospect (2021-2032)

2 COMPANY PROFILES

- 2.1 Optiv
 - 2.1.1 Optiv Details
 - 2.1.2 Optiv Major Business
 - 2.1.3 Optiv Social Engineering Security Training Product and Solutions
 - 2.1.4 Optiv Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)
 - 2.1.5 Optiv Recent Developments and Future Plans
- 2.2 Fortinet
 - 2.2.1 Fortinet Details
 - 2.2.2 Fortinet Major Business
 - 2.2.3 Fortinet Social Engineering Security Training Product and Solutions
 - 2.2.4 Fortinet Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)
 - 2.2.5 Fortinet Recent Developments and Future Plans
- 2.3 KnowBe4
 - 2.3.1 KnowBe4 Details
 - 2.3.2 KnowBe4 Major Business

- 2.3.3 KnowBe4 Social Engineering Security Training Product and Solutions
- 2.3.4 KnowBe4 Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)
- 2.3.5 KnowBe4 Recent Developments and Future Plans
- 2.4 Terranova Security (Fortra)
 - 2.4.1 Terranova Security (Fortra) Details
 - 2.4.2 Terranova Security (Fortra) Major Business
 - 2.4.3 Terranova Security (Fortra) Social Engineering Security Training Product and Solutions
 - 2.4.4 Terranova Security (Fortra) Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)
 - 2.4.5 Terranova Security (Fortra) Recent Developments and Future Plans
- 2.5 FireEye (Trellix)
 - 2.5.1 FireEye (Trellix) Details
 - 2.5.2 FireEye (Trellix) Major Business
 - 2.5.3 FireEye (Trellix) Social Engineering Security Training Product and Solutions
 - 2.5.4 FireEye (Trellix) Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)
 - 2.5.5 FireEye (Trellix) Recent Developments and Future Plans
- 2.6 Proofpoint
 - 2.6.1 Proofpoint Details
 - 2.6.2 Proofpoint Major Business
 - 2.6.3 Proofpoint Social Engineering Security Training Product and Solutions
 - 2.6.4 Proofpoint Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)
 - 2.6.5 Proofpoint Recent Developments and Future Plans
- 2.7 CrowdStrike
 - 2.7.1 CrowdStrike Details
 - 2.7.2 CrowdStrike Major Business
 - 2.7.3 CrowdStrike Social Engineering Security Training Product and Solutions
 - 2.7.4 CrowdStrike Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)
 - 2.7.5 CrowdStrike Recent Developments and Future Plans
- 2.8 Kaspersky
 - 2.8.1 Kaspersky Details
 - 2.8.2 Kaspersky Major Business
 - 2.8.3 Kaspersky Social Engineering Security Training Product and Solutions
 - 2.8.4 Kaspersky Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 Kaspersky Recent Developments and Future Plans

2.9 SGS

2.9.1 SGS Details

2.9.2 SGS Major Business

2.9.3 SGS Social Engineering Security Training Product and Solutions

2.9.4 SGS Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 SGS Recent Developments and Future Plans

2.10 CyberSecOp

2.10.1 CyberSecOp Details

2.10.2 CyberSecOp Major Business

2.10.3 CyberSecOp Social Engineering Security Training Product and Solutions

2.10.4 CyberSecOp Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 CyberSecOp Recent Developments and Future Plans

2.11 Infosec

2.11.1 Infosec Details

2.11.2 Infosec Major Business

2.11.3 Infosec Social Engineering Security Training Product and Solutions

2.11.4 Infosec Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)

2.11.5 Infosec Recent Developments and Future Plans

2.12 iSystems Security Limited (iSystems)

2.12.1 iSystems Security Limited (iSystems) Details

2.12.2 iSystems Security Limited (iSystems) Major Business

2.12.3 iSystems Security Limited (iSystems) Social Engineering Security Training Product and Solutions

2.12.4 iSystems Security Limited (iSystems) Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)

2.12.5 iSystems Security Limited (iSystems) Recent Developments and Future Plans

2.13 Vinsys

2.13.1 Vinsys Details

2.13.2 Vinsys Major Business

2.13.3 Vinsys Social Engineering Security Training Product and Solutions

2.13.4 Vinsys Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)

2.13.5 Vinsys Recent Developments and Future Plans

2.14 Cofense

2.14.1 Cofense Details

- 2.14.2 Cofense Major Business
- 2.14.3 Cofense Social Engineering Security Training Product and Solutions
- 2.14.4 Cofense Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)
- 2.14.5 Cofense Recent Developments and Future Plans
- 2.15 NetShield Technology
 - 2.15.1 NetShield Technology Details
 - 2.15.2 NetShield Technology Major Business
 - 2.15.3 NetShield Technology Social Engineering Security Training Product and Solutions
 - 2.15.4 NetShield Technology Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)
 - 2.15.5 NetShield Technology Recent Developments and Future Plans
- 2.16 Guoxin Security
 - 2.16.1 Guoxin Security Details
 - 2.16.2 Guoxin Security Major Business
 - 2.16.3 Guoxin Security Social Engineering Security Training Product and Solutions
 - 2.16.4 Guoxin Security Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)
 - 2.16.5 Guoxin Security Recent Developments and Future Plans
- 2.17
 - 2.17.1 360 Details
 - 2.17.2 360 Major Business
 - 2.17.3 360 Social Engineering Security Training Product and Solutions
 - 2.17.4 360 Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)
 - 2.17.5 360 Recent Developments and Future Plans
- 2.18 Qi An Xin Technology Group
 - 2.18.1 Qi An Xin Technology Group Details
 - 2.18.2 Qi An Xin Technology Group Major Business
 - 2.18.3 Qi An Xin Technology Group Social Engineering Security Training Product and Solutions
 - 2.18.4 Qi An Xin Technology Group Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)
 - 2.18.5 Qi An Xin Technology Group Recent Developments and Future Plans
- 2.19 Zhiyuan Network
 - 2.19.1 Zhiyuan Network Details
 - 2.19.2 Zhiyuan Network Major Business
 - 2.19.3 Zhiyuan Network Social Engineering Security Training Product and Solutions

2.19.4 Zhiyuan Network Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)

2.19.5 Zhiyuan Network Recent Developments and Future Plans

2.20 Sangfor Technologies

2.20.1 Sangfor Technologies Details

2.20.2 Sangfor Technologies Major Business

2.20.3 Sangfor Technologies Social Engineering Security Training Product and Solutions

2.20.4 Sangfor Technologies Social Engineering Security Training Revenue, Gross Margin and Market Share (2021-2026)

2.20.5 Sangfor Technologies Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global Social Engineering Security Training Revenue and Share by Players (2021-2026)

3.2 Market Share Analysis (2025)

3.2.1 Market Share of Social Engineering Security Training by Company Revenue

3.2.2 Top 3 Social Engineering Security Training Players Market Share in 2025

3.2.3 Top 6 Social Engineering Security Training Players Market Share in 2025

3.3 Social Engineering Security Training Market: Overall Company Footprint Analysis

3.3.1 Social Engineering Security Training Market: Region Footprint

3.3.2 Social Engineering Security Training Market: Company Product Type Footprint

3.3.3 Social Engineering Security Training Market: Company Product Application Footprint

3.4 New Market Entrants and Barriers to Market Entry

3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

4.1 Global Social Engineering Security Training Consumption Value and Market Share by Type (2021-2026)

4.2 Global Social Engineering Security Training Market Forecast by Type (2027-2032)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Social Engineering Security Training Consumption Value Market Share by Application (2021-2026)

5.2 Global Social Engineering Security Training Market Forecast by Application

(2027-2032)

6 NORTH AMERICA

6.1 North America Social Engineering Security Training Consumption Value by Type
(2021-2032)

6.2 North America Social Engineering Security Training Market Size by Application
(2021-2032)

6.3 North America Social Engineering Security Training Market Size by Country

6.3.1 North America Social Engineering Security Training Consumption Value by
Country (2021-2032)

6.3.2 United States Social Engineering Security Training Market Size and Forecast
(2021-2032)

6.3.3 Canada Social Engineering Security Training Market Size and Forecast
(2021-2032)

6.3.4 Mexico Social Engineering Security Training Market Size and Forecast
(2021-2032)

7 EUROPE

7.1 Europe Social Engineering Security Training Consumption Value by Type
(2021-2032)

7.2 Europe Social Engineering Security Training Consumption Value by Application
(2021-2032)

7.3 Europe Social Engineering Security Training Market Size by Country

7.3.1 Europe Social Engineering Security Training Consumption Value by Country
(2021-2032)

7.3.2 Germany Social Engineering Security Training Market Size and Forecast
(2021-2032)

7.3.3 France Social Engineering Security Training Market Size and Forecast
(2021-2032)

7.3.4 United Kingdom Social Engineering Security Training Market Size and Forecast
(2021-2032)

7.3.5 Russia Social Engineering Security Training Market Size and Forecast
(2021-2032)

7.3.6 Italy Social Engineering Security Training Market Size and Forecast (2021-2032)

8 ASIA-PACIFIC

8.1 Asia-Pacific Social Engineering Security Training Consumption Value by Type (2021-2032)

8.2 Asia-Pacific Social Engineering Security Training Consumption Value by Application (2021-2032)

8.3 Asia-Pacific Social Engineering Security Training Market Size by Region

8.3.1 Asia-Pacific Social Engineering Security Training Consumption Value by Region (2021-2032)

8.3.2 China Social Engineering Security Training Market Size and Forecast (2021-2032)

8.3.3 Japan Social Engineering Security Training Market Size and Forecast (2021-2032)

8.3.4 South Korea Social Engineering Security Training Market Size and Forecast (2021-2032)

8.3.5 India Social Engineering Security Training Market Size and Forecast (2021-2032)

8.3.6 Southeast Asia Social Engineering Security Training Market Size and Forecast (2021-2032)

8.3.7 Australia Social Engineering Security Training Market Size and Forecast (2021-2032)

9 SOUTH AMERICA

9.1 South America Social Engineering Security Training Consumption Value by Type (2021-2032)

9.2 South America Social Engineering Security Training Consumption Value by Application (2021-2032)

9.3 South America Social Engineering Security Training Market Size by Country

9.3.1 South America Social Engineering Security Training Consumption Value by Country (2021-2032)

9.3.2 Brazil Social Engineering Security Training Market Size and Forecast (2021-2032)

9.3.3 Argentina Social Engineering Security Training Market Size and Forecast (2021-2032)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Social Engineering Security Training Consumption Value by Type (2021-2032)

10.2 Middle East & Africa Social Engineering Security Training Consumption Value by

Application (2021-2032)

10.3 Middle East & Africa Social Engineering Security Training Market Size by Country

10.3.1 Middle East & Africa Social Engineering Security Training Consumption Value by Country (2021-2032)

10.3.2 Turkey Social Engineering Security Training Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia Social Engineering Security Training Market Size and Forecast (2021-2032)

10.3.4 UAE Social Engineering Security Training Market Size and Forecast (2021-2032)

11 MARKET DYNAMICS

11.1 Social Engineering Security Training Market Drivers

11.2 Social Engineering Security Training Market Restraints

11.3 Social Engineering Security Training Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

12.1 Social Engineering Security Training Industry Chain

12.2 Social Engineering Security Training Upstream Analysis

12.3 Social Engineering Security Training Midstream Analysis

12.4 Social Engineering Security Training Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. Global Social Engineering Security Training Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Table 2. Global Social Engineering Security Training Consumption Value by Product Form, (USD Million), 2021 & 2025 & 2032
- Table 3. Global Social Engineering Security Training Consumption Value by Training Model, (USD Million), 2021 & 2025 & 2032
- Table 4. Global Social Engineering Security Training Consumption Value by Training Target, (USD Million), 2021 & 2025 & 2032
- Table 5. Global Social Engineering Security Training Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Table 6. Global Social Engineering Security Training Consumption Value by Region (2021-2026) & (USD Million)
- Table 7. Global Social Engineering Security Training Consumption Value by Region (2027-2032) & (USD Million)
- Table 8. Optiv Company Information, Head Office, and Major Competitors
- Table 9. Optiv Major Business
- Table 10. Optiv Social Engineering Security Training Product and Solutions
- Table 11. Optiv Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 12. Optiv Recent Developments and Future Plans
- Table 13. Fortinet Company Information, Head Office, and Major Competitors
- Table 14. Fortinet Major Business
- Table 15. Fortinet Social Engineering Security Training Product and Solutions
- Table 16. Fortinet Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 17. Fortinet Recent Developments and Future Plans
- Table 18. KnowBe4 Company Information, Head Office, and Major Competitors
- Table 19. KnowBe4 Major Business
- Table 20. KnowBe4 Social Engineering Security Training Product and Solutions
- Table 21. KnowBe4 Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 22. Terranova Security (Fortra) Company Information, Head Office, and Major Competitors
- Table 23. Terranova Security (Fortra) Major Business
- Table 24. Terranova Security (Fortra) Social Engineering Security Training Product and

Solutions

Table 25. Terranova Security (Fortra) Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 26. Terranova Security (Fortra) Recent Developments and Future Plans

Table 27. FireEye (Trellix) Company Information, Head Office, and Major Competitors

Table 28. FireEye (Trellix) Major Business

Table 29. FireEye (Trellix) Social Engineering Security Training Product and Solutions

Table 30. FireEye (Trellix) Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 31. FireEye (Trellix) Recent Developments and Future Plans

Table 32. Proofpoint Company Information, Head Office, and Major Competitors

Table 33. Proofpoint Major Business

Table 34. Proofpoint Social Engineering Security Training Product and Solutions

Table 35. Proofpoint Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 36. Proofpoint Recent Developments and Future Plans

Table 37. CrowdStrike Company Information, Head Office, and Major Competitors

Table 38. CrowdStrike Major Business

Table 39. CrowdStrike Social Engineering Security Training Product and Solutions

Table 40. CrowdStrike Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 41. CrowdStrike Recent Developments and Future Plans

Table 42. Kaspersky Company Information, Head Office, and Major Competitors

Table 43. Kaspersky Major Business

Table 44. Kaspersky Social Engineering Security Training Product and Solutions

Table 45. Kaspersky Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 46. Kaspersky Recent Developments and Future Plans

Table 47. SGS Company Information, Head Office, and Major Competitors

Table 48. SGS Major Business

Table 49. SGS Social Engineering Security Training Product and Solutions

Table 50. SGS Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 51. SGS Recent Developments and Future Plans

Table 52. CyberSecOp Company Information, Head Office, and Major Competitors

Table 53. CyberSecOp Major Business

Table 54. CyberSecOp Social Engineering Security Training Product and Solutions

Table 55. CyberSecOp Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)

- Table 56. CyberSecOp Recent Developments and Future Plans
- Table 57. Infosec Company Information, Head Office, and Major Competitors
- Table 58. Infosec Major Business
- Table 59. Infosec Social Engineering Security Training Product and Solutions
- Table 60. Infosec Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 61. Infosec Recent Developments and Future Plans
- Table 62. iSystems Security Limited (iSystems) Company Information, Head Office, and Major Competitors
- Table 63. iSystems Security Limited (iSystems) Major Business
- Table 64. iSystems Security Limited (iSystems) Social Engineering Security Training Product and Solutions
- Table 65. iSystems Security Limited (iSystems) Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 66. iSystems Security Limited (iSystems) Recent Developments and Future Plans
- Table 67. Vinsys Company Information, Head Office, and Major Competitors
- Table 68. Vinsys Major Business
- Table 69. Vinsys Social Engineering Security Training Product and Solutions
- Table 70. Vinsys Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 71. Vinsys Recent Developments and Future Plans
- Table 72. Cofense Company Information, Head Office, and Major Competitors
- Table 73. Cofense Major Business
- Table 74. Cofense Social Engineering Security Training Product and Solutions
- Table 75. Cofense Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 76. Cofense Recent Developments and Future Plans
- Table 77. NetShield Technology Company Information, Head Office, and Major Competitors
- Table 78. NetShield Technology Major Business
- Table 79. NetShield Technology Social Engineering Security Training Product and Solutions
- Table 80. NetShield Technology Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 81. NetShield Technology Recent Developments and Future Plans
- Table 82. Guoxin Security Company Information, Head Office, and Major Competitors
- Table 83. Guoxin Security Major Business
- Table 84. Guoxin Security Social Engineering Security Training Product and Solutions
- Table 85. Guoxin Security Social Engineering Security Training Revenue (USD Million),

Gross Margin and Market Share (2021-2026)

Table 86. Guoxin Security Recent Developments and Future Plans

Table 87. 360 Company Information, Head Office, and Major Competitors

Table 88. 360 Major Business

Table 89. 360 Social Engineering Security Training Product and Solutions

Table 90. 360 Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. 360 Recent Developments and Future Plans

Table 92. Qi An Xin Technology Group Company Information, Head Office, and Major Competitors

Table 93. Qi An Xin Technology Group Major Business

Table 94. Qi An Xin Technology Group Social Engineering Security Training Product and Solutions

Table 95. Qi An Xin Technology Group Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 96. Qi An Xin Technology Group Recent Developments and Future Plans

Table 97. Zhiyuan Network Company Information, Head Office, and Major Competitors

Table 98. Zhiyuan Network Major Business

Table 99. Zhiyuan Network Social Engineering Security Training Product and Solutions

Table 100. Zhiyuan Network Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 101. Zhiyuan Network Recent Developments and Future Plans

Table 102. Sangfor Technologies Company Information, Head Office, and Major Competitors

Table 103. Sangfor Technologies Major Business

Table 104. Sangfor Technologies Social Engineering Security Training Product and Solutions

Table 105. Sangfor Technologies Social Engineering Security Training Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 106. Sangfor Technologies Recent Developments and Future Plans

Table 107. Global Social Engineering Security Training Revenue (USD Million) by Players (2021-2026)

Table 108. Global Social Engineering Security Training Revenue Share by Players (2021-2026)

Table 109. Breakdown of Social Engineering Security Training by Company Type (Tier 1, Tier 2, and Tier 3)

Table 110. Market Position of Players in Social Engineering Security Training, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 111. Head Office of Key Social Engineering Security Training Players

Table 112. Social Engineering Security Training Market: Company Product Type Footprint

Table 113. Social Engineering Security Training Market: Company Product Application Footprint

Table 114. Social Engineering Security Training New Market Entrants and Barriers to Market Entry

Table 115. Social Engineering Security Training Mergers, Acquisition, Agreements, and Collaborations

Table 116. Global Social Engineering Security Training Consumption Value (USD Million) by Type (2021-2026)

Table 117. Global Social Engineering Security Training Consumption Value Share by Type (2021-2026)

Table 118. Global Social Engineering Security Training Consumption Value Forecast by Type (2027-2032)

Table 119. Global Social Engineering Security Training Consumption Value by Application (2021-2026)

Table 120. Global Social Engineering Security Training Consumption Value Forecast by Application (2027-2032)

Table 121. North America Social Engineering Security Training Consumption Value by Type (2021-2026) & (USD Million)

Table 122. North America Social Engineering Security Training Consumption Value by Type (2027-2032) & (USD Million)

Table 123. North America Social Engineering Security Training Consumption Value by Application (2021-2026) & (USD Million)

Table 124. North America Social Engineering Security Training Consumption Value by Application (2027-2032) & (USD Million)

Table 125. North America Social Engineering Security Training Consumption Value by Country (2021-2026) & (USD Million)

Table 126. North America Social Engineering Security Training Consumption Value by Country (2027-2032) & (USD Million)

Table 127. Europe Social Engineering Security Training Consumption Value by Type (2021-2026) & (USD Million)

Table 128. Europe Social Engineering Security Training Consumption Value by Type (2027-2032) & (USD Million)

Table 129. Europe Social Engineering Security Training Consumption Value by Application (2021-2026) & (USD Million)

Table 130. Europe Social Engineering Security Training Consumption Value by Application (2027-2032) & (USD Million)

Table 131. Europe Social Engineering Security Training Consumption Value by Country

(2021-2026) & (USD Million)

Table 132. Europe Social Engineering Security Training Consumption Value by Country (2027-2032) & (USD Million)

Table 133. Asia-Pacific Social Engineering Security Training Consumption Value by Type (2021-2026) & (USD Million)

Table 134. Asia-Pacific Social Engineering Security Training Consumption Value by Type (2027-2032) & (USD Million)

Table 135. Asia-Pacific Social Engineering Security Training Consumption Value by Application (2021-2026) & (USD Million)

Table 136. Asia-Pacific Social Engineering Security Training Consumption Value by Application (2027-2032) & (USD Million)

Table 137. Asia-Pacific Social Engineering Security Training Consumption Value by Region (2021-2026) & (USD Million)

Table 138. Asia-Pacific Social Engineering Security Training Consumption Value by Region (2027-2032) & (USD Million)

Table 139. South America Social Engineering Security Training Consumption Value by Type (2021-2026) & (USD Million)

Table 140. South America Social Engineering Security Training Consumption Value by Type (2027-2032) & (USD Million)

Table 141. South America Social Engineering Security Training Consumption Value by Application (2021-2026) & (USD Million)

Table 142. South America Social Engineering Security Training Consumption Value by Application (2027-2032) & (USD Million)

Table 143. South America Social Engineering Security Training Consumption Value by Country (2021-2026) & (USD Million)

Table 144. South America Social Engineering Security Training Consumption Value by Country (2027-2032) & (USD Million)

Table 145. Middle East & Africa Social Engineering Security Training Consumption Value by Type (2021-2026) & (USD Million)

Table 146. Middle East & Africa Social Engineering Security Training Consumption Value by Type (2027-2032) & (USD Million)

Table 147. Middle East & Africa Social Engineering Security Training Consumption Value by Application (2021-2026) & (USD Million)

Table 148. Middle East & Africa Social Engineering Security Training Consumption Value by Application (2027-2032) & (USD Million)

Table 149. Middle East & Africa Social Engineering Security Training Consumption Value by Country (2021-2026) & (USD Million)

Table 150. Middle East & Africa Social Engineering Security Training Consumption Value by Country (2027-2032) & (USD Million)

Table 151. Global Key Players of Social Engineering Security Training Upstream (Raw Materials)

Table 152. Global Social Engineering Security Training Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Social Engineering Security Training Picture
- Figure 2. Global Social Engineering Security Training Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global Social Engineering Security Training Consumption Value Market Share by Type in 2025
- Figure 4. Comprehensive Training
- Figure 5. On-demand/Micro-training
- Figure 6. Global Social Engineering Security Training Consumption Value by Product Form, (USD Million), 2021 & 2025 & 2032
- Figure 7. Global Social Engineering Security Training Consumption Value Market Share by Product Form in 2025
- Figure 8. Basic General Training
- Figure 9. Professional Technical Training
- Figure 10. Global Social Engineering Security Training Consumption Value by Training Model, (USD Million), 2021 & 2025 & 2032
- Figure 11. Global Social Engineering Security Training Consumption Value Market Share by Training Model in 2025
- Figure 12. Online Training
- Figure 13. Offline Training
- Figure 14. Global Social Engineering Security Training Consumption Value by Training Target, (USD Million), 2021 & 2025 & 2032
- Figure 15. Global Social Engineering Security Training Consumption Value Market Share by Training Target in 2025
- Figure 16. Senior Management
- Figure 17. General Staff
- Figure 18. Others
- Figure 19. Global Social Engineering Security Training Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Figure 20. Social Engineering Security Training Consumption Value Market Share by Application in 2025
- Figure 21. Government and Military Picture
- Figure 22. Finance Picture
- Figure 23. Enterprises Picture
- Figure 24. Schools Picture
- Figure 25. Other Picture

Figure 26. Global Social Engineering Security Training Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 27. Global Social Engineering Security Training Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 28. Global Market Social Engineering Security Training Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 29. Global Social Engineering Security Training Consumption Value Market Share by Region (2021-2032)

Figure 30. Global Social Engineering Security Training Consumption Value Market Share by Region in 2025

Figure 31. North America Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 32. Europe Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 33. Asia-Pacific Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 34. South America Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 35. Middle East & Africa Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 36. Company Three Recent Developments and Future Plans

Figure 37. Global Social Engineering Security Training Revenue Share by Players in 2025

Figure 38. Social Engineering Security Training Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 39. Market Share of Social Engineering Security Training by Player Revenue in 2025

Figure 40. Top 3 Social Engineering Security Training Players Market Share in 2025

Figure 41. Top 6 Social Engineering Security Training Players Market Share in 2025

Figure 42. Global Social Engineering Security Training Consumption Value Share by Type (2021-2026)

Figure 43. Global Social Engineering Security Training Market Share Forecast by Type (2027-2032)

Figure 44. Global Social Engineering Security Training Consumption Value Share by Application (2021-2026)

Figure 45. Global Social Engineering Security Training Market Share Forecast by Application (2027-2032)

Figure 46. North America Social Engineering Security Training Consumption Value Market Share by Type (2021-2032)

Figure 47. North America Social Engineering Security Training Consumption Value Market Share by Application (2021-2032)

Figure 48. North America Social Engineering Security Training Consumption Value Market Share by Country (2021-2032)

Figure 49. United States Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 50. Canada Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 51. Mexico Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 52. Europe Social Engineering Security Training Consumption Value Market Share by Type (2021-2032)

Figure 53. Europe Social Engineering Security Training Consumption Value Market Share by Application (2021-2032)

Figure 54. Europe Social Engineering Security Training Consumption Value Market Share by Country (2021-2032)

Figure 55. Germany Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 56. France Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 57. United Kingdom Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 58. Russia Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 59. Italy Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 60. Asia-Pacific Social Engineering Security Training Consumption Value Market Share by Type (2021-2032)

Figure 61. Asia-Pacific Social Engineering Security Training Consumption Value Market Share by Application (2021-2032)

Figure 62. Asia-Pacific Social Engineering Security Training Consumption Value Market Share by Region (2021-2032)

Figure 63. China Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 64. Japan Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 65. South Korea Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 66. India Social Engineering Security Training Consumption Value (2021-2032)

& (USD Million)

Figure 67. Southeast Asia Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 68. Australia Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 69. South America Social Engineering Security Training Consumption Value Market Share by Type (2021-2032)

Figure 70. South America Social Engineering Security Training Consumption Value Market Share by Application (2021-2032)

Figure 71. South America Social Engineering Security Training Consumption Value Market Share by Country (2021-2032)

Figure 72. Brazil Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 73. Argentina Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 74. Middle East & Africa Social Engineering Security Training Consumption Value Market Share by Type (2021-2032)

Figure 75. Middle East & Africa Social Engineering Security Training Consumption Value Market Share by Application (2021-2032)

Figure 76. Middle East & Africa Social Engineering Security Training Consumption Value Market Share by Country (2021-2032)

Figure 77. Turkey Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 78. Saudi Arabia Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 79. UAE Social Engineering Security Training Consumption Value (2021-2032) & (USD Million)

Figure 80. Social Engineering Security Training Market Drivers

Figure 81. Social Engineering Security Training Market Restraints

Figure 82. Social Engineering Security Training Market Trends

Figure 83. Porters Five Forces Analysis

Figure 84. Social Engineering Security Training Industrial Chain

Figure 85. Methodology

Figure 86. Research Process and Data Source

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