

# Global Social Engineering Security Training Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Social Engineering Security Training market size is expected to reach \$ 541 million by 2032, rising at a market growth of 4.4% CAGR during the forecast period (2026-2032).

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 studies the global Social Engineering Security Training demand, key companies, and key regions.

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

### **Highlights and key features of the study**

Global Social Engineering Security Training total market, 2021-2032, (USD Million)

Global Social Engineering Security Training total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Social Engineering Security Training total market, key domestic companies, and share, (USD Million)

Global Social Engineering Security Training revenue by player, revenue and market share 2021-2026, (USD Million)

Global Social Engineering Security Training total market by Type, CAGR, 2021-2032, (USD Million)

Global Social Engineering Security Training total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices

used in analyzing the world Social Engineering Security Training 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 Social Engineering Security Training Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Social Engineering Security Training Market, Segmentation by Type:

Comprehensive Training

On-demand/Micro-training

### Global Social Engineering Security Training Market, Segmentation by Product Form:

Basic General Training

## Professional Technical Training

### Global Social Engineering Security Training Market, Segmentation by Training Model:

Online Training

Offline Training

### Global Social Engineering Security Training Market, Segmentation by Training Target:

Senior Management

General Staff

Others

### Global Social Engineering Security Training Market, Segmentation by Application:

Government and Military

Finance

Enterprises

Schools

Other

### Companies Profiled:

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

### Key Questions Answered

1. How big is the global Social Engineering Security Training market?
2. What is the demand of the global Social Engineering Security Training market?

3. What is the year over year growth of the global Social Engineering Security Training market?
4. What is the total value of the global Social Engineering Security Training market?
5. Who are the Major Players in the global Social Engineering Security Training market?
6. What are the growth factors driving the market demand?

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