

# Global Cyber Phishing Security Training Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global Cyber Phishing Security Training market size is predicted to grow from US\$ 576 million in 2025 to US\$ 1032 million in 2032; it is expected to grow at a CAGR of 9.3% from 2026 to 2032.

Cyber phishing security training is an educational program designed to help individuals and organizations identify, prevent, and respond to phishing attacks. Through simulations of real-world attacks and interactive courses, this type of training enhances employees' cybersecurity awareness and skills, making them a critical component of an organization's cybersecurity defenses. The industry's gross profit margin is approximately 60-80%. The upstream portion of the industry chain primarily focuses on training content and technology development, including curriculum design, simulation template libraries, and training platform software. The midstream portion encompasses the provision and delivery of training services, encompassing a wide range of training providers and channels. Downstream, end-use applications span all industries and sectors that must address cybersecurity threats, including finance, healthcare, government, and IT.

The main market drivers include:

Strengthened Policy Compliance and Security Responsibility

The market development of phishing security training is primarily driven by policies, regulations, and corporate security responsibilities. To address the increasingly severe cybersecurity threats, governments worldwide have introduced mandatory compliance requirements. For example, the EU's GDPR explicitly requires companies to ensure employees' data security awareness, while China's Cybersecurity Law stipulates that

operators of critical information infrastructure must conduct regular security training. Policy-driven factors are not only reflected in legal constraints but also directly promote the integration of security training into risk management frameworks through industry regulation, auditing requirements, and multinational supply chain security standards. To mitigate legal risks, maintain brand reputation, and fulfill social responsibilities, companies proactively invest in systematic and routine security training systems, forming a virtuous cycle of 'compliance-training-compliance,' driving the market towards standardization and professionalization.

### Technological Evolution and Upgraded Attack Methods

Technological innovation and the continuous evolution of cyberattack methods are the intrinsic driving forces of market development. The emergence of new threats such as AI-generated phishing emails, deepfake voice scams, and social engineering attacks necessitates an upgrade in training content from basic identification to dynamic defense and behavioral analysis. For example, AI-driven simulated phishing drills can generate personalized attack scenarios in real time, improving employees' practical response capabilities; blockchain technology is used for training outcome certification and knowledge base management. Technological integration is giving rise to new application scenarios such as cloud security platforms integrating training modules and mobile micro-learning enhancing training convenience. Enterprises continuously update their training systems to adapt to the security needs of complex network environments, forming an iterative mechanism of 'technology-threat-training,' driving the market towards intelligent and scenario-based development.

Enterprise Needs and Security Culture Cultivation Synergize The needs of enterprise digital transformation and security culture cultivation are jointly shaping the market landscape. With the widespread adoption of remote work, cloud computing, and the Internet of Things, enterprises face a wider network exposure surface and urgently need to build a three-dimensional defense system of 'human defense + technical defense' through training. At the same time, improving employee security awareness has become a core component of enterprise security strategy, shifting from passive defense to proactive defense, reducing security incidents caused by human error through training. Furthermore, the focus on data security by customers and partners is driving enterprises to use training as a form of trust endorsement; for example, the financial industry requires suppliers to have security training certification. This balance between security needs and commercial interests prompts the market to find the best path between quantifying training effectiveness and optimizing costs, forming a differentiated competitive landscape and driving the training system to evolve towards sustainability

and high value.

LPI (LP Information)' newest research report, the 'Cyber Phishing Security Training Industry Forecast' looks at past sales and reviews total world Cyber Phishing Security Training sales in 2025, providing a comprehensive analysis by region and market sector of projected Cyber Phishing Security Training sales for 2026 through 2032. With Cyber Phishing Security Training sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Cyber Phishing Security Training industry.

This Insight Report provides a comprehensive analysis of the global Cyber Phishing Security Training landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Cyber Phishing Security Training portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Cyber Phishing Security Training market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Cyber Phishing Security Training and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Cyber Phishing Security Training.

This report presents a comprehensive overview, market shares, and growth opportunities of Cyber Phishing Security Training market by product type, application, key players and key regions and countries.

Segmentation by Type:

Simulated Phishing Attack Training

Immersive and Interactive Learning

Gamified Learning

Segmentation by Product Form:

Basic General Training

Professional Technical Training

Segmentation by Training Model:

Online Training

Offline Training

Segmentation by Training Target:

Enterprise Cybersecurity Training

Military Cybersecurity Training

Segmentation by Application:

Small and Medium-Sized Enterprises

Large Enterprises

Government and Military

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

## GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Optiv

Fortinet

Terranova Security (Fortra)

FireEye (Trellix)

Proofpoint

CrowdStrike

Kaspersky

SGS

CyberSecOp

SANS Institute

Infosec

iSystems Security Limited (iSystems)

Vinsys

Cofense

NetShield Technology

Guoxin Security

360

Qi An Xin Technology Group

Zhiyuan Network

Beida Jade Bird

Qianfeng IT

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