

Global Phishing Simulation Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Phishing Simulation Software market size is predicted to grow from US\$ 125 million in 2025 to US\$ 174 million in 2032; it is expected to grow at a CAGR of 4.9% from 2026 to 2032.

Phishing simulation software is a tool used by organizations to test and train employees on how to recognize and respond to phishing attacks. This software sends simulated phishing emails to employees, mimicking the tactics used by real cybercriminals, in order to assess their susceptibility to falling for these scams. By conducting these simulations, organizations can identify weaknesses in their security awareness training programs and educate employees on how to spot and avoid phishing attempts, ultimately reducing the risk of a successful cyberattack.

The global phishing simulation software market exhibits a differentiated landscape, with North America leading the market, followed closely by Europe, and Asia Pacific experiencing rapid growth. North America, particularly the United States, has become the most mature and highly penetrated region, home to numerous leading vendors, driven by stringent compliance requirements (such as those in the financial and healthcare industries), mature enterprise security awareness, and the high cost of data breaches. The European market is also well-developed, driven strongly by the General Data Protection Regulation (GDPR). Organizations are using simulation training as a key means of demonstrating compliance with their data protection responsibilities. Currently, the Asia Pacific region holds the greatest growth potential. While the region is undergoing rapid digital transformation, cybersecurity awareness has been relatively late, leading to an increasing threat from phishing. With the introduction of local data privacy regulations (such as China's Cybersecurity Law and Personal Information Protection Law) and increased security investment by large enterprises, the Asia Pacific

market is shifting from reactive compliance to proactive risk management and is expected to become a major engine for future market expansion. Overall, global development levels are positively correlated with the intensity of regulation, the degree of economic digitization, and security maturity within each region.

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

This Insight Report provides a comprehensive analysis of the global Phishing Simulation Software 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 Phishing Simulation Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Phishing Simulation Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Phishing Simulation Software 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 Phishing Simulation Software.

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

Segmentation by Type:

On-premises

Cloud Based

Segmentation by Application:

Technology and Internet

Retail and E-Commerce

Professional Services

Manufacturing

Others

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.

Huntress

Inspired eLearning

Terranova Security

Sophos

Infosec

Hoxhunt

Titan HQ

ESET

Barracuda

KnowBe4

Proofpoint

MetaPhish

PhishingBox

Keepnet

Mimecast

The report requires updating with new data and is sent in 48 hours after order is placed.

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