

Global Social Engineering Security Training Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Social Engineering Security Training market size is predicted to grow from US\$ 382 million in 2025 to US\$ 523 million in 2032; it is expected to grow at a CAGR of 4.7% from 2026 to 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.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Social Engineering 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 Social Engineering Security Training.

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

Segmentation by Type:

Comprehensive Training

On-demand/Micro-training

Segmentation by Product Form:

Basic General Training

Professional Technical Training

Segmentation by Training Model:

Online Training

Offline Training

Segmentation by Training Target:

Senior Management

General Staff

Others

Segmentation by Application:

Government and Military

Finance

Enterprises

Schools

Other

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

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

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