usecure

2025 Edition

The 2025 Security Awareness Training Benchmark Report

Trends, Benchmarks & Performance Analysis from 4,000+ Organizations

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Executive Summary

As cyber threats escalate and compliance pressures mount, reducing human risk has become a top priority. This report analyzes 2024 data from 4,231 organizations to reveal how Security Awareness Training (SAT) is evolving — with clear trends in participation, engagement, and improved learner outcomes.

Key findings show increased training adoption, higher completion rates, and stronger scores across the board. Organizations delivering consistent monthly training saw the greatest gains, highlighting the value of ongoing education. These insights offer IT teams and MSPs a data-backed guide to improving SAT strategy and building long-term cyber resilience.

Research Scope & Methodology

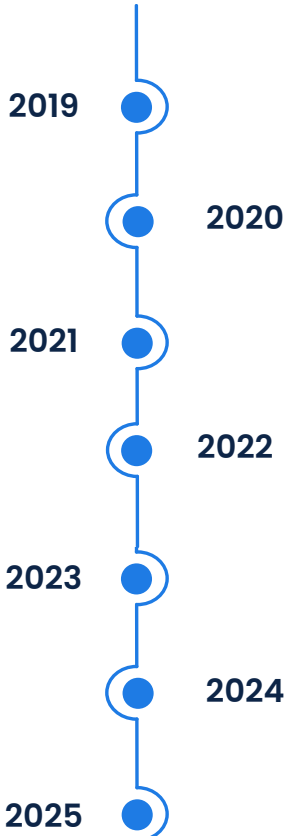
Research Scope & Methodology

The findings regarding the year of 2024 in this report are based on empirical data collected from our database, collected from real-world training data in usecure's database. Our 2024 dataset includes a representative sample of 4,231 organizations that participated in security awareness training across different countries, regions and industries, ranging from small businesses to large enterprises.

4,321

companies across different countries, regions and industries.

Additionally, the findings regarding overall SAT performance from 2019 to 2024, are based on the same empirical data collected from the same database. Capturing long-term trends in training participation and performance allows for a more comprehensive analysis of how security awareness has evolved over time. This consistency in data sources ensures that the insights are reliable.



Data Masking

To protect the privacy and confidentiality of our learners, we use obfuscation and anonymized identifiers to prevent exposure of their real names while still allowing the key trends and insights to be shared. This approach aligns with our strict data protection policy and aims to reduce any potential reputational or security risks for the organizations involved. If necessary, the names can be revealed internally within a controlled environment.

Summary of Key SAT Findings

4,231 organizations were analyzed, showing clear improvements in participation and performance—highlighting a positive trend in SAT engagement across most organizations.

Impact **Strong improvements in participation, performance, and engagement.**

88%
of organizations increased SAT participation

85.7%
of organizations improved their training scores

76.6%
achieved both higher participation and improved scores

66.6%
growth in started training courses

70%
growth in completed training courses

76.5%
Engagement rate up from 75%

Consistency

Consistent monthly training drives greater success.

33.7%
of organizations (1,428) trained users monthly throughout 2024

The Top 3
organizations achieved score improvements of +44.7%, +60.81%, and +80.8% through consistent training

Trends

Evolving patterns in security awareness training adoption.

SAT participation has surged year-over-year since 2019.

Thousands of new learners joined SAT programs in 2024.

SAT is rapidly becoming a standard cybersecurity practice across industries.

SAT Adoption Surges Across Sectors

Total security awareness training participation in 2024 indicates a substantial increase in engagement with security awareness training.

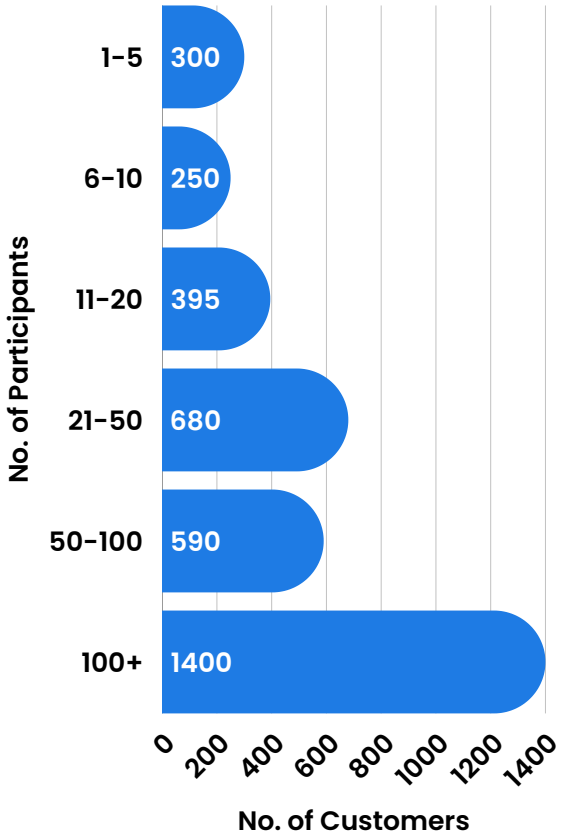
Training Participation Drives Improvement

A significant number of organizations (88%, 3,722 organizations) increased participation in security awareness training over 2024. organizations saw more learners in recent training sessions than in their first recorded ones. This suggests growing engagement and recognition of the importance of training.

Participation Increase

The most common increase bracket was "100+" learners per organization, meaning many organizations significantly expanded their training efforts.

Organizations with Increased Participation in 2024



> **Organizations are investing more in training, showing a shift toward continuous improvement and cybersecurity resilience.**

Insight

The surge highlights a heightened interest and commitment to security awareness initiatives, reinforcing the importance of continuous training in enhancing organizational cybersecurity posture.

Engagement Deepens: More Learners, More Completions

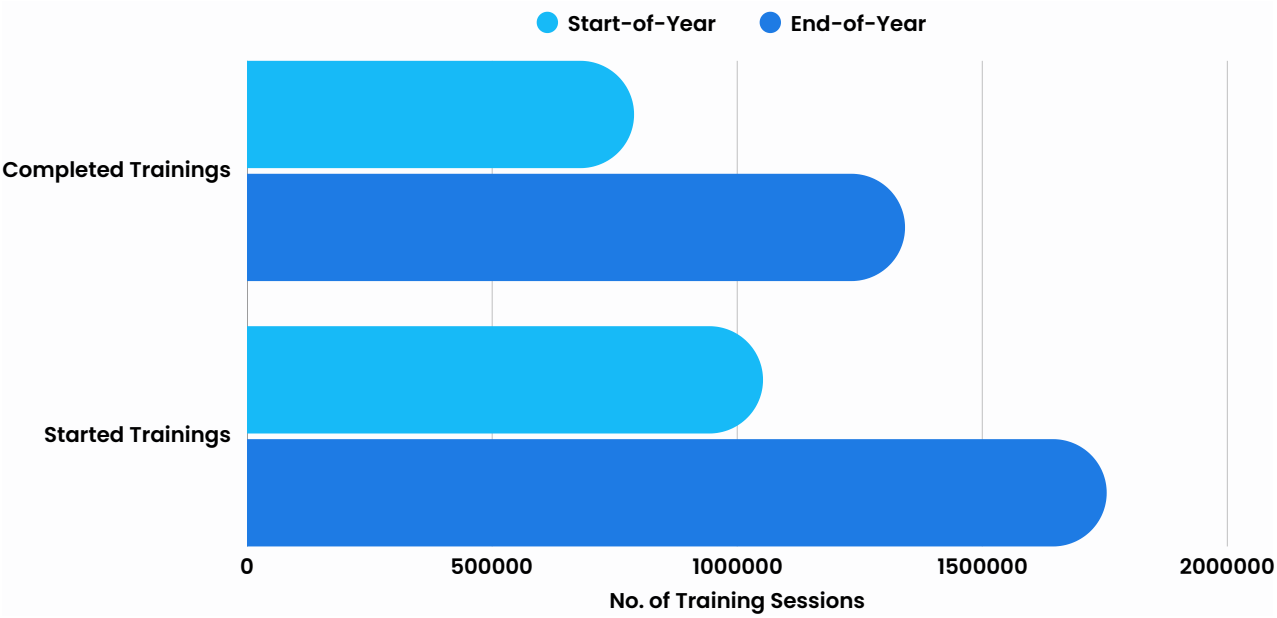
Training data from 2024 shows a significant increase in training engagement across all organizations.

Continuous growth – Started and completed training sessions have been increasing steadily over time.

- The total number of started sessions grew from 1,052,637 initially to 1,753,895 at the end of 2024, reflecting a significant growth of **66.62%** (701,258 more started sessions).
- The total number of completed sessions grew from 789,512 initially to 1,342,407 at the end of 2024, representing a **70.02%** increase (552,895 more completed sessions).

The completion rate improved from 75% to 76.5% in 2024, indicating a slight but meaningful increase because it shows an overall improvement in SAT engagement. While the 1.5% increase may seem small, in absolute numbers, it represents thousands of additional completed training sessions, contributing to a more security-aware workforce.

2024 Start-of-Year VS End-of-Year Training Engagement



What's Driving Higher Training Engagement?

Insights

One key factor driving this increase in training engagement is that the completion rate is improving, as evidenced by the sharp increase in completed sessions. This suggests that more users are completing their training compared to the beginning of the year, potentially due to improved training content, greater user motivation, or stronger internal policies encouraging completion.

Additionally, the statistics indicate that training demand is increasing over time, with both started and completed training sessions showing steady growth. This trend reflects a rising awareness of training requirements, driven by organizations prioritizing security awareness and the growing influence of regulatory or compliance-driven training mandates.

Content Drives Engagement – Better Training = More Engagement
Modernized, relevant content is keeping learners engaged and motivating them to complete sessions.

Organizational Push – Internal Policies Boost Uptake
Many companies are prioritizing training through policy changes, reminders, and performance tracking–not just box-ticking.

Compliance Pressure – Regulatory Mandates Are Kicking In
A growing number of businesses are responding to new compliance requirements by increasing training activity.

Training Demand Grows – Uptick in Sessions Started/Completed
Consistent growth in both training starts and completions reflects a strong upward trend in SAT adoption.

Awareness is Maturing – Security Awareness is Now a Priority
Organizations are investing more in SAT as part of broader cybersecurity strategies—not just box-ticking.

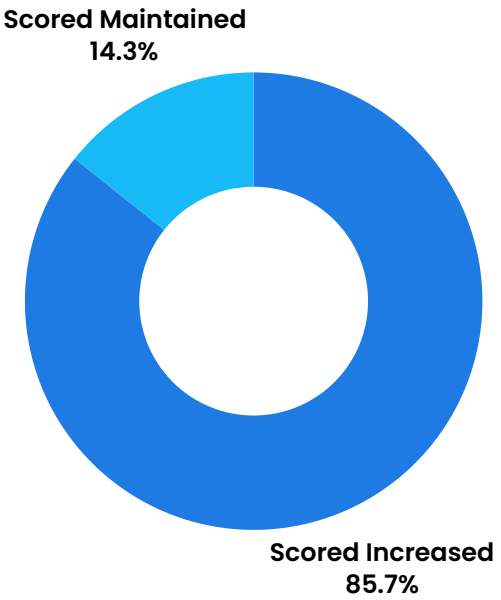
Stronger Scores Reflect Rising Cyber Awareness

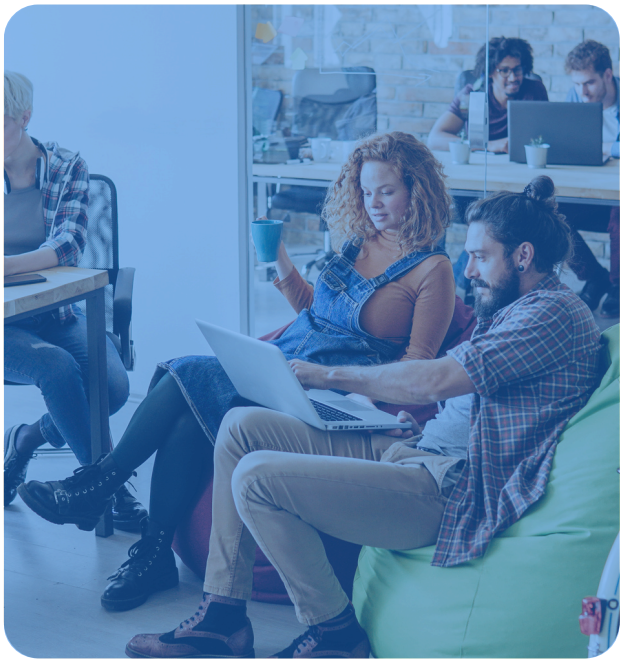
In 2024, a clear majority of organizations achieved stronger security awareness training (SAT) scores, reinforcing the impact of continuous learning and employee engagement.

Key Insight

85.7% of organizations (3,626 organizations) saw improved SAT scores compared to previous results. This widespread uplift highlights the powerful link between consistent participation and enhanced security awareness across industries.

2024 SAT Score Changes





Performance Impact

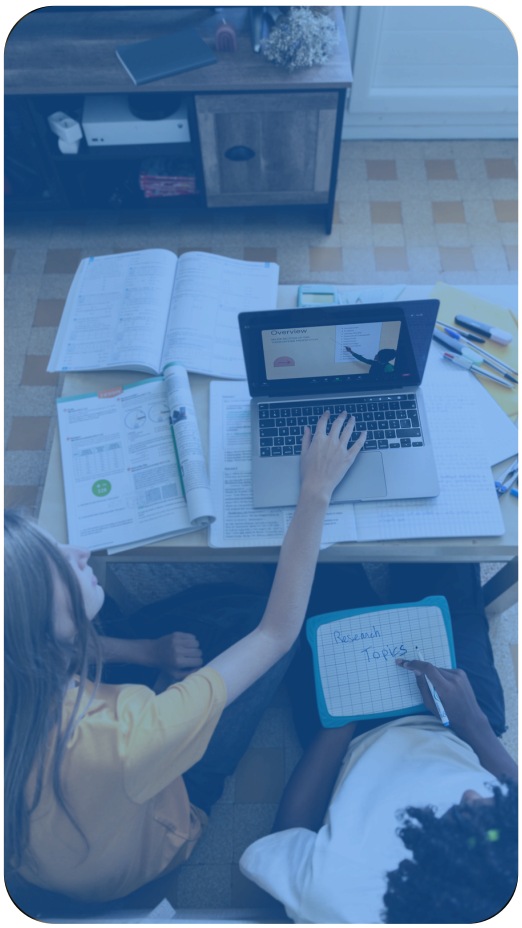
Among those who improved, the average score increased by 4.02 points, showing that SAT programs are not only being completed more frequently—but are also working.

These results show improved understanding of cyber risks and best practices among employees, helping organizations build a more resilient security culture.

Training Frequency Drives Measurable Performance Gains

Organizations with both increased participation and score improvement demonstrated a clear link between engagement and knowledge improvement.

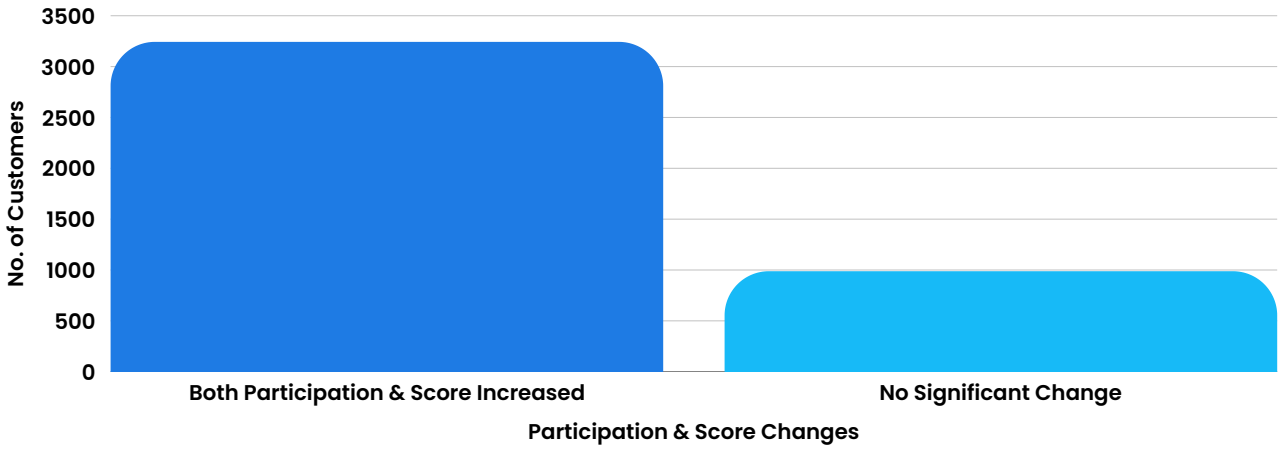
A significant 76.65% of organizations (3,243 organizations) demonstrated both higher participation and improved scores, while only 23.35% either maintained their previous performance or had mixed results.



Insight

This trend suggests that more frequent and consistent training enhances knowledge retention, reinforcing the effectiveness of security awareness programs in improving overall cybersecurity preparedness.

Organizations with Both Participation & Score Improvement in 2024

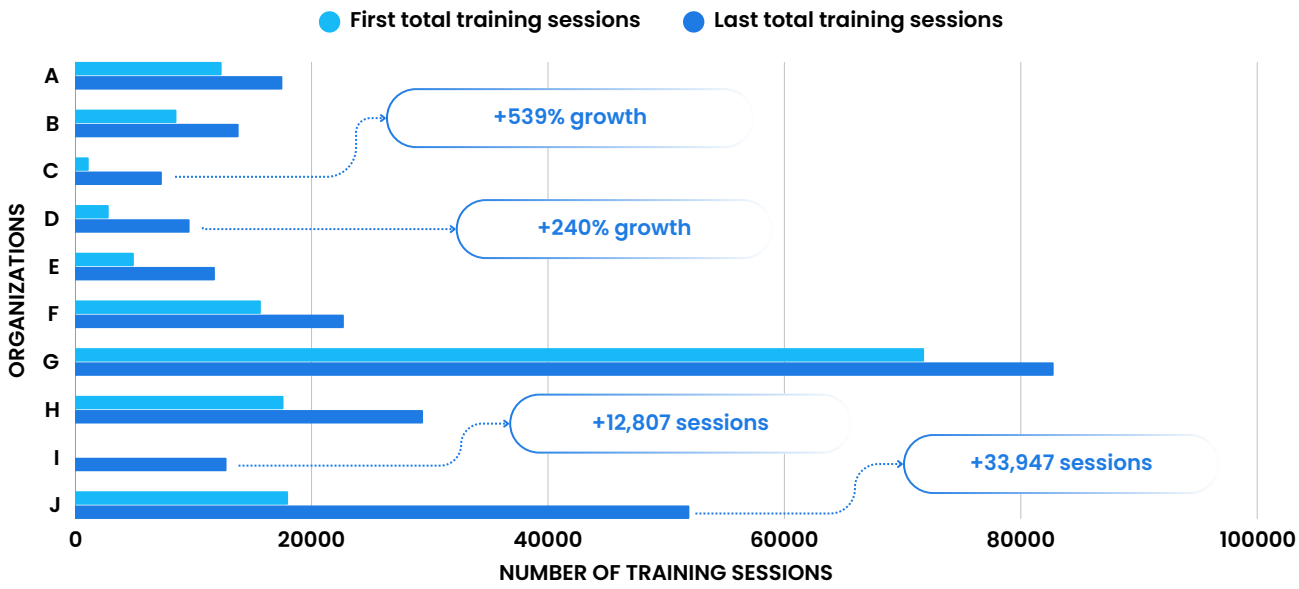


Where Training Took Off: 10 Notable Engagement Leaders

Several organizations demonstrated a significant increase in training engagement, highlighting a growing commitment to security awareness. Here are the top 10 organizations with the best performance in 2024.

- Organization I saw a notable rise of 12,807 training sessions, reflecting a sharp increase in employee participation.
- Organizations C and D experienced exceptional growth rates of 539% and 240%, respectively, showcasing a substantial surge in security training adoption.
- The most significant training quantity increase was observed in organization J, which recorded an impressive +33,947 training sessions.
- Additionally, the remaining organizations on the chart also demonstrated considerable growth in engagement, reinforcing the trend of heightened focus on cybersecurity training across various industries.

Top 10 organizations with the Highest Increase in Training Engagement in 2024



Consistency Pays Off: How Monthly Training Builds Resilience

We recommend deploying training sessions every four weeks for optimal engagement and retention.

In 2024, we found that the top-performing 33.75% of organizations (1,428 organizations) adopted monthly training schedules, consistently training every month. This group of organizations demonstrated a strong commitment to cybersecurity awareness, reinforcing best practices and reducing human risk.

Organizations looking to enhance their security posture can follow this proven approach to drive continuous improvement and resilience.

Top-Performing Organizations

User training sessions every four weeks → optimal engagement

Standout Performers: The ROI of Regular Training

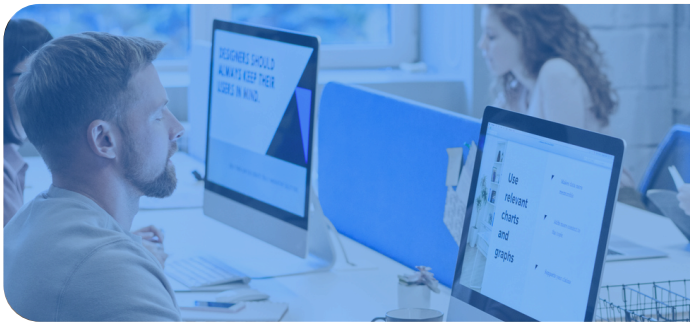
In fact, the top-performing 33.75% of organizations with consistent monthly training sessions demonstrated a large improvement between their initial and final scores, and reflected substantial progress in their performance over the year.

Here are our top 3 organizations with the best improvement thanks to regular monthly training sessions:

Organization	Initial Score	Last Score	Improvement by Points	Improvement by %
Organization G	50.0	90.4	+40.4 points	+80.8%
Organization P	50.0	80.9	+30.9 points	+61.8%
Organization F	60.0	86.8	+26.8 points	+44.7%

Insight

Automated reminders, enhanced reporting, and greater leadership visibility into training engagement are key strategies to organizations looking to implement more consistent SAT and strengthen their cybersecurity defense.



Long-Term Growth: How SAT Became a Cybersecurity Standard

Since 2019, the number of organizations participating in our Security Awareness Training (SAT) has expanded at an extraordinary pace.

Today, participation is more than 120 times higher than when we first began tracking, demonstrating a widespread and growing commitment to cybersecurity education.

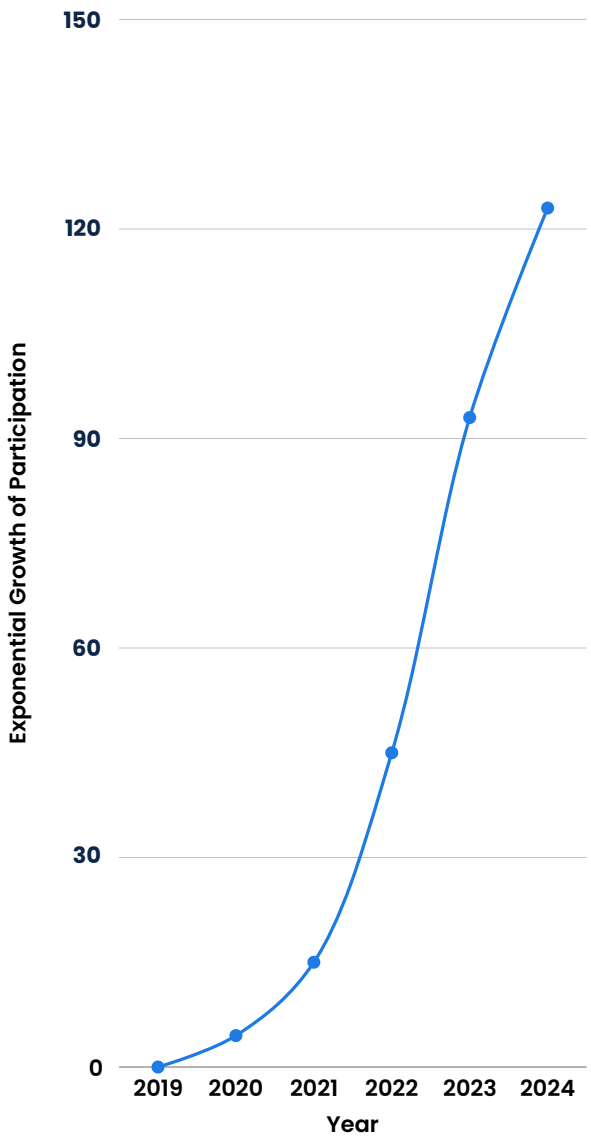
Over the past six years, customer engagement has consistently surged, with participation nearly doubling at each stage of growth.

Insights

The steep upward trend suggests that awareness training has transitioned from being optional to an industry standard.

This exponential growth also indicates that organizations are increasingly recognizing the importance of employee security awareness as a critical defense mechanism against cyber threats, and thus, more and more companies are investing in SAT.

Total Participation Growth Over the Years (2019-2024)

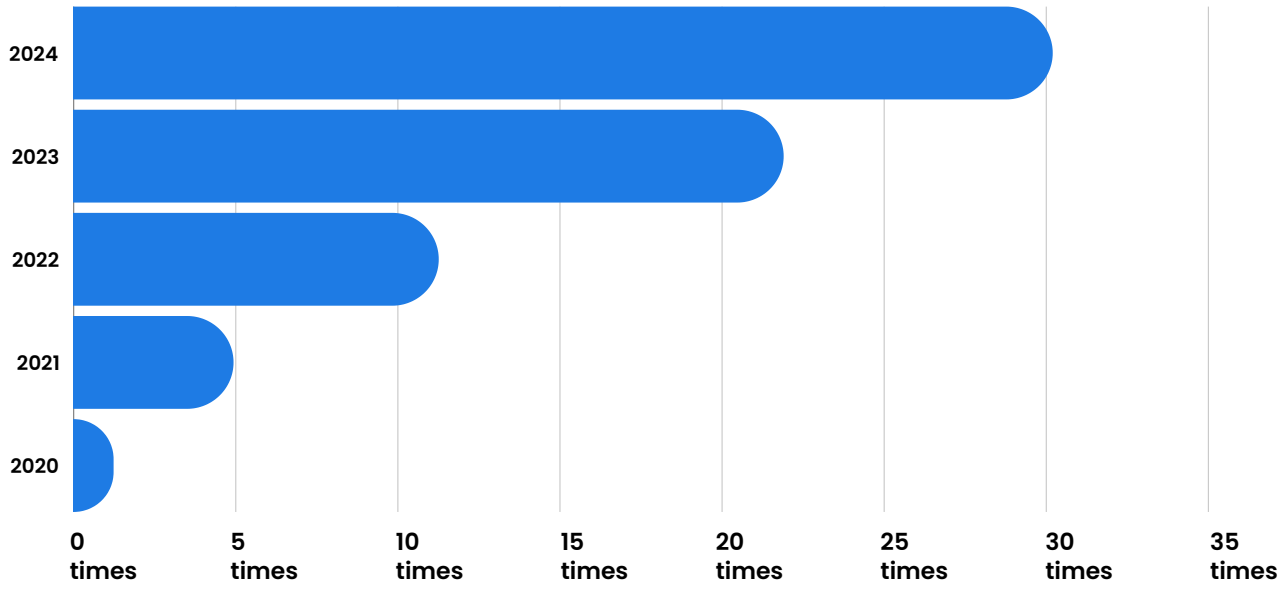


2024: A Breakout Year for SAT Program Adoption

In 2024, we welcomed the highest number of new organizations to our Security Awareness Training (SAT) program – a 30 times increase compared to 2019, marking a record-breaking year for first-time participation.

The trend over the years reflects a steady rise in adoption, with 2024 standing out as a milestone moment. This surge in new participants underscores the growing recognition of security awareness training as an essential component of organizational cybersecurity strategies.

The Growth of New Organizations in SAT Over the Years (2020-2024)



Conclusion: SAT is Essential for Human Risk Reduction

The data is clear: organizations that consistently invest in Security Awareness Training (SAT) see real results. As cyber threats grow and compliance standards become stricter, training your employees is no longer optional — it's essential.

This report highlights how thousands of businesses have strengthened their security posture through regular, engaging, and effective SAT programs. The most successful organizations are those that treat training as an ongoing priority, not a one-time task.

By committing to continuous SAT, your organization can:

- Reduce human error — the #1 cause of cyber breaches
- Meet compliance requirements like GDPR, ISO 27001, and NIS2
- Strengthen your internal culture of security awareness
- Build resilience against phishing, data loss, and emerging threats
- Prove ROI through measurable improvements in scores and engagement

Security is a shared responsibility — and empowering your team with the right training is the first step toward long-term protection.

About usecure: Enabling Smarter Human Risk Management

Transforming Human Risk into a Human Firewall

Founded in 2016, usecure is the leading Human Risk Management (HRM) platform, trusted by IT leaders worldwide. Our mission is to turn users into an organization's strongest line of defense.

Designed for MSPs and SMBs, usecure's automated platform brings together four core modules — uLearn (security awareness training), uPhish (phishing simulation), uPolicy (policy management), and uBreach (breach monitoring) — to identify vulnerable users, enforce compliance, and monitor risk behaviour.

Trusted by leading MSPs and internal IT teams

SPRING 2025 Grid Leader

SPRING 2025 EUROPE High Performer

SPRING 2025 Easiest Setup

wealth associates

Mizuno

vodafone

mentor

WINNING GROUP

See the leading human risk management solution in action

Watch an On-Demand Demo

Security Awareness Training (SAT) FAQs

What is Security Awareness Training (SAT)?

Security Awareness Training is an educational program designed to teach employees and individuals about cybersecurity threats, safe online behaviors, and how to prevent security incidents like phishing, malware, and data breaches.

Is Security Awareness Training required by law?

Many regulations and standards require or recommend SAT, including GDPR, NIS 2 Directive, ISO 27001, HIPAA, PCI DSS

Who should take SAT?

All employees, from entry-level staff to executives, should participate in SAT since cyber threats can target anyone within an organization.

How to level up your SAT program?

Make training continuous, personalize the trainings for employee roles, use real-world examples and engaging content to make training more relatable.

Why is SAT important?

It helps reduce human-related security risks, ensures compliance with regulations, and strengthens an organization's overall cybersecurity posture by educating employees on identifying and responding to threats.

What are the consequences of not implementing SAT?

Organizations may face regulatory fines, increased cyber risks, data breaches, and reputational damage if they fail to provide adequate cybersecurity training.

Is Security Awareness Training customizable?

Yes, most training programs can be customized based on an organization's industry, risk level, and compliance requirements.

Does SAT include hands-on exercises?

Many programs include simulated phishing tests, interactive modules, and quizzes to reinforce learning.

Glossary: SAT Terminology Explained

Organizations: The organizations/companies that joined usecure's SAT

Learners: The users of the organizations

Participation: The number of learners enrolled in training sessions

Completion: The training sessions that have been fully completed by learners

Engagement: The percentage of started training sessions that have been fully completed by users

Scores: The average performance scores of the organizations, measured on a scale of 0 to 100 points. A higher score indicates better performance, with 100 points being the highest mark

Consistent Monthly SAT Participation in 2024: The organizations that participated in SAT every month in 2024

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This report by usecure presents anonymized 2024 SAT data from 4,231 organizations, highlighting improvements in participation and performance. All data is aggregated and pseudonymized in line with data protection laws. The report is for informational purposes only.