

The Global Cyber Resilience Study 2024-25

Spotlight on Retail and
Consumer Goods industry



Global Cybersecurity Overview- Retail and Consumer Goods

Experienced a
cyberattack

56%

of security leaders said their organization experienced a cyberattack in the last 12 months

Anticipating a
cyberattack

83%

of surveyed highlighted the likelihood of a cyberattack on their organization in the next 12 months



Inhouse
expertise

31%

f security leaders indicated they have adequate or more than adequate inhouse security expertise to deal with cybersecurity risks

Top areas of
investment

90%

said threat intelligence is the top area of investment in the next 12 months

Global Cybersecurity Overview- Retail and Consumer Goods

Difficulty in resuming operations

77%

of security leaders said their organization experienced high to moderate difficulty in resuming operations after the cyberattack

AI and GenAI investment drivers

57%

said preventing data breaches is the top driver for investing in AI and GenAI for cybersecurity



Cybersecurity budget

62%

indicated an increase in their organization's cybersecurity budget in 2025

Outsourcing to an MSSP

88%

of security leaders said they are outsourcing IT security activities to an MSSP

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