

# Cybersecurity in Practice 2025

Keeper Security surveyed 160 cybersecurity professionals at Infosecurity Europe 2025. The data offers a revealing look at today's biggest identity security concerns, how organisations are managing the evolving threats and the existing behavioural gaps putting organisations at risk.

## Identity Is the Top Breach Concern for 2025

23%

Identity-based attacks (phishing, credential stuffing)

14%

Insider threats (employees and contractors)

12%

Vulnerabilities in legacy systems

11%

Poorly implemented zero-trust models

11%

AI or deepfake attacks

## Confidence Wobbles Around AI Threats

Only 12%

Say they feel fully confident their organisation can handle AI-powered threats like deepfakes and AI-enhanced phishing

Organisations with robust zero-trust models show higher confidence in managing AI threats than those without.

## Zero Trust Adoption Is Rising but Gaps Persist

44%

Say they have either not started or consider zero trust not relevant

29%

Say implementation is underway but with major gaps

19%

Say zero trust is implemented at a highly effective level

ZTNA



## Top Barriers to Adoption



Budget constraints



Leadership buy-in



Complexity of implementation

## Password Habits Putting Security at Risk

72%

Still reuse passwords

61%

Store them insecurely (browsers, sticky notes, etc.)

29%

Use a password manager

65%

Unsure or unfamiliar with passkeys

## Top Features Users Want in Identity Security Tools

73%

Ease of use

62%

Centralised admin control

56%

Cross-device access

48%

Zero-knowledge encryption



Awareness of identity risk is high, but implementation of the right tools is still catching up. Keeper Security delivers modern identity protection through zero trust, credential management and privileged access control - making security simple, enforceable and resilient.

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