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2026 RSA ID IQ Report

The RSA Identity Security Pulse Check





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Executive summary.

The 2026 RSA ID IQ Report asked more than 2,000 global experts to detail how often identity security failed them, how much they lost when it did, and the vulnerabilities they dread the most.

What they told us was alarming: identity failed more organisations than last year, doing even more financial damage. Unless leaders act, the risks their organisations face will become more severe—and the consequences of those risks will cost them even more.

The data shows us a growing identity security gap, with most organisations still using old solutions that fail to adequately address new challenges. Most users still rely on passwords for authentication; their organisations report more frequent breaches and higher losses. At the same time, they are stymied in moving toward passwordless by complex operating environments and challenging use cases.

Organisations lack the capabilities they need to defend against social engineering and bypass attacks on their IT help desks, even as that tactic becomes a more alarming risk. And while organisations are monitoring human, machine, and service identities, it's clear from the rate of data breaches that they aren't using that information to proactively or effectively reduce risks.

Perhaps because of those growing risks, experts report that they're all in on AI for cybersecurity. Across sectors, more users believe that AI will do more to help cybersecurity than enable cybercrime, with more organisations than ever reporting plans to integrate some form of AI into their cybersecurity stack. Organisations also report by a large margin that agentic AI for cybersecurity will be the top capability they prioritise.

I'll let the findings speak for themselves. And while this information on its own is useful, it's essential that leaders act on it by prioritising passwordless authentication, implementing modern methods to defend against help desk scams, proactively finding and resolving their identity risks before they become breaches, and using AI as a force multiplier to automate faster decision-making.

The first step in addressing any problem is admitting that there is one. The 2026 RSA ID IQ Report makes it clear that there are major concerns with most organisations' identity security. Identity simply fails too many organisations too often. The likelihood of a breach—and the cost of inaction—are simply too high to maintain the status quo.

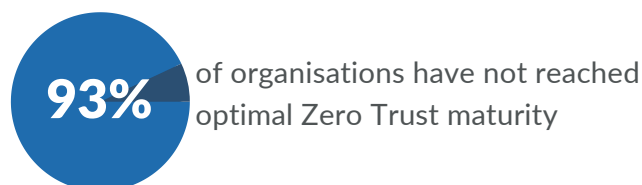
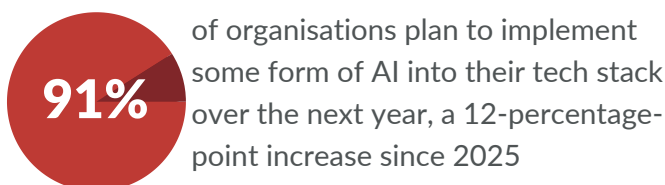
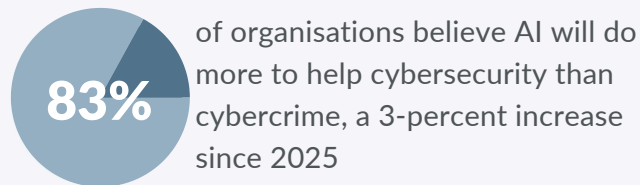
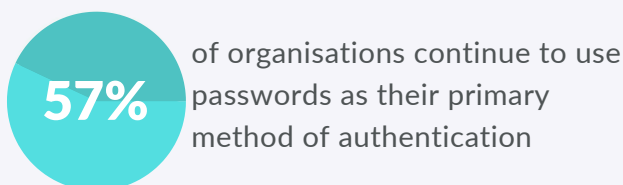
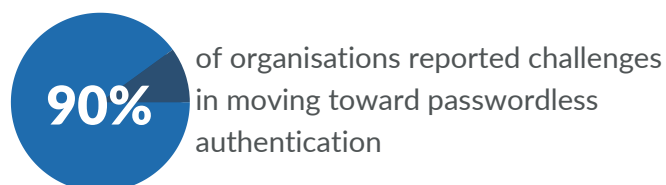
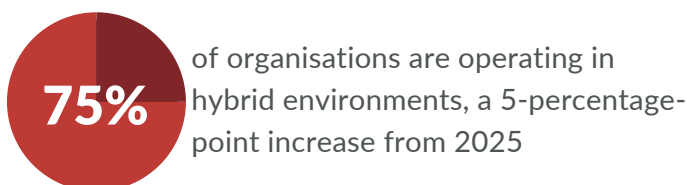
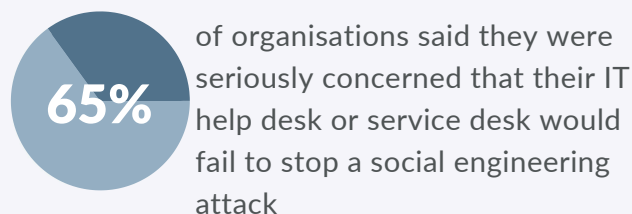
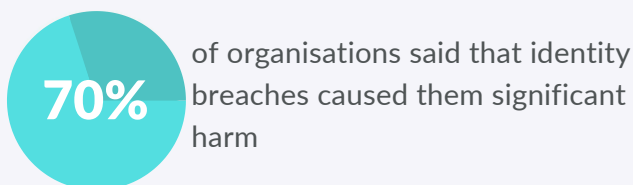
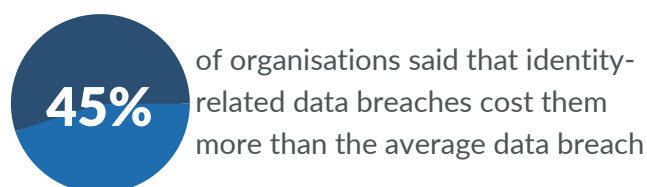
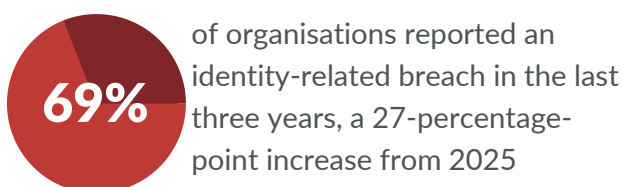




2026 RSA ID IQ Report

key findings

The 2026 RSA ID IQ Report shares information from 2,120 experts working in cybersecurity, identity and access management (IAM), IT, or other fields. Key findings include:



More identity breaches caused even more damage this year

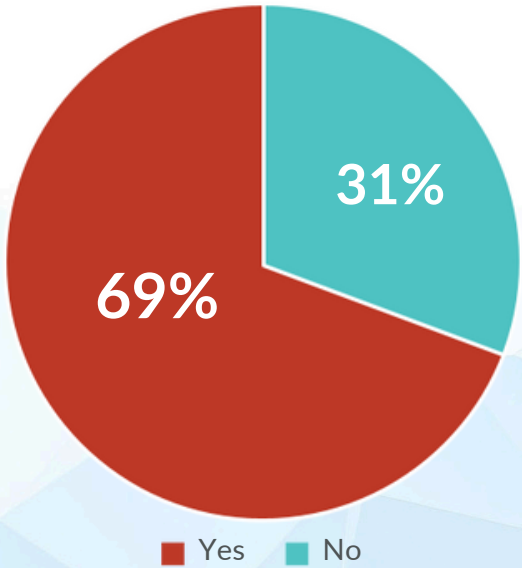
Analysis of the survey responses found that organisations suffered more breaches resulting from identity security failures this year: 69% of organisations reported a breach in the last three years, a 27-percentage-point increase since the 2025 RSA ID IQ Report.

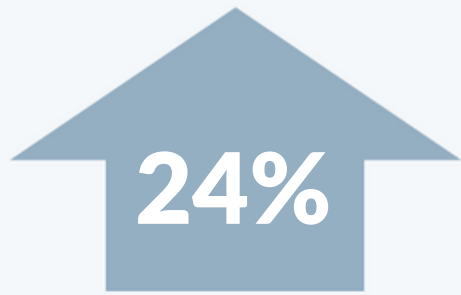
In addition to occurring more frequently, those breaches did greater damage and had higher costs. More than a fifth (21%) of all respondents reported that a breach caused by identity cost them between \$5-10 million, while nearly a quarter (24%) reported that the cost of an identity breach exceeded \$10 million. Breaches costing more than \$10 million rose by three percentage points as compared to last year's report.

Those are alarming numbers by any measure. They're particularly concerning when compared with the global average cost for a data breach resulting from any attack vector: the [IBM Cost of a Data Breach Report 2025](#) found that an average breach costs \$4.44M. When identity fails, it costs organisations considerably. It's no wonder that 70% of all respondents rated the severity of a breach as a four or five out of a five-point scale.



Did your organisation experience an identity-related **breach in the last three years?**

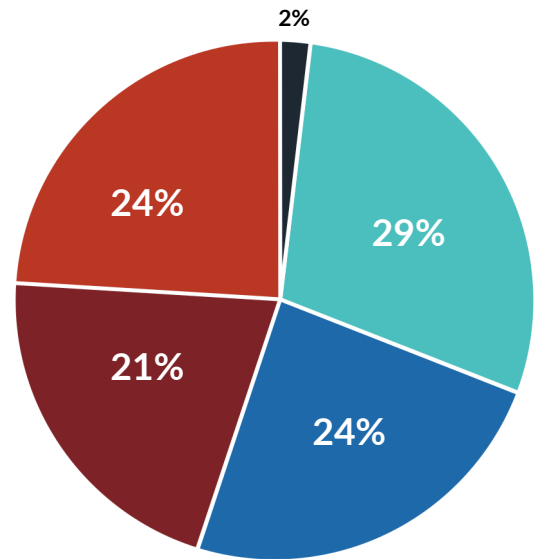




of organisations experiencing an identity-related breach said the breach cost

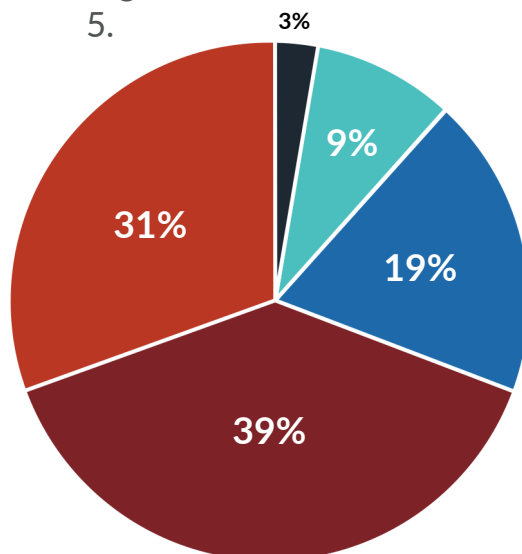
\$10M+, a 3-percentage-point increase from 2025

How much money do you believe your organisation lost because of identity-related data breaches over the last three years?



■ I don't know ■ Less than \$1M ■ Between \$1M and \$5M ■ Between \$5M and \$10M ■ \$10M+

If you experienced an identity-related breach within the last three years, rate the severity of its effect on your organisation from 1 to 5.



■ 1 ■ 2 ■ 3 ■ 4 ■ 5

**\$4.44
Million**

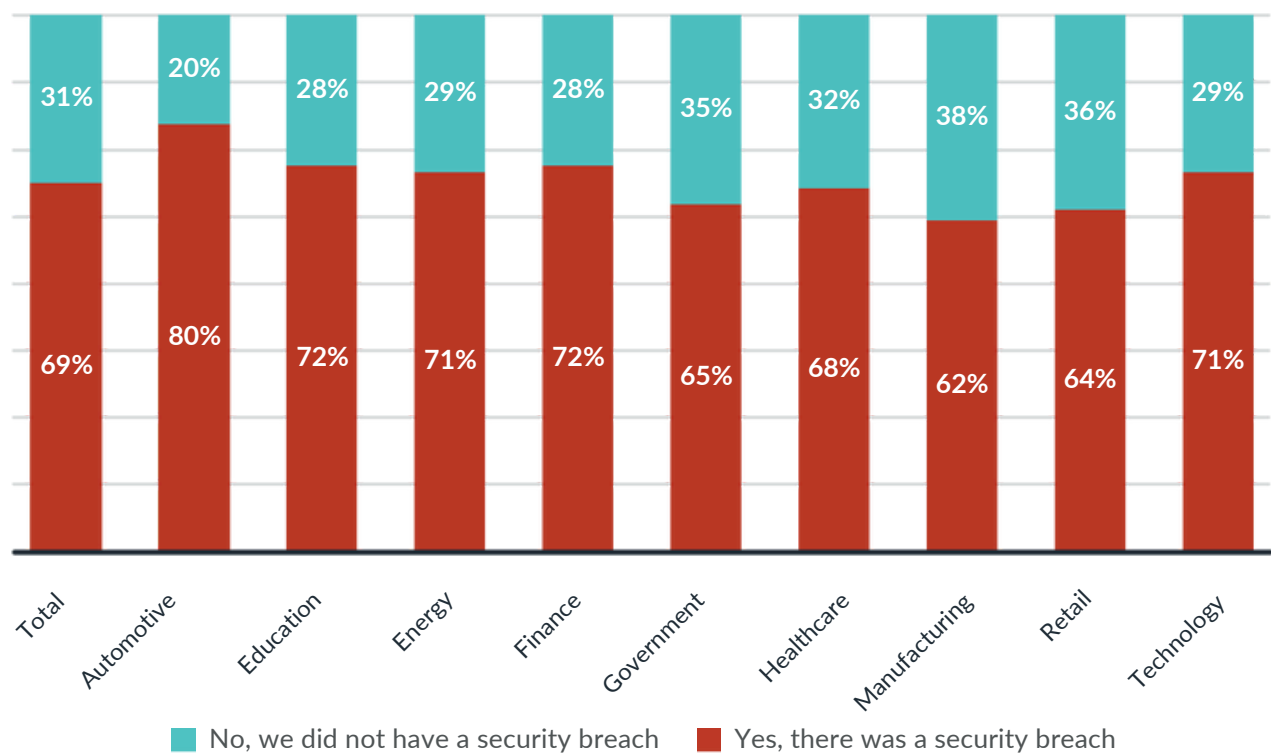
Global average for cost of all data breaches, per the **IBM Cost of a Data Breach Report 2025**



Security breaches by sector

Examining the rates of data breaches by sector, the automotive industry (80%), finance (72%), energy and utilities (71%), and technology (71%) reported the highest frequency of data breaches. Retail (64%) and manufacturing (62%) represent the least attacked sectors by industry.

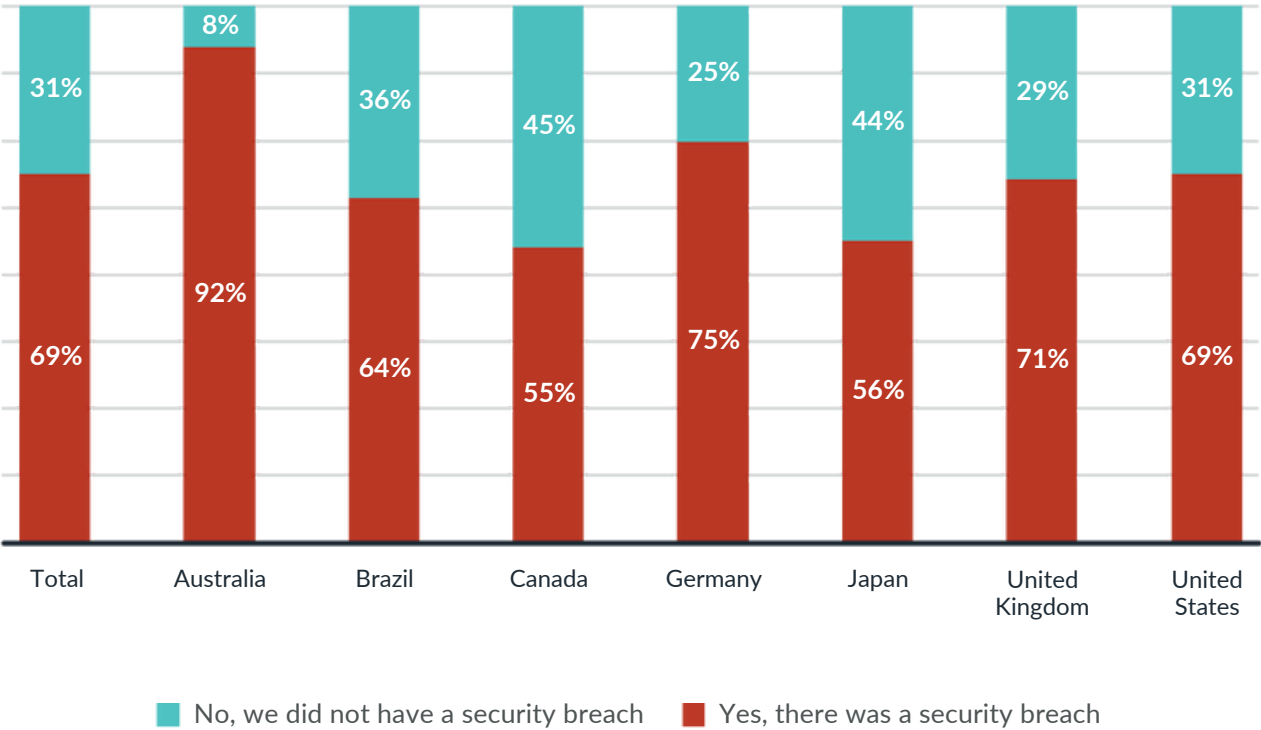
By sector: Did your organisation experience an identity-related breach in the last three years?



Security breaches by country

By country, Australia (92%), Germany (75%), the United Kingdom (71%), and the United States (69%) reported the most frequent identity-related breaches in the last three years, while Japan (56%) and Canada (55%) reported the fewest instances. We explain later in the report how certain practices correlate with the frequency and impact of these breaches.

By country: Did your organisation experience an identity-related breach in the last three years?



Zero Trust “progress”

While only 7% of organisations report that they have reached optimal Zero Trust maturity for identity as defined by [CISA](#), the majority—57%—believe that they’ve reached the “Advanced” Zero Trust stage, which includes:

- Phishing-resistant MFA
- Consolidation and secure integration of identity stores
- Automated identity risk assessments
- Need/session-based access

That confidence is contradicted by the fact that **69% of organisations were breached**, and **70% reported that those breaches were severe.**

That’s not to dissuade organisations from trying to mature their Zero Trust stance—quite the contrary. Instead, the gap between where organisations think they are on their Zero Trust journey and the frequency with which they’re breached should be a warning to security leaders to do more to protect themselves.



The cybersecurity risks that keep experts up at night

Respondents selected phishing as the threat vector that poses the most significant cybersecurity risk for their organisation. And there's good reason to prioritise phishing: year to year, phishing (which leads to stolen credentials) and the use of stolen credentials remain among the most frequent and highest-impact attacks. One of the best ways to avoid phishing is to remove the credentials that phishers attempt to steal: rather than use shared secrets, organisations should strive to implement phishing-resistant, passwordless authentication.

192 days

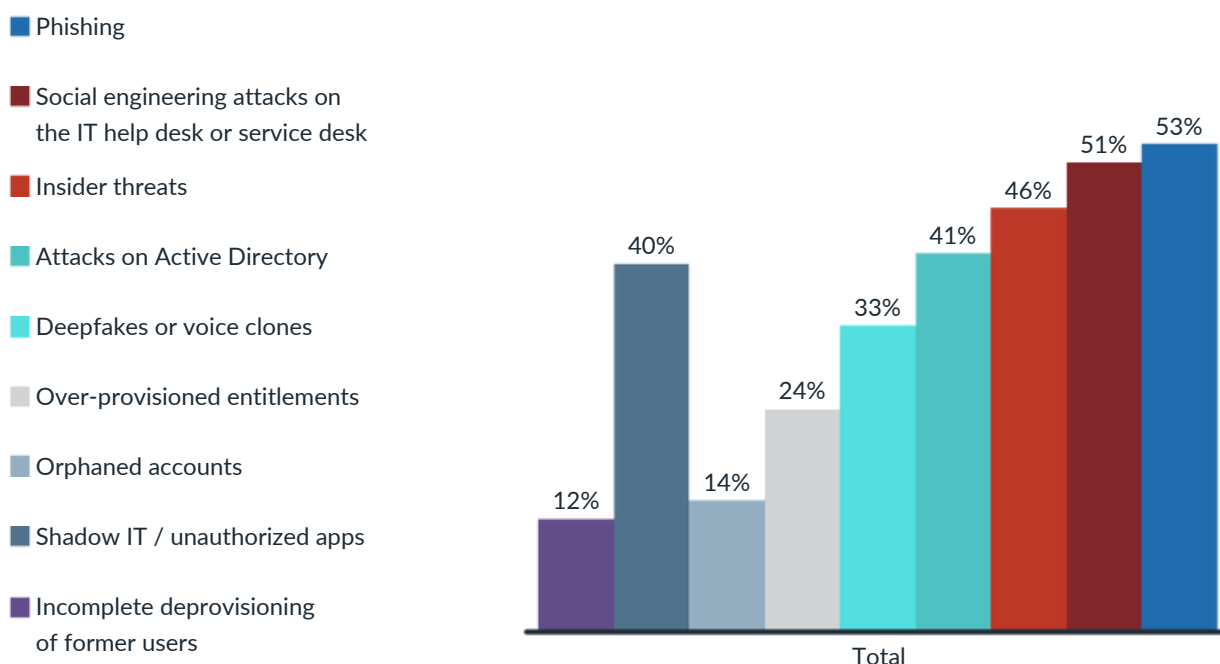
Average time it takes organisations to identify and contain a breach originating from phishing

\$4.8 Million

Average cost of data breaches originating from phishing

IBM Cost of a Data Breach Report 2025

While phishing is a perennial cybersecurity risk, emerging cybersecurity risks are quickly gaining ground as significant risks. 51% of respondents said that social engineering attacks on the IT help desk or service desk were the most significant risk for their organisation.



Your help desk needs help

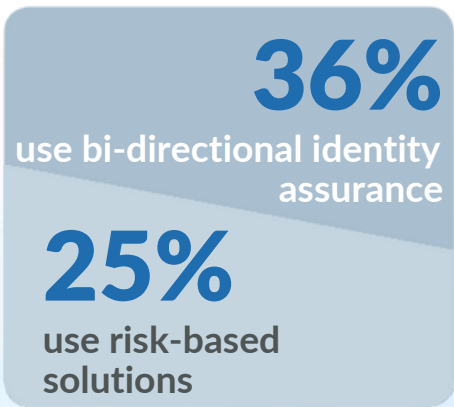
Given the headline-grabbing help desk attacks on MGM Resorts, Ceasars Entertainment Group, Marks & Spencer, Co-op, and House of Dior, there's good reason to prioritise this risk. As Scattered Spider and other cybercriminal groups have shown, there's significant risk when cybercriminals attempt to bypass multi-factor authentication (MFA) by calling an IT Help Desk or service desk posing as a legitimate user, and asking the help desk to create new accounts, suspend MFA, or enroll new users or devices. In fact, cybersecurity experts specifically ranked social engineering attacks on IT help desks as the top risk facing their organisation.

Compounding this risk is that organisations simply aren't using newer, phishing-resistant methods to assure users' identities. Most organisations use older methods to authenticate users: 58% of organisations use passwords, 50% use OTP, and 46% use shared secrets. Comparatively, only 36% reported using bi-directional authentication, which allows both parties to verify one another, and only a quarter (25%) reported using risk-based solutions to help them prioritise users and use cases.

Older methods for
assuring users' identities



Newer methods for
assuring users' identities



Who's calling?

Since 2023, BlackCat, ALPHV, Scattered Spider, and other cybercriminal groups have socially engineered organisations' IT help desk personnel to launch MFA bypass attacks, causing significant damages and losses:

MGM Resorts:

\$145M

Caesars Entertainment:

\$15M

Marks & Spencer:

£300M

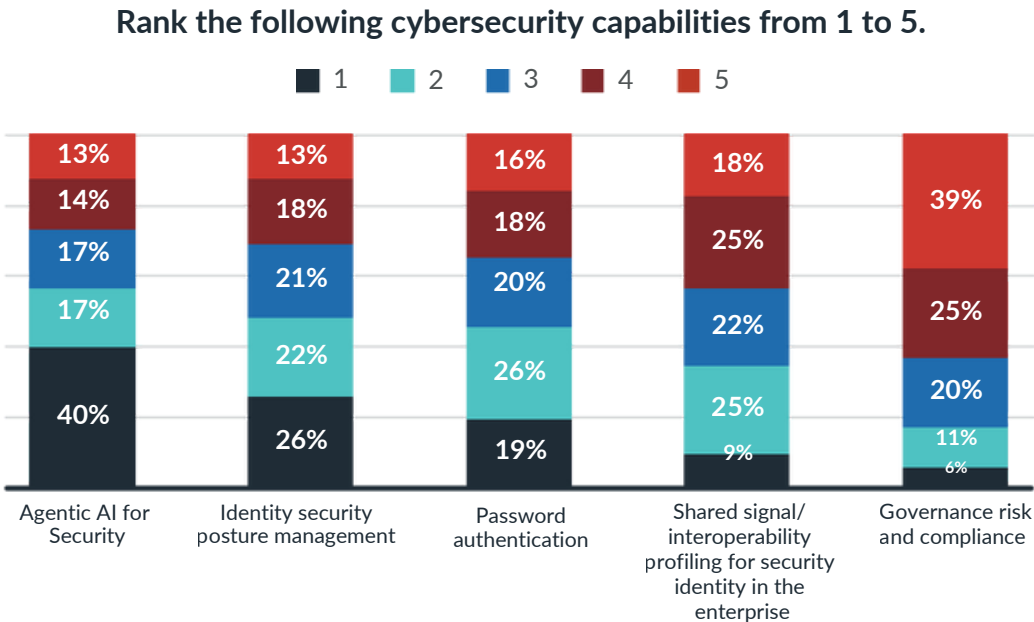


One-third (33%) of users said new techniques like deepfakes or voice clones posed the greatest risk to their organisation. Those tactics may prove more effective without modern methods of preventing MFA bypass attacks.

Some of the other risks experts fear the most cluster around identity lifecycle stages and entitlement creep. Insider threats (46%), shadow IT and unprovisioned apps (40%), and over-provisioned entitlements (24%) stand out as priority risks among users. These issues can be exacerbated by inadequate visibility into identity risk, manual identity lifecycle processes, and retroactive risk mitigation.

The cybersecurity capabilities users prioritise

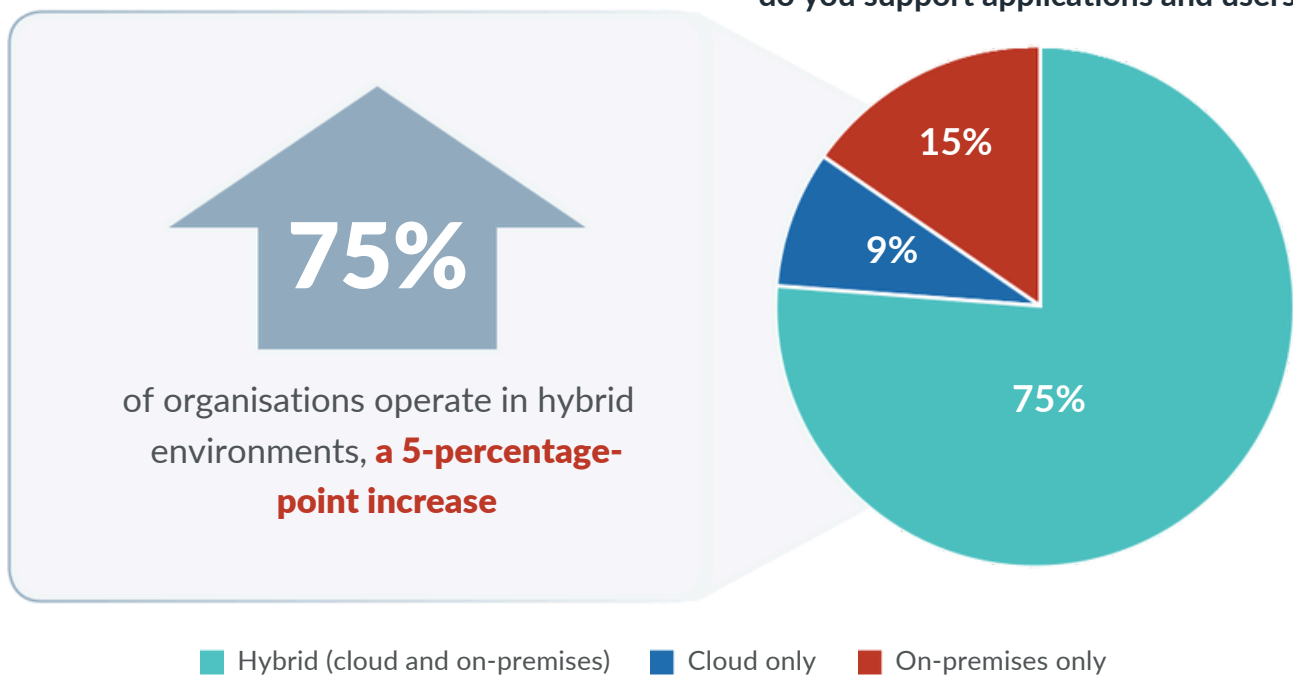
Agentic AI for security was the top choice among users by a wide margin, with 40% of respondents placing it as their number-one priority. Identity security posture management (ISPM)—a new cybersecurity framework that enables organisations to manage risk, enforce policy, and strengthen compliance across increasingly complex environments—was listed as the second most critical capability, ranking as the top choice among 26% of respondents.



Operating environments

Most organisations operate in hybrid environments, using a mixture of both cloud and on-premises resources. Businesses must ensure that all users, devices, entitlements, and environments are adequately secured.

In which of the following environments do you support applications and users?



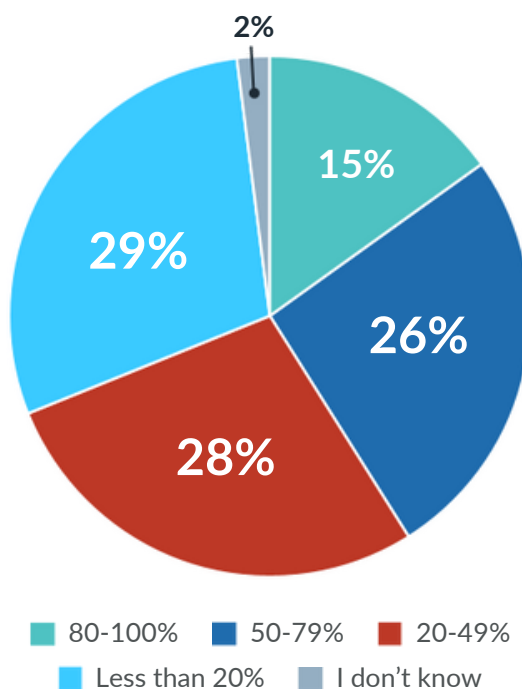
Passwords—and password risks—persist

Most organisations do not use passwordless as their primary authentication method. That's great news for cybercriminals: year to year, the use of stolen credentials is the leading cause of data breaches.

Complex environments and mixed-use cases and user groups make it a challenge for organisations to deploy comprehensive passwordless.

The persistence of password-based authentication correlates with more frequent and more costly data breaches. Australian organisations reported one of the lowest rates of passwordless adoption by country with 50% still in the earliest stage of adoption. Australian organisations also suffer the highest rate of identity-related data breaches by country (92% of organisations reported a breach in the last three years), the most severe consequences (47% said the breach caused major harm), and the most financial losses (44% reported a breach cost them more than \$10 million).

What percentage of your users primarily use passwordless form factors to complete authentication?



Contrast those findings with Japan, which reported the highest instance of using passwordless as the primary authentication method (37% of organisations said they used it at least 80% of the time). Japan also reports one of the lowest rates of identity-related data breaches (56% of organisations) and less severe outcomes.



	Australian organisations	Japanese organisations
Ranking in overall passwordless use, by country	#5	#1
Percentage of users who use passwordless as their primary form of authentication	10%	37%
Reported a breach	92%	56%
Percentage who reported the breach as causing major harm (5 out of 5)	47%	44%
Percentage of breaches that cost more than \$10M	24%	28%

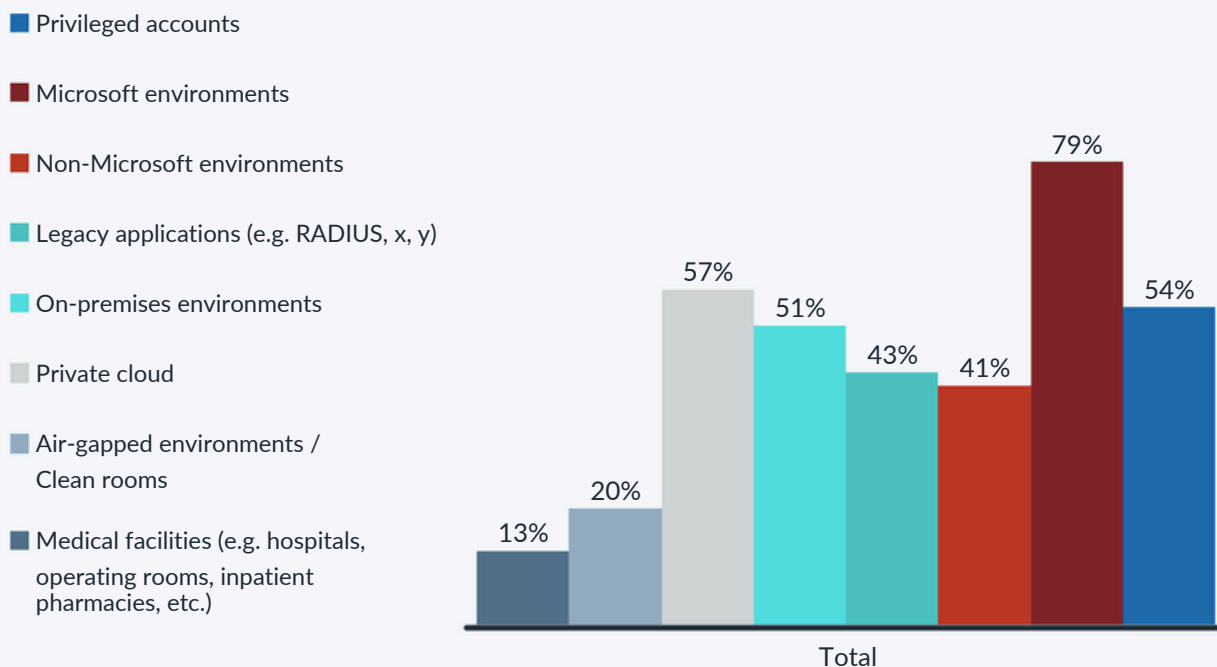
“Complex environments and mixed-use cases and user groups make it a challenge for organisations to deploy comprehensive passwordless.”



What's slowing passwordless down?

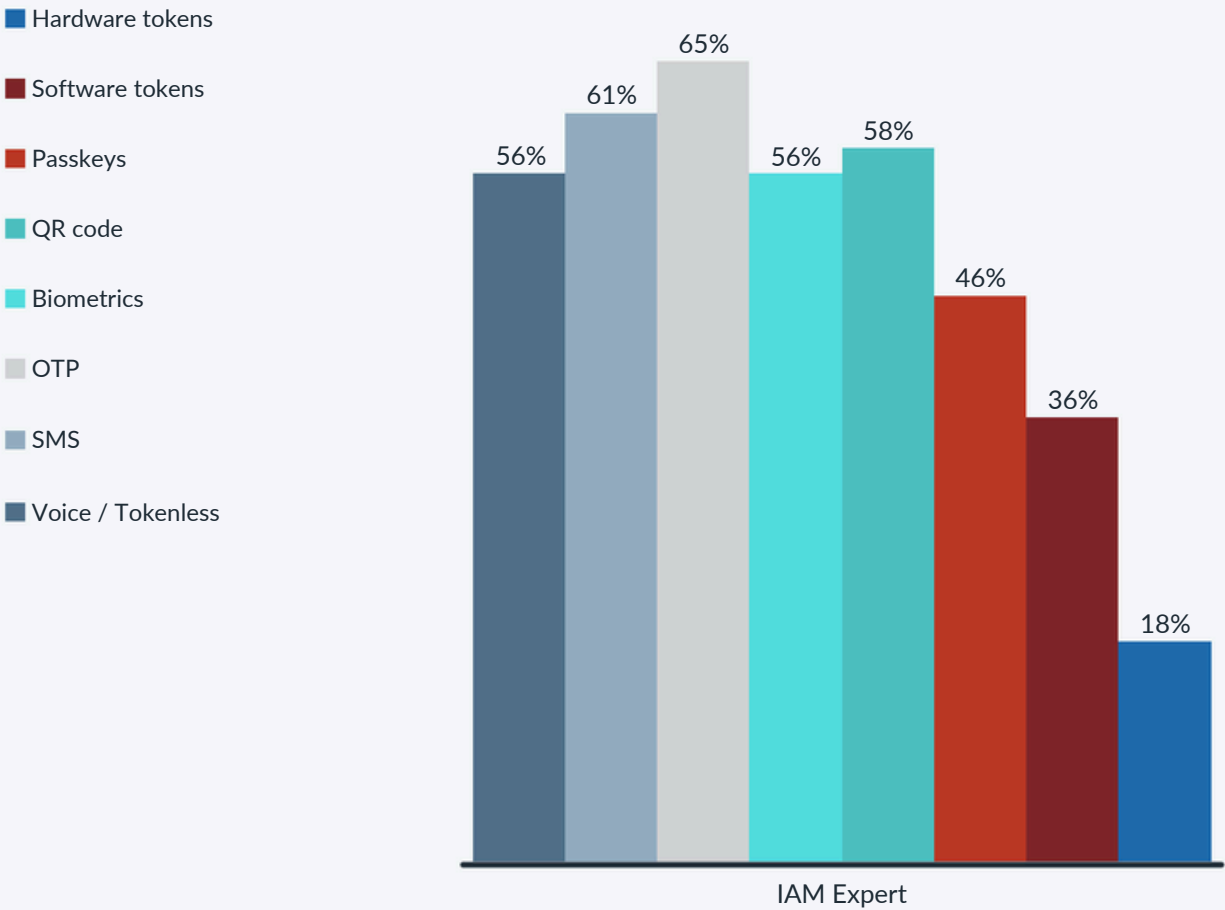
When it comes to deploying passwordless, most organisations must account for a wide range of users and use cases. We believe that this is proving to be a significant challenge for organisations, as passwordless still lags.

Which of the following environments, user groups, or use cases does your organisation support?



Because most organisations operate in hybrid environments and must support diverse users and use cases, identity specialists are preparing to use a diverse range of form factors to provide every user with passwordless authentication.

Which of the following form factors do you intend to use to implement passwordless solutions?



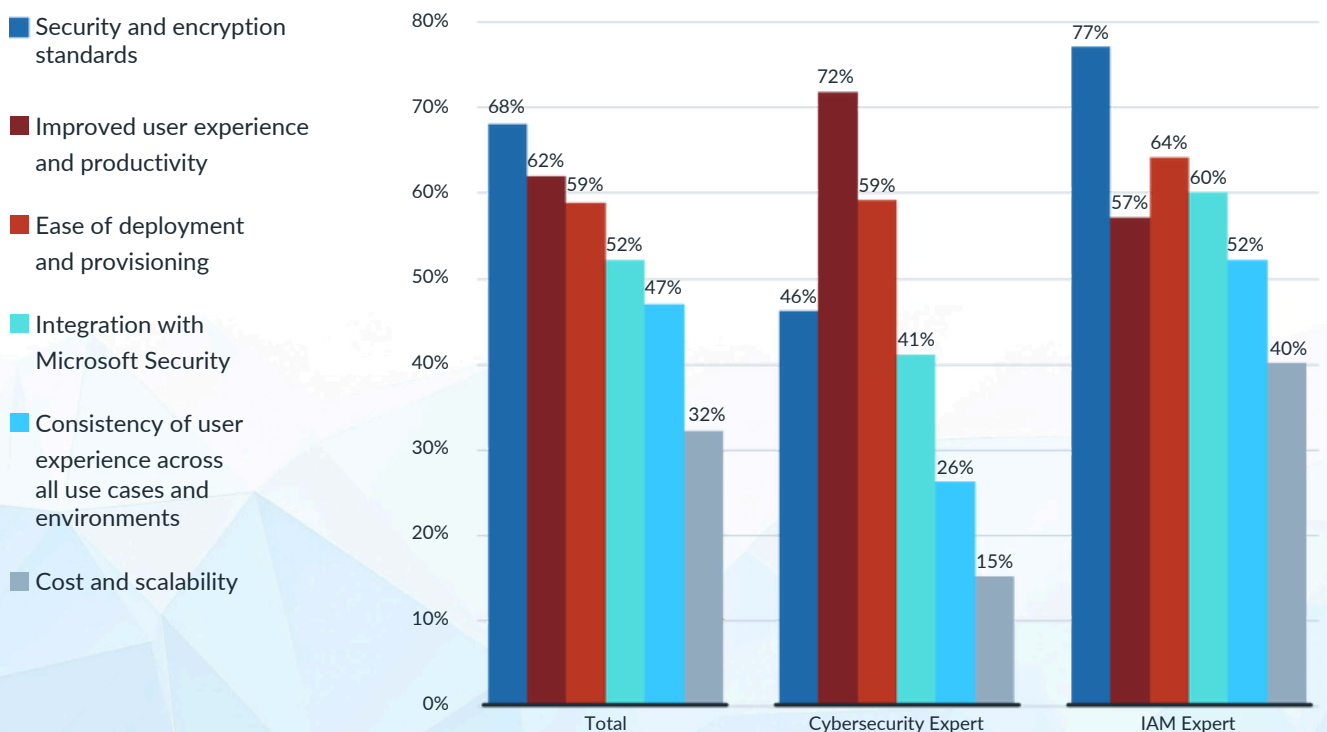
The struggle for passwordless

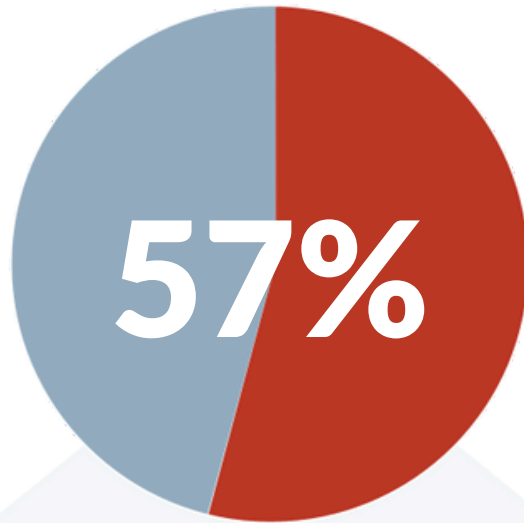
Nearly all (90%) of respondents said there was some challenge slowing them down in deploying passwordless solutions. But for these users, there's not one specific challenge that they must address. Instead, there are three: 57% of respondents said security concerns were slowing passwordless, 56% cited concerns about user experience, and 52% said a lack of complete platform support (including legacy apps and third-party systems) was the main challenge in preventing them from rolling out passwordless.

These are all vital concerns that organisations must overcome to implement passwordless effectively. Interestingly, more practical constraints are much less of an issue: only 47% of users said they didn't have the money to deploy passwordless.

There's no one clear challenge that organisations should address. To address experts' different passwordless priorities (and to overcome the challenges preventing them from deploying passwordless), businesses must balance security and encryption standards, improved UX, and ease of use.

What factors are most important to you in selecting a passwordless solution?





Of organisations do not use passwordless as their primary means of authentication

New year, same problem

Year to year, passwords are a leading cause of data breaches:

2025 Verizon Data Breach Investigations Report: Credential abuse “is still the most common vector.”

2024 Verizon Data Breach Data Breach Investigations Report: “Over the past 10 years, stolen credentials have appeared in almost one-third (31%) of breaches.”

2023 Verizon Data Breach Investigations Report: “Credentials have really gained ground over the past five years, as the use of stolen credentials became the most popular entry point for breaches.”

2022 Verizon Data Breach Investigations Report noted that poor password practices were “one of the leading causes of data breaches” every year for the past fifteen years.



Identity risk monitoring and management

Organisations show a high rate of monitoring for identity risk across users and types, with most respondents saying that they monitor human users, machine accounts, service accounts, and third-party integrations, and half saying they also monitor device risk and posture. IAM experts are more likely to monitor these accounts for identity risk than their cybersecurity peers are.

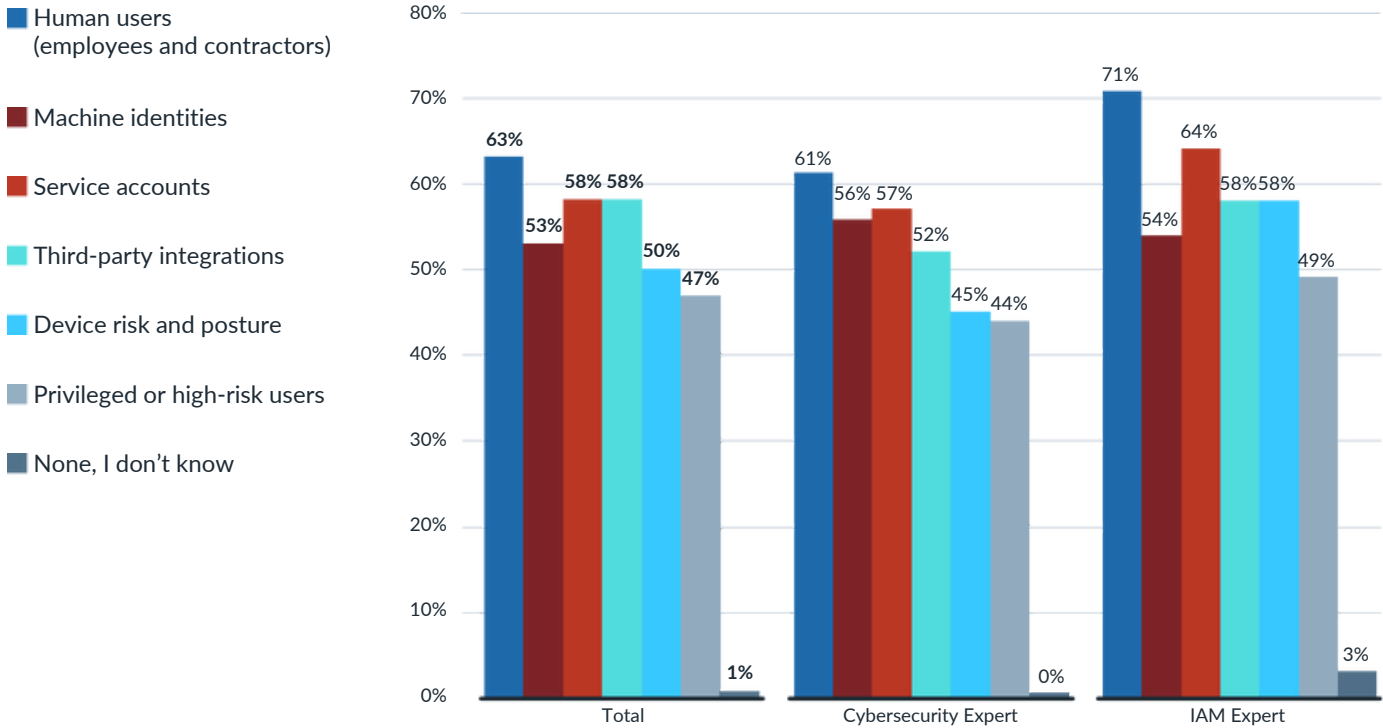
It's encouraging that organisations are addressing the breadth of their identity attack surface. But integrating all that information—and using it effectively—will be a challenge. With thousands of entitlements per account, there's a considerable amount of noise that security teams will need to parse to find risks and prioritise actions.

That enormous dataset may be driving respondents' cybersecurity investment priorities: more than a quarter (26%) of respondents said that ISPM was their top priority. ISPM can help organisations assess their access exposure and prioritise actions to limit risks.

One example of why organisations need ISPM to find the signal in the noise and reduce risk is machine identities. Organisations that monitor for machine identities reported the most frequent breaches with the greatest impact and losses. Nearly three quarters (72%) of organisations that monitor machine identities reported an identity-related breach in the last year. Those organisations also reported the most harm from those breaches, with 34% saying the breaches did significant harm, and the most catastrophic losses, with 27% reporting losses of more than \$10 million.



Which areas are you actively monitoring or scoring for identity risk?



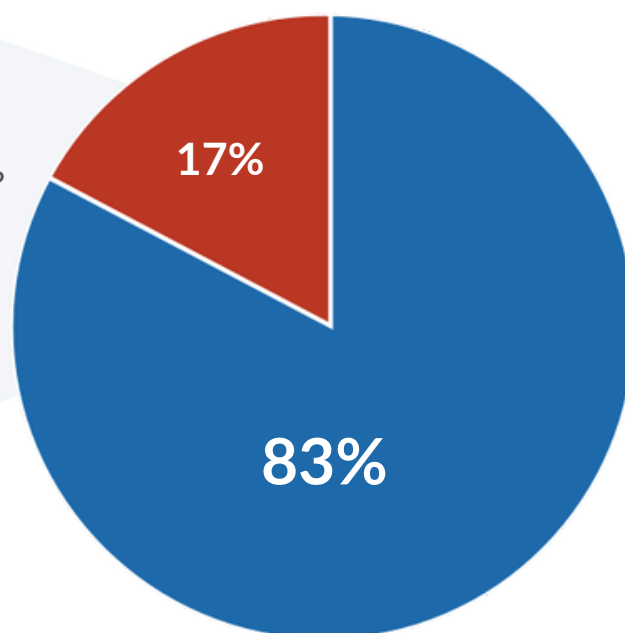
AI for cybersecurity

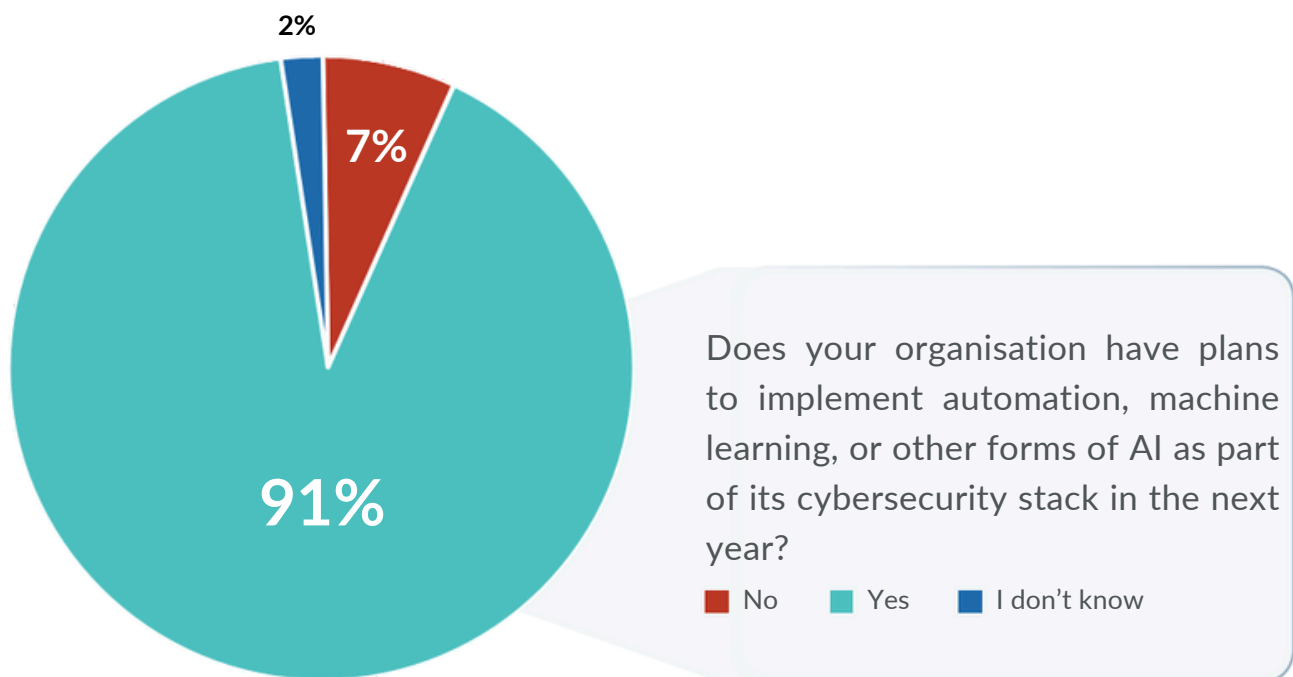
There is growing acceptance that AI will do more to help security than empower cybercrime, with 83% of users saying that the technology represents more of an asset to organisational defense than to adversaries. Likewise, 91% of respondents said they planned to implement AI in their tech stack over the next year, a 12-percentage-point since last year's survey.

These responses align with what users said would be their priority among cybersecurity capabilities: 40% of respondents put agentic AI for security as their top choice, the most of any feature.

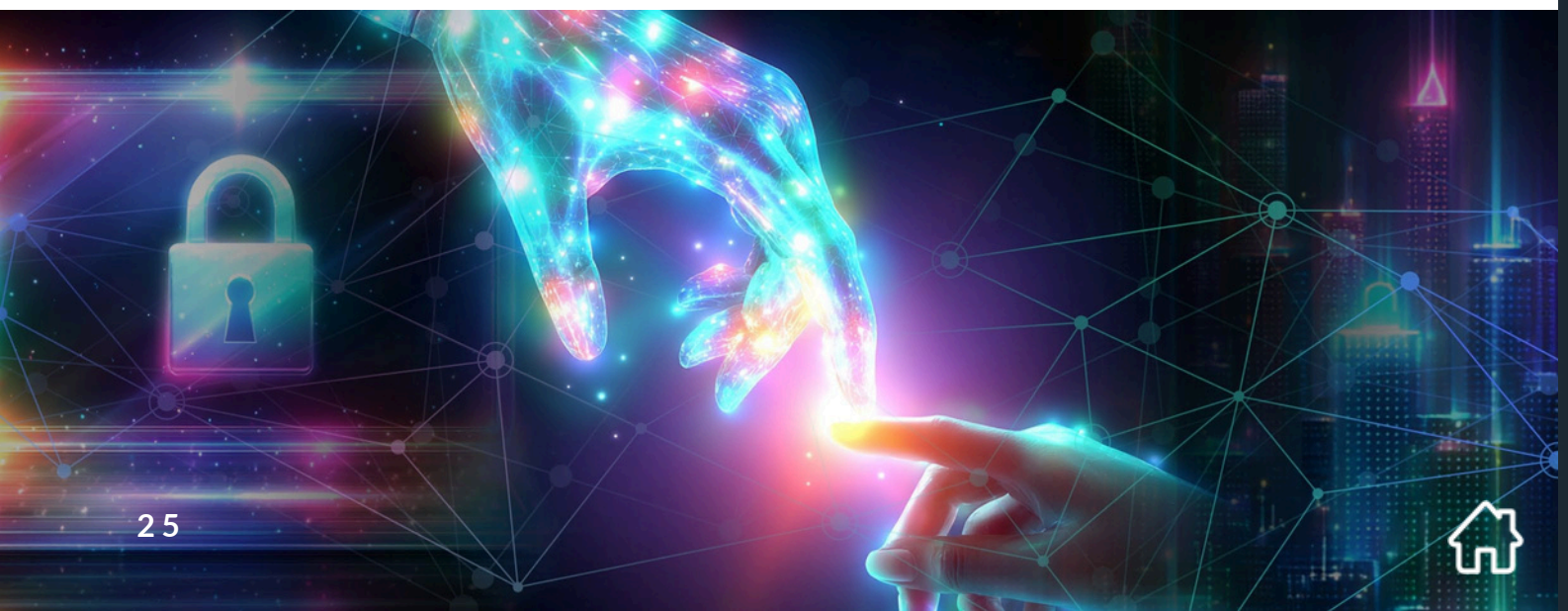
Over the next five years, do you expect AI to do more to help organisations with cybersecurity or to enable threat actors?

- Help organisations with cybersecurity
- Enable threat actors

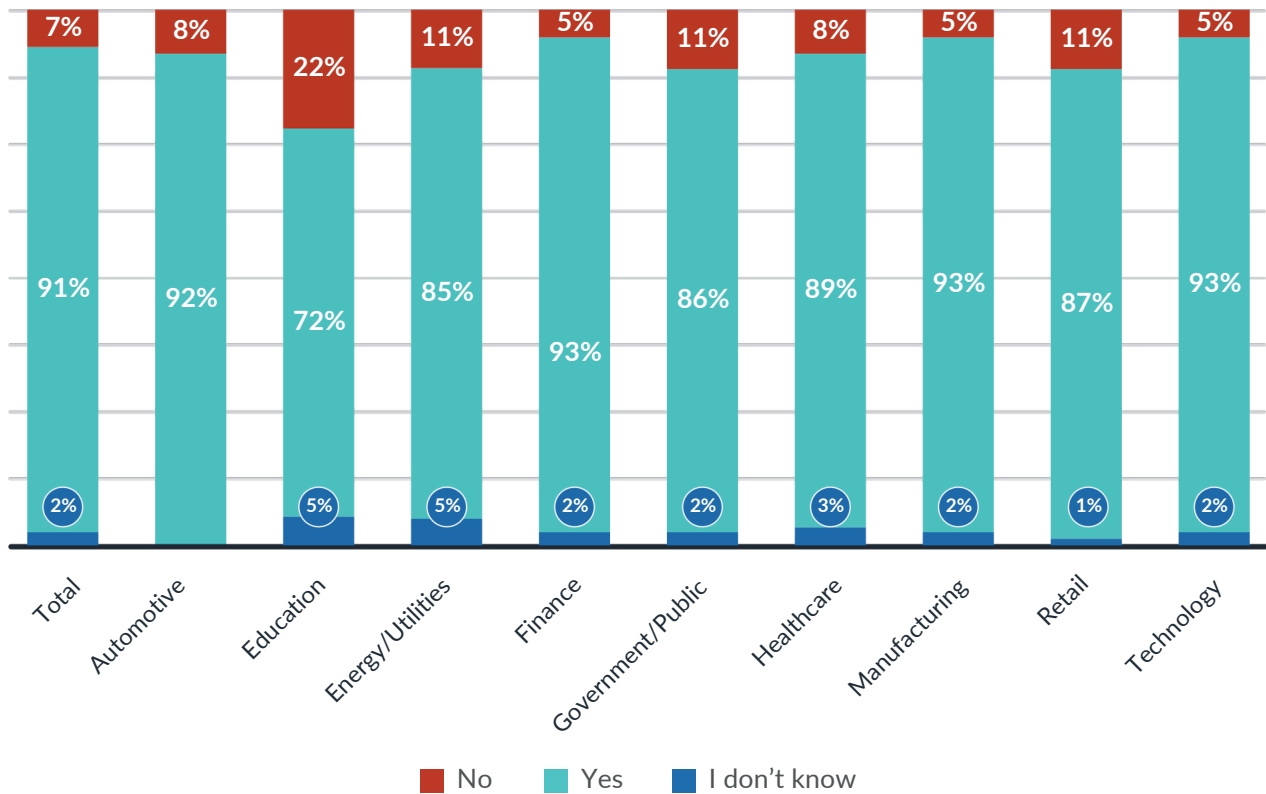




By sector, nearly every industry reports a high likelihood of implementing some form of AI into their tech stack over the next year. Finance (93%), manufacturing (93%), technology (93%), and the automotive industry (92%) all reported high levels of integrating AI in their tech stack. Education (72%) reports the lowest levels of implementing AI.



By sector: Does your organisation have plans to implement automation, machine learning, or other forms of AI as part of its cybersecurity stack in the next year?



Methodology and sample

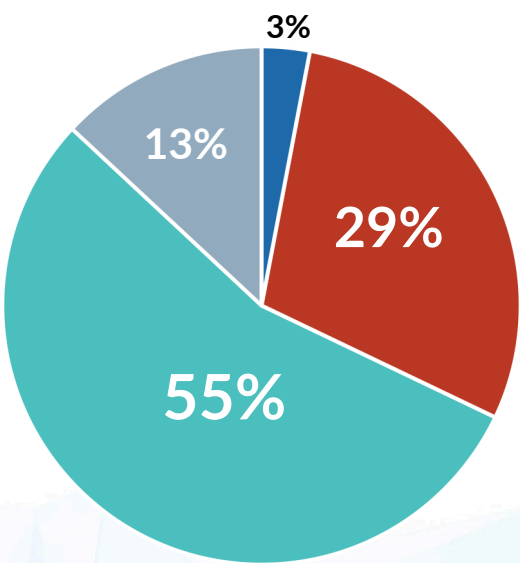
RSA shared the 2026 RSA ID IQ Survey from July 20, 2025 to August 15, 2025, asking users to respond to 26 questions about their cybersecurity priorities, the risks their organisations face, the frequency and impact of identity-related data breaches, and other factors in the identity space. In that time, we received 2,120 responses from Australia, Brazil, Canada, Germany, Japan, the United Kingdom, and the United States.

Respondents were asked to identify their role in their organisation, the sector in which they worked, and the size of their organisation.

RSA reviewed all responses, correlating some answers with others to see if there were any relationships between answers.

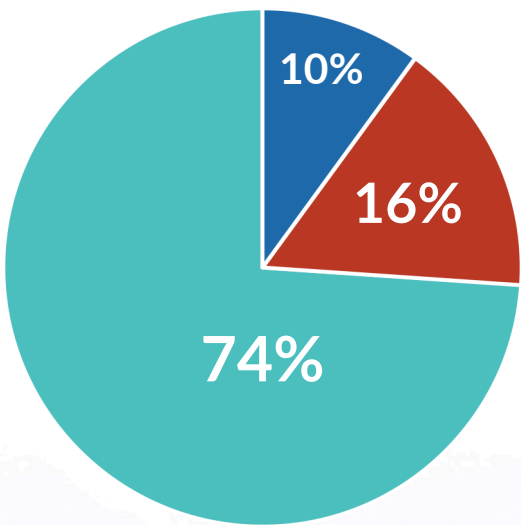
2026 RSA ID IQ demographics

Role in organisation



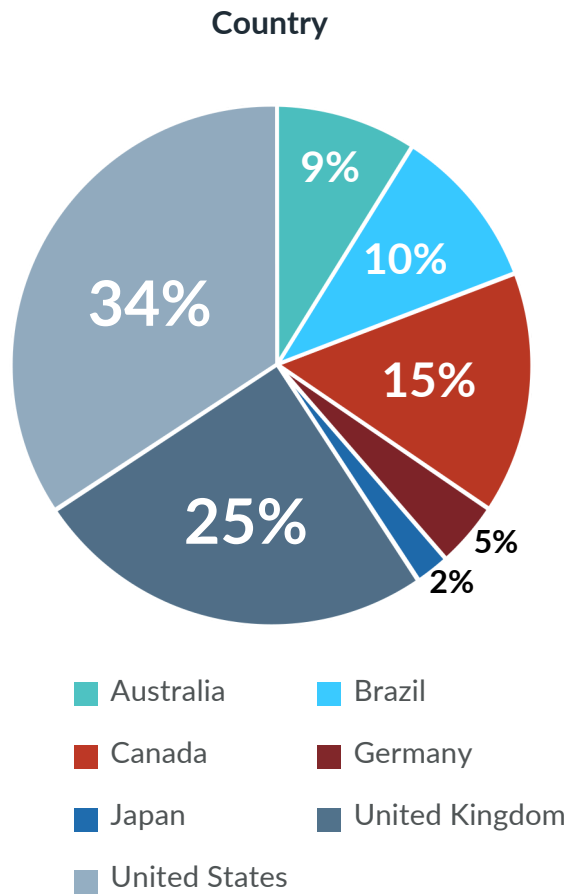
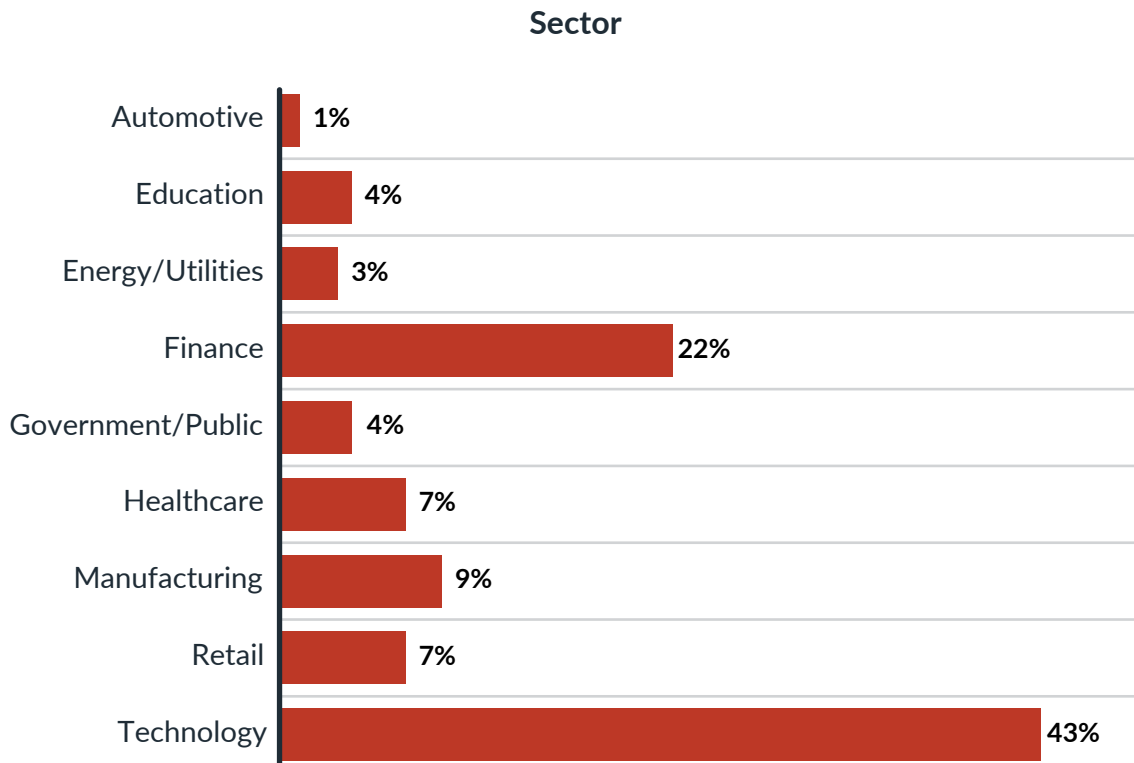
- Compliance or Risk Officer
- Cybersecurity Expert IT
- Decision Maker or Architect
- IAM or Identity Expert

Organisation Size



- 2,500 - 4,999
- 5K - 9,999
- 10K+





2026 RSA ID IQ Report:

UK highlights

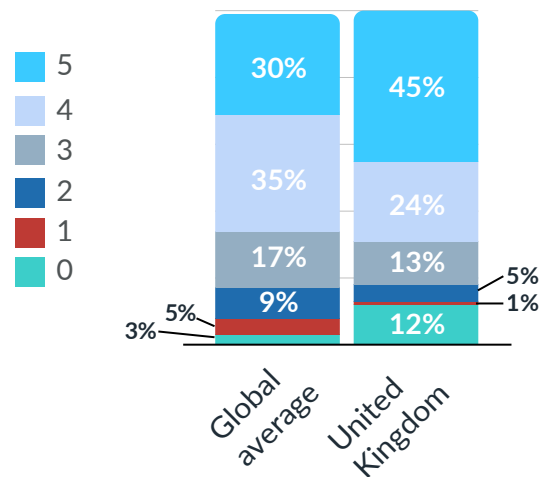
Compared to the rest of the world, UK respondents reported greater concern that their IT help desk would fail to contain a breach, slow progress in implementing passwordless authentication, and significant impacts from identity-related data breaches as compared with the rest of the world.

The following shows the areas where the UK leads, where it trails, and how it differs compared to the rest of the world in the 2026 RSA ID IQ Report. These highlights are based on 465 British respondents:

UK help desks represent a major risk

Following high-profile data breaches that cost Marks & Spencer and Co-Op hundreds of millions of pounds in 2025, British respondents reported the highest concern that their organisation's help desk would fail to stop a social engineering attack.

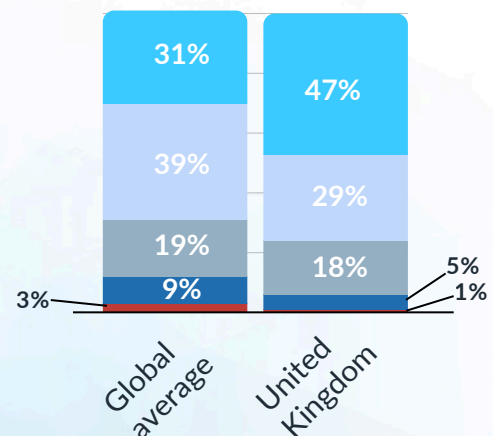
Rate how concerned you are that your IT help desk or service desk will fail to stop a social engineering attack from 1 ("I am not at all concerned") to 5 ("I am deeply concerned").



Identity breaches caused major impact on the UK

The UK reported the most significant harm resulting from identity-related data breaches, with 47% of respondents rating the impact as a 5 out of 5 ("The breach caused major harm").

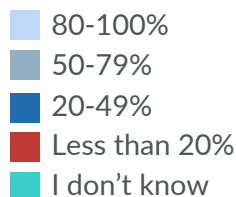
If you experienced an identity-related breach within the last three years, rate the severity of its effect on your organisation from 1 to 5?



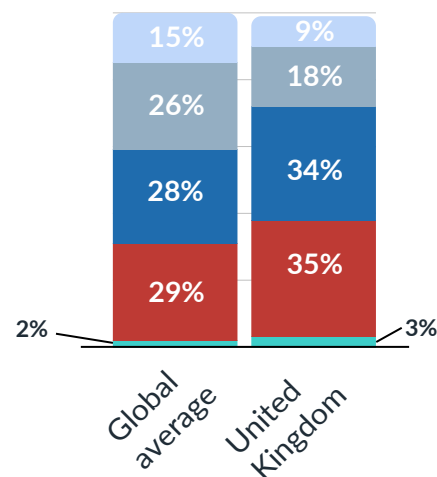
1 - The Breach was a non-issue 2 3 4 5 - The Breach caused major harm

Mind the gap in passwordless

British organisations report some of the least progress in implementing passwordless authentication, with 72% of organisations reporting that their users resorted to passwords to authenticate the majority of the time.



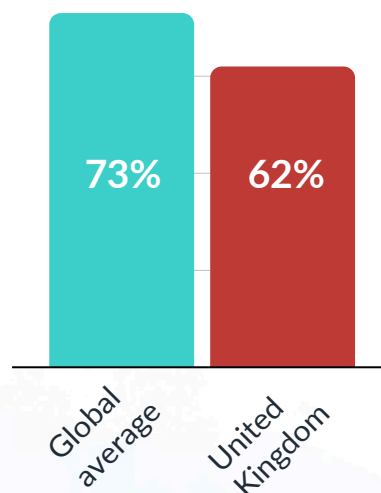
What percentage of your users primarily use passwordless form factors to complete authentication?



Is the UK overlooking MFA?

The UK showed surprisingly low levels of adopting multi-factor authentication (MFA), with only 62% of organisations saying they had implemented the technology, nine percentage points behind the global average.

Is multi-factor authentication (MFA) implemented at your organisation?





From information to action

The first step in fixing any problem is admitting there is one. The 2026 RSA ID IQ Report demonstrates that identity is a significant problem for many organisations that leads to high-cost, high-impact data breaches.

Organisations should prioritise the capabilities that can keep them secure, including:

- Passwordless authentication that works for every user, in every environment, every time
- ISPM to find risks and recommend action
- Cross-environment support capable of protecting cloud, hybrid, and on-premises users
- Bi-directional identity verification to defend the IT help desk and users from MFA bypass attacks and social engineering
- Automated identity intelligence to dynamically assess risk and automate responses

[Contact RSA](#) to demo these capabilities. Or see why the world's most secure organisations are secured by RSA: [start your free, 45-day trial of RSA ID Plus](#) now.

About RSA

RSA provides mission-critical cybersecurity solutions that protect the world's most security-sensitive organisations. The RSA Unified Identity Platform provides true passwordless identity security, risk-based access, automated identity intelligence, and comprehensive identity governance across cloud, hybrid, and on-premises environments. More than 9,000 high-security organisations trust RSA to manage more than 60 million identities, detect threats, secure access, and enable compliance.

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