2025 CYBER SECURITY OUTLOOK

CYBER THREAT PREDICTIONS 2025

AI to dominate cyber defense
Gartner, Forbes

Shadow AI – Unauthorized AI tools employed on employee devices, posing significant data security risks.
Gartner

Data breach in AI application
Gartner

Deepfake cyberattacks will undermine trust
Gartner

Identity will be the most exploited attack surface
Gartner

Skills to become obsolete by 2027
Gartner

Zero trust in identity governance
Gartner

Synthetic data to prevent breach tuning
Gartner

Ransomware resilience and autonomous recovery
Gartner

Data-driven security operations to rise
Gartner

API abuse to outpace risk exploits
Gartner

Mandatory harmony, dynamism and market evolution
Gartner

INSIGHTS INTO CYBERSECURITY TRENDS 2025

1. Threat Evolution

AI Powered Cyber Attacks

- **AI-powered Polymorphic Malware:** Leverages AI to dynamically rewrite its code to evade detection by traditional security measures.
- **AI-driven Reconnaissance:** Automates the identification of vulnerabilities and potential targets within a network.
- **Social Engineering 2.0:** Utilizes AI to create highly convincing phishing emails and deepfakes.
- **AI-powered Credential Exploitation:** Enhances password cracking and brute force attacks.
- **AI-driven Lateral Movement:** Enables malware to navigate networks autonomously, identifying valuable data and systems.

Multi-Factor Attacks

MFA Fatigue: Overwhelming users with notifications, prompt attacks, dual-channel exploitation, and session hijacking are key methods used to bypass multi-factor authentication systems.

MFA Fatigue Attacks: Sending a flood of MFA requests to the user, hoping they will accept one out of frustration or confusion. Prompt Attacks: Manipulating AI systems through crafted inputs to bypass security measures.

Interactive Intrusion

Interactive Intrusion: Real-time hacker-driven operations on compromised systems, bypassing traditional defenses. Key methods include credential theft, lateral movement, and data exfiltration, leveraging tools like Cobalt Strike and Metasploit.

Deepfake Voice Phishing

Deepfake Voice Phishing: Uses AI-generated voice clones to impersonate trusted individuals, tricking victims into revealing sensitive information or transferring funds. Combines social engineering with advanced technology to exploit human trust.

Ransomware-as-a-Service

RaaS: Ransomware-as-a-Service (RaaS) allows affiliates to launch attacks using ransomware developed by others, typically in exchange for a share of the profits.

Ransomware Developers	Affiliates	Victims
Create and maintain ransomware code	Purchase ransomware subscriptions	Pay ransom to regain access to data
Provide infrastructure and support	Launch attacks using the ransomware	Refuse to pay ransom
Receive a share of the profits	Negotiate with victims	

Dominant Ransomware Groups to Watch (according to Recorded Future): LockBit, BlackCat (ALPHV), Clop, Royal, Akira, Play, Black Basta, Medusa, 8Base, Rhysida, Hunters International

Data Theft-Updated: Advanced Persistent Threats (APTs), Insider Threats, and Supply Chain Attacks are key methods used to steal data, leveraging sophisticated techniques and exploiting trusted relationships.

Data Theft: Unauthorized collection, transfer, or exposure of sensitive information, often for financial gain, espionage, or disruption. Key methods include phishing, malware, and insider threats.

Cyber and Ground Combined Operations: Integrated military strategy combining cyber and physical attacks for synergistic effects. Key elements include coordination, intelligence sharing, and flexible command structures.

The AI Cyber Paradox

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1. Adoption by Attackers: 78% of CISOs report AI-powered threats have significantly increased in the past 12 months.
2. AI-powered Attacks: Attackers are leveraging AI for more sophisticated phishing campaigns, automated vulnerability discovery, and evasion techniques.
3. Defensive AI Lag: Many organizations struggle to implement AI-driven defenses quickly enough to keep pace with evolving threats.
4. Skills Gap: A significant shortage of cybersecurity professionals with AI expertise exacerbates the challenge.
5. Over-reliance Risk: Experts warn against blindly trusting AI systems, emphasizing the need for human oversight.

AI Powered Cyber Defense

- **Threat Detection and Anomaly Analysis**
- **AI-powered Security Automation and SOC Automation**
- **Predictive Analytics and Risk Assessment**
- **Behavioral Analytics and Biometrics**
- **Natural Language Processing (NLP) and Chatbots**

Shadow AI

Shadow AI: Unauthorized use of AI tools by employees, exposing sensitive data and creating security risks. Requires governance, detection, and employee education to mitigate.

2. Access Management

Non-Human Identity

NHIs are unmanaged machine identities (e.g., API keys) creating hidden security risks. Management is challenging due to lack of visibility, ownership, and automation. Solutions require discovery, lifecycle management, and integration with existing IAM systems.

Current State of NHIs

- **Proliferation:** NHIs are rapidly outnumbering human identities across cloud, on-premises, and hybrid environments.
- **Lack of Visibility:** Many organizations struggle to discover and inventory all NHIs, leading to "shadow" identities.
- **Security Risks:** Unmanaged NHIs create significant vulnerabilities, including credential theft, privilege escalation, and lateral movement.
- **Ownership Challenges:** Assigning clear ownership of NHIs is often difficult, leading to orphaned accounts.
- **Compliance Issues:** Regulatory frameworks are increasingly addressing the need for NHI governance.
- **Emerging Solutions:** Specialized tools are emerging to address NHI challenges, including discovery, lifecycle management, and integration with existing IAM platforms.
- **Automation is Key:** Manual processes are insufficient; automation is crucial for scalable NHI management.

Zero Trust Centre of Excellence

Zero Trust CoE: Centralized team driving Zero Trust adoption, providing expertise, governance, and best practices across the organization.

Passwordless Authentication Market Forecast 2030

Segment	Market Size (2030)	CAGR (2024-2030)
Biometrics and Hardware Tokens	$[Insert Value]	[Insert Value]%
Software Authentication	$[Insert Value]	[Insert Value]%
Services	$[Insert Value]	[Insert Value]%
Total	**$[Insert Value]**	**[Insert Value]%**

Biometric Access Management

- **Fingerprint Recognition:** Widely used, cost-effective, but can be affected by dirt or moisture.
- **Facial Recognition:** Convenient, but raises privacy concerns and can be affected by lighting conditions.
- **Iris Recognition:** Highly accurate, but more expensive and requires specialized hardware.
- **Voice Recognition:** Emerging technology, susceptible to spoofing attacks.
- **Behavioral Biometrics:** Analyzes user behavior patterns, such as typing rhythm and mouse movements.

3. Securing Synthetic Data

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Use of synthetic data as a proxy to reduce cyber risks should be governed like **live data** – **type, access, and use cases specific**, since it can still pose security threats, as attackers can reverse-engineer synthetic data to reveal sensitive information, leading to potential breaches and misuse.

Emerging Practices in Synthetic Data Security

- Synthetic Data Governance Frameworks – defining lifecycle management for synthetic data, including creation, storage, access, and deletion policies.
- Explainable Synthetic Data – Ensuring transparency in how synthetic data is generated and used.
- Trainer and Model Safety, ensuring that models trained on synthetic data are secure.

4. Application Data Security

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A growing data sophistication will accelerate the growth in application and data security for AI, requiring organizations to implement robust security measures to protect their data.

- Application data includes Personally Identifiable Information (PII), intellectual property, and business-critical information.
- Data security in applications encompasses data at rest, in transit, and in use, requiring a multi-layered approach.
- Data integrity and confidentiality are essential to keep across coding and transition.
- Organizations must implement strong access controls, encryption, and data loss prevention (DLP) measures to safeguard application data.
- Compliance with data privacy regulations is a significant driving factor in application data security investments.
- The increasing use of AI and machine learning in applications creates new challenges for data security, requiring specialized expertise and tools.
- Application security testing, including penetration testing and vulnerability scanning, is crucial for identifying and mitigating data security risks.
- Application data security management is a critical component of overall cloud security.

5. Securing Greenfield Manufacturing & Industrial Sectors

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Newly established manufacturing plants and factories, or refurbished projects built from the ground up, offer a unique opportunity to integrate cybersecurity from the start.

Key Recommendations for Security Pillar

Reducing Attack Surface

Reducing attack surface in manufacturing environments, combining IT (Information Technology) and OT (Operational Technology), is crucial for minimizing cyber risks and ensuring operational efficiency and safety.

- Network segmentation is a key strategy for reducing attack surface, isolating critical OT systems from IT networks and the internet.
- Implementing strong access controls, including multi-factor authentication (MFA), limits unauthorized access to sensitive systems and data.
- Regular vulnerability assessments and patching are essential for identifying and addressing weaknesses in both IT and OT systems.

Industrial Facility	Factory Network
Industrial Control Systems (ICS)	Servers
Supervisory Control and Data Acquisition (SCADA)	Workstations
Programmable Logic Controllers (PLCs)	Printers
Human-Machine Interfaces (HMIs)	Storage Devices

6. Supply Chain Security

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The global spread out of software supply chain attacks to become more pronounced
Cybersecurity Ventures predicts that software supply chain attacks will cost the world $60 billion annually by 2025

Securing Supply Chain

- Supply chain attacks exploit vulnerabilities in third-party software and services to compromise organizations.
- Common Supplier Risk Scoring to include SCRM, MANAGED OR Integrated Platforms, Supplier Security Assessments.
- Software Bill of Materials (SBOMs) are crucial for identifying and managing risks in software components.
- Zero trust principles are essential for verifying every user, device, and application accessing supply chain resources.
- Continuous monitoring and threat intelligence are necessary for detecting and responding to supply chain attacks.
- Collaboration and information sharing among supply chain partners are vital for effective security.

AI in CSR

Leveraging AI for effective cybersecurity: Striking the right investment mix and overcoming AI challenges
Source: Deloitte Center for Government Insights

- Organizations can leverage AI to automate routine cybersecurity tasks, such as threat detection and incident response, freeing up human analysts for more strategic work.
- AI can enhance threat detection by analyzing vast amounts of data to identify patterns and anomalies that may indicate malicious activity.
- AI can improve incident response by providing real-time insights and recommendations to security teams.
- AI can help organizations to predict and prevent cyberattacks by identifying vulnerabilities and weaknesses in their systems.
- AI can be used to automate the process of vulnerability management, including patching and configuration management.

Integrating ESG and CRQ

- Integrating ESG and CRQ to align cybersecurity initiatives such as digital ethics, social impact, and governance.
- Leveraging CRQ to quantify cyber risks in financial terms, enabling better decision-making and resource allocation.
- Developing a unified framework that integrates ESG + cybersecurity risk aggregation, monitoring, and reporting.
- Leveraging AI and automation to enhance the efficiency and accuracy of ESG and CRQ processes.

7. Governance, Risk and Compliance

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In addition to increasingly complex threats and regulation in cybersecurity, organizations are also experiencing a significant shortage of skilled professionals. This skills gap makes it difficult for organizations to effectively manage their cybersecurity risks and comply with regulations, leading to increased vulnerability and potential penalties.

- Cybersecurity skills shortage is a global issue, affecting organizations of all sizes and industries.
- The shortage is particularly acute in areas such as cloud security, AI security, and incident response.
- This skills gap can lead to increased workloads for existing staff, burnout, and higher turnover rates.
- Organizations are struggling to find qualified candidates for cybersecurity roles, even with competitive salaries and benefits.
- The skills shortage can hinder an organization's ability to implement effective cybersecurity measures and comply with regulations.
- Addressing the skills gap requires a multi-faceted approach, including training, education, and automation.

AI in GRC

Leveraging AI for effective cybersecurity: Striking the right investment mix and overcoming AI challenges
Source: Deloitte Center for Government Insights

- Organizations can leverage AI to automate routine GRC tasks, such as compliance monitoring and reporting, freeing up human analysts for more strategic work.
- AI can enhance risk assessment by analyzing vast amounts of data to identify patterns and anomalies that may indicate potential risks.
- AI can improve compliance by providing real-time insights and recommendations to security teams.
- AI can help organizations to predict and prevent cyberattacks by identifying vulnerabilities and weaknesses in their systems.
- AI can be used to automate the process of vulnerability management, including patching and configuration management.

8. Collaborative Cyber Risk Management

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Facing evolving, sophisticated threats and interconnected ecosystems, stakeholders—internal and external—must collaborate to effectively manage cyber risks. Siloed approaches are insufficient; a shared understanding and coordinated response are essential for resilience.

- Cyber risk is a shared responsibility, requiring collaboration across departments and with external partners.
- Effective communication and information sharing are crucial for timely threat detection and response.
- Collaborative platforms and tools can facilitate information exchange and coordination.
- Establishing clear roles and responsibilities is essential for effective collaboration.
- Regular exercises and simulations can help test and improve collaborative response capabilities.

Key Principles:

Shared Understanding	Clear Communication	Coordinated Response
Trust and Transparency	Continuous Improvement	

Cybersecure SMEs

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- 90% of new businesses across SEA have a small core team and a network of contractors (SMEs) who use free, SaaS apps to manage operations.

With most networks now cloud-based, and employees working remotely, the CMMC is a SMB-friendly solution of several tiers to suit the unique needs of businesses.

Cybersecurity Maturity Model Certification (CMMC) Framework Managed

- Cybersecurity Maturity Model Certification (CMMC) is a unified standard for implementing cybersecurity across the defense industrial base (DIB).
- The framework will be designed to enforce protection of sensitive unclassified information that is shared by the Department of Defense with its contractors and subcontractors.
- The framework will consist of various levels that range from basic cyber hygiene to advanced.
- To assess contractors' implementation of cybersecurity requirements and to provide them with appropriate certification levels.
- The framework will be designed to be flexible and allow companies to implement varying processes and practices as they progress and mature their capabilities.
- By establishing accountability for governance, clarity, and cultural alignment, CISOs can turn cybersecurity into a business enabler rather than a barrier.

GEOPOLITICS AND CYBERSECURITY

11. Political Turbulence

Recent Cyberattacks on India

- Cyber attacks against critical (CII) & other sectors have increased by 16 times in 2024 as compared to 2020 (Source: Ministry of Electronics and Information Technology)
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Expanded Warfare Landscape

- Cyber warfare has become a key component of hybrid threats in modern conflicts.
- Nation-states leverage cyber operations for espionage, disruption, and influence.
- Blurring the lines between cyber and conventional warfare. Cyber-first threat actors are emerging, challenging traditional defense strategies.
- Cyber warfare can target critical infrastructure, causing widespread disruption.
- Cyber espionage can steal military and political secrets.
- Cyber warfare can undermine public trust and confidence in institutions.

Strategic and Operational Impacts on Indian Cybersecurity

Strategic	Operational	Tactical
Long-term planning and resource allocation	Day-to-day security operations	Specific actions and techniques
Focus on overall security posture	Focus on maintaining security controls	Focus on individual threats and vulnerabilities
Involves senior leadership	Involves security teams	Involves individual analysts

Global Tensions and Impact on Cybersecurity Ecosystem

- Geopolitical tensions are increasingly driving cyber operations, blurring the lines between state-sponsored attacks and criminal activities.
- Nation-states leverage cyber capabilities for espionage, disruption, and influence campaigns.

Fault Lines: [US – China Trade War] [Russia – NATO Conflict] [Iran – Israel Tension] [Asia – Pacific Maritime Disputes] [Global Energy Crisis]

Common Threats Associated with Geopolitical Tensions

Cyber Espionage	Cyber Sabotage	Cloud Infrastructure Attacks
Data Breaches	Ransomware Attacks	Supply Chain Attacks

Future Outlook

- Increased Use of AI in Cyber Attacks
- Rise of Quantum Computing and its Impact on Cryptography
- Growing Importance of Cybersecurity Skills and Workforce Development
- Increased Regulation and Compliance Requirements
- Shift Towards Zero Trust Architecture
- Integration of Cybersecurity with Business Strategy
- Emphasis on Cyber Resilience and Recovery
- Growing Concern Over Supply Chain Security
- Increased Collaboration and Information Sharing
- Focus on Cybersecurity for Critical Infrastructure
- Emerging Technologies and Their Impact on Cybersecurity

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Disclaimer

The information presented pertains to the Cybersecurity Landscape 2025 as of May 2025. Please note that this information is subject to change as new developments emerge in the field.

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