

2025 IDENTITY EXPOSURE TRENDS

ACTING ON EXPOSED DATA IS THE FIRST STEP TO PROACTIVE IDENTITY THREAT PROTECTION

44.8 BILLION

RECAPTURED PII ASSETS
▲ 39% YoY

53.3 BILLION

RECAPTURED DISTINCT IDENTITY RECORDS

17.3 BILLION

RECAPTURED COOKIES

3.1 BILLION

RECAPTURED PASSWORDS

546+ MILLION

RECAPTURED MALWARE INFECTION RECORDS

44

CREDENTIALS PER MALWARE INFECTION

with an average of:

1,861

EXPOSED COOKIES PER INFECTED DEVICE

70% PASSWORD Reuse Rate

3,562

RECAPTURED THIRD-PARTY BREACHES

Warning!! THIS CAN LEAD TO SESSION HIJACKING

Average Exposure for a Corporate Identity Includes



13 UNIQUE EMAILS



141 CREDENTIAL PAIRS

WITH TARGET URLS



AN IP ADDRESS

50% OF THE TIME

****ABOUT 1 IN 2 CORPORATE USERS HAVE ALREADY BEEN INFECTED WITH INFOSTEALER MALWARE****

Looming THREATS of 2024

INFOSTEALER MALWARE

- Optimized MaaS stealers like LummaC2
- Open source stealers like AsyncRAT, BlankGrabber, Vega Stealer, Phemedrone
- macOS stealers like Atomic and Banshee

Combolists are making a comeback by incorporating fresh stealer data!

PHISHING CAMPAIGNS

- PHaaS: ONNX / Caffeine

DATA BREACHES

- National Public Data Breach (NPD)
Exposed 272 million unique SSNs (~80% of the US population!)
- Mother of All Breaches (MOAB)

Criminals ARE TARGETING CREDENTIALS FOR:

PASSWORD MANAGERS

AI TOOLS

THIRD-PARTY BUSINESS APP SOFTWARE

API KEYS

CRYPTO WALLETS

CREDIT CARDS

Other PREVALENT STOLEN

DATA TYPES

Trend analysis is calculated from SpyCloud data recaptured from the criminal underground in 2024.

DIG INTO THE FULL 2025 IDENTITY EXPOSURE TRENDS AT [SPYCLOUD.COM](https://spycloud.com)

SpyCloud