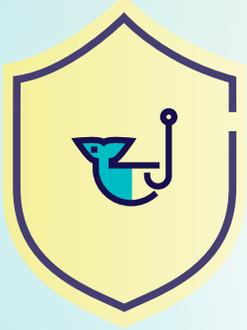


Asia-Pacific Cyber Safety Landscape 2026

Cybercrime is everywhere



89%
have encountered
a scam attempt

39%

report having been
victims of cyber
crime



Cyber risk is close to home

Nearly **2 in 3** expect
someone in their household
to fall victim to cybercrime
in the next year



Who's most at risk?

Teenagers and **seniors** are perceived to be the
least prepared for cyber threats and most likely to:

- Not know how to respond to a scam
- Feel shame after becoming a victim



Confidence ≠ Protection

85% say their online
safety habits
are good

Yet only **44%** actually
practice strong cyber hygiene

A **41%** cyber perception gap

Trust depends on age

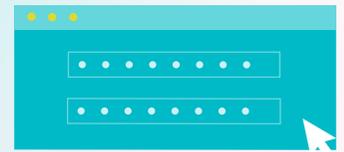
Over **41s**: Less trusting
of institutions to protect
personal data

Under **25s**: More trusting
of banks, apps and
service providers

Risky digital habits

70%

of consumers
reuse passwords.



18–25 year olds are
the worst offenders

Who should protect consumers?

1 in 2 view cybersecurity as a
shared responsibility.

Most believe responsibility is
shared across:



Ready to act



Despite the gaps, **71%**
of consumers are willing to
invest in cyber protection
services

