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Family business cybersecurity, 2026—key takeaways

The family business insight series





Foreword

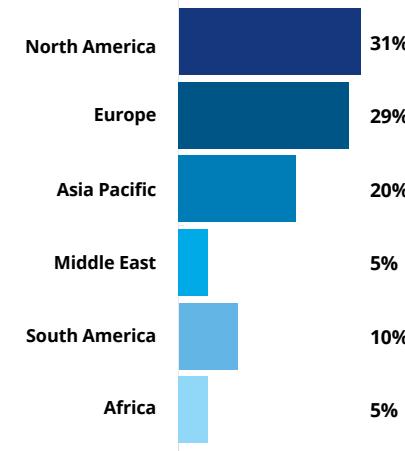
Welcome to the *Family business cybersecurity*—key takeaways, part of Deloitte Private's *Family business insights* series. This series includes five reports that delve into: the evolution and character of the family business landscape globally; cybersecurity; technology transformation; succession planning and the next generation; and words of advice from leading family business executives.

This report examines family businesses' experience with cyberattacks, the means they are using to protect themselves, and what activities they can adopt to help themselves against future attacks.

To identify these insights, we surveyed senior executives from 1,587 family businesses worldwide between March and June 2025, with each having a minimum revenue of US\$100 million and the families owning a controlling (51%+) share of the company. In 2024, these businesses generated an average revenue of US\$2.8 billion and collective revenue of US\$4.4 trillion. We also conducted in-depth interviews with 30 senior family business executives, many of whom are the heads of multi-billion-dollar families and 100+ year old family businesses. These interviews offer invaluable insights and advice that can help family businesses navigate the playing field and plan for long-term success.

We hope these insights prove useful in shaping cybersecurity planning for your family business, and we would like to offer a heartfelt thank you to the participants who generously shared their time and perspectives.

Participating family businesses' regional headquarters locations



Family businesses' 2024 (CY) annual revenue

Click on each button to view the data

Key takeaways



Cyberattacks are now widespread

Nearly three-quarters (74%) of family businesses globally have faced at least one cyberattack in the past two years, while a third (33%) have experienced two or more attacks. And exposure is near universal. While Asia Pacific leads in attack frequency, with 90% having experienced at least one attack, a substantial majority in each region has also experienced at least one attack—ranging from 61% in South America to 77% in North America.



Attacks are varied in nature

These attacks come in many forms, such as malware (experienced by 49% of respondents), phishing/business email compromise schemes (48%), social engineering (43%), third-party risk (40%), and insider threats (27%).



A need for more robust cybersecurity defenses

Despite the pervasiveness of these threats, merely 43% of family businesses globally report to have a "robust" cybersecurity strategy that has never failed them. A greater proportion (57%) has either a strategy with noticeable gaps (49%) or no strategy (8%). As a result, nearly half of family businesses (48%) feel only moderately prepared (39%) or not at all prepared (9%) should a cyberattack hit.



Basic defenses are widespread, but advanced measures lag

At present, most family businesses rely on basic first-line controls, such as software updates (59%), network security (57%), multi-factor authentication (MFA)/passwords (57%), and data backups (48%). However, reliance on advanced capabilities, such as incident response playbooks (40%), cyber maturity assessments (36%), vendor governance (32%), and identity management (31%), are less widespread. Reliance on basic cyber hygiene can help protect against opportunistic attacks, but more advanced measures are often better at protecting against sophisticated attacks.



Negative consequences have become commonplace

As a result of many family businesses having limited cyber defenses, it has become commonplace for them to experience loss or damage from an attack. In fact, most of those targeted have experienced financial (54%), operational (51%), and/or reputational (51%) harm. Only 4% of respondents globally say they have experienced no loss or damage, which is powerful evidence to suggest that more needs to be done to enable cyber resilience.

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