

SME Cybersecurity 2025

IT Security in Swiss SMEs and IT Service Providers

Cybersecurity losing priority among Swiss SMEs despite unchanged threat landscape

Zug, October 29, 2025 – The study «SME Cybersecurity 2025» shows that despite the unchanged and persistently high level of cyber threats, Swiss SMEs' confidence in their own protection is declining sharply. Only two out of five companies feel well prepared for an attack – last year it was still more than half. Almost one in five SMEs even feels poorly protected. Despite this uncertainty, cybersecurity continues to lose priority – and the willingness to invest has fallen again.

The threat from cybercrime remains consistently high, but response remains sluggish

As in the previous year, one in twenty-five companies (4%) reported having been affected by a cyberattack in the past three years. 5% had been blackmailed, and 4% lost money due to fraudulent emails. In total, 88% of SMEs regard cybercrime as a serious problem. Nevertheless, only 24% of executives perceive incentives or expectations from their professional environment to invest more in IT security – many decision-makers simply do not realize the urgency.

Weak resilience, yet still low priority

Confidence in their own defenses has fallen significantly: only 42% of companies consider their protection sufficient in the event of an attack – a clear drop from 55% in the previous year. Overall IT-security confidence has also declined slightly: 52% of companies feel secure (2024: 57%), while 9% feel insecure. Despite this, cybersecurity continues to lose importance: in 28% of SMEs, the topic is no longer a business priority – a sharp increase compared with 18% in the previous year.

«Either companies underestimate the consequences of cyberattacks, or they lack the know-how or resources to prioritize this issue. Politics, business, and academia must work together to raise awareness,» says Franziska Barmettler, CEO of digital switzerland.

Organizational measures lag behind

While more than two-thirds of companies implement technical measures such as firewalls or software updates, organizational measures remain underdeveloped: only 30% of SMEs have an IT security concept, conduct training, or maintain an emergency plan. Regular IT security audits are carried out by only one in five companies.

IT service providers see room for improvement – but willingness to invest continues to decline

IT service providers also assess the situation as critical: only 39% consider their SME customers secure, while 14% regard their protection as insufficient. Accordingly, 84% expect rising demand for security solutions, while SMEs' investment readiness continues to decline. Only 40% now plan to increase their cybersecurity measures over the next one to three years (2024: 48%).

Resilience as the key to digital security

«The results of the study make it clear: resilience is the key to protecting Swiss SMEs against the growing threats of cybercrime. It's not enough just to feel secure – companies must be actively prepared. As an insurance partner, we see it as our responsibility not only to provide financial protection but also to strengthen our customers' digital resilience – ideally through a combination of technology, organization and awareness,» says Simon Seebeck, Head of the Cyber Risk Competence Center at the Mobiliar.

Plea from the study partners

«The study partners call on SMEs to treat cybersecurity as a strategic issue. Greater awareness, targeted investment, and collaboration with certified IT service providers are required. The Alliance Digital Security Switzerland ADSS particularly recommends working with CyberSeal-certified partners,» says Andreas W. Kaelin, Co-Founder and Managing Director of ADSS.

Marc K. Peter from the FHNW School of Business and HES-SO Valais-Wallis School of Management recommends treating cybersecurity as a success factor in digital transformation: «Comparable to other digital topics such as AI and new work, cybersecurity belongs on the agenda of every board member and business executive.»

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More information at cyberstudie.ch

About the study «SME Cybersecurity 2025»

The current edition of the study «SME Cybersecurity 2025» was conducted between 25 June and 5 August 2025. A total of 515 SMEs with 1–49 employees and 336 IT service providers were surveyed. The SME respondents were company decision-makers. The IT service providers were identified based on relevant industry codes.

The study was carried out in cooperation with the Alliance Digital Security Switzerland ADSS, the Mobiliar, digitalswitzerland, University of Applied Sciences Northwestern Switzerland (FHNW), HES-SO Valais-Wallis, Information Security Society Switzerland (ISSS), Swiss Academy of Engineering Sciences (SATW), Swiss Internet Security Alliance (SISA), and YouGov Switzerland. Its aim is to assess the security awareness and cyber resilience of Swiss SMEs and IT service providers and to derive practical recommendations for concrete measures.

Media Contact

Andreas W. Kaelin

Founding member and CEO

Alliance Digital Security Switzerland ADSS

+41 41 712 03 89

Andreas.Kaelin@digitalsecurityswitzerland.ch

Alliance Digital Security Switzerland

The Alliance Digital Security Switzerland ADSS designs and implements initiatives for greater cyber security for SMEs and the Swiss population. ADSS organizes seminars and conferences on the topics of digitalization and cyber security for representatives from parliament and administration as well as managers from science and business. ADSS is responsible for the sponsorship and publication of the CyberSeal. This seal of approval certifies that an IT service provider is competent to implement measures for its customers to ensure adequate protection against cyber risks. The alliance consists of Alltron, BDO, digitalswitzerland, HP, ICPRO, ITSec4KMU, National Cyber Security Centre NCSC, Raiffeisen and secnovum.

digitalsecurityswitzerland.ch/en

The Mobiliar Group

One in three households and one in three companies in Switzerland are insured with Swiss Mobiliar. As of 31 December 2024, the insurer active in all lines of insurance managed a premium volume of around CHF 4.943 billion. Eighty entrepreneurially run general agencies with their own claims service guarantee proximity to more than 2.3 million customers at around 160 locations. The head office is in Bern, with additional management offices in Nyon and Zurich. Swiss Mobiliar employs around 6,600 people in Switzerland and Liechtenstein and offers 352 apprenticeship positions. Founded in 1826 as a cooperative, Swiss Mobiliar is Switzerland's oldest private insurance company. The Board of Directors of the Swiss Mobiliar Cooperative ensures that the Group continues to uphold its cooperative principles.

mobiliar.ch

About digitalswitzerland

digitalswitzerland is the independent voice of digital transformation in Switzerland. As an umbrella organisation with over 160 members from industry, academia, and society, digitalswitzerland brings together stakeholders across all sectors to strengthen Switzerland's position as a leading digital nation. digitalswitzerland focuses on cross-sector core topics of digitalisation, complementing the work of sector-specific associations. Driven by business and science, digitalswitzerland engages in close dialogue with authorities to advocate favorable framework conditions in order to harness the full potential of digital technologies within Switzerland's federalist system.

digitalswitzerland.com

School of Business – University of Applied Sciences Northwestern Switzerland (FHNW)

The FHNW School of Business is internationally oriented and practice-focused. With campuses in Basel, Brugg-Windisch and Olten, it educates around 3,000 bachelor's and master's students and, with its broad range of executive education programmes, is among the leading universities of applied sciences in Switzerland. The Competence Centre Digital Transformation conducts research, offers consulting, and provides education on all aspects of digital transformation – supporting organisations and their employees in developing and successfully implementing digital growth strategies.

fhnw.ch/en/schools/business

HES-SO Valais-Wallis School of Management

The HES-SO Valais-Wallis School of Management offers degree programs in Business Administration, Tourism, and Business Information Technology. Closely linked to applied research, the school structures its activities across four interdisciplinary institutes: Tourism, Entrepreneurship & Management, Computer Science, and Energy & Environment. Located in the heart of the Valais Alps – a region known for its exceptional quality of life – the school provides modern learning spaces, laboratories, and libraries that offer an optimal study environment.

hevs.ch/en/university/school-of-management

hevs.ch

Information Security Society Switzerland ISSS

The Information Security Society Switzerland (ISSS) is the leading professional association for ICT security in Switzerland, currently counting more than 1,100 security professionals and others interested in security from business, public administration, and academia.

issss.ch

Swiss Academy of Engineering Sciences SATW

The Swiss Academy of Engineering Sciences (SATW) is the leading network of experts in engineering sciences in Switzerland. On behalf of the federal government, SATW identifies industrially relevant technological developments and, as an «Honest Information Broker», informs politicians and society about their significance and consequences. As a politically independent specialized organization, it initiates impulses to promote safe behavior of all actors in cyberspace.

satw.ch/en

Swiss Internet Security Alliance

The Swiss Internet Security Alliance (SISA) was founded in 2014 by renowned representatives of the business community. SISA's vision is to make Switzerland the most secure Internet country in the world. The association promotes the transfer of knowledge and information among its members and important organizations in the Swiss Internet landscape. With iBarry.ch, the platform for internet security, SISA aims to raise awareness among the population of potential dangers and provide comprehensive information about risks and solutions to problems relating to vulnerabilities in internet use and internet-connected devices.

swiss-isa.ch/en ibarry.ch/en