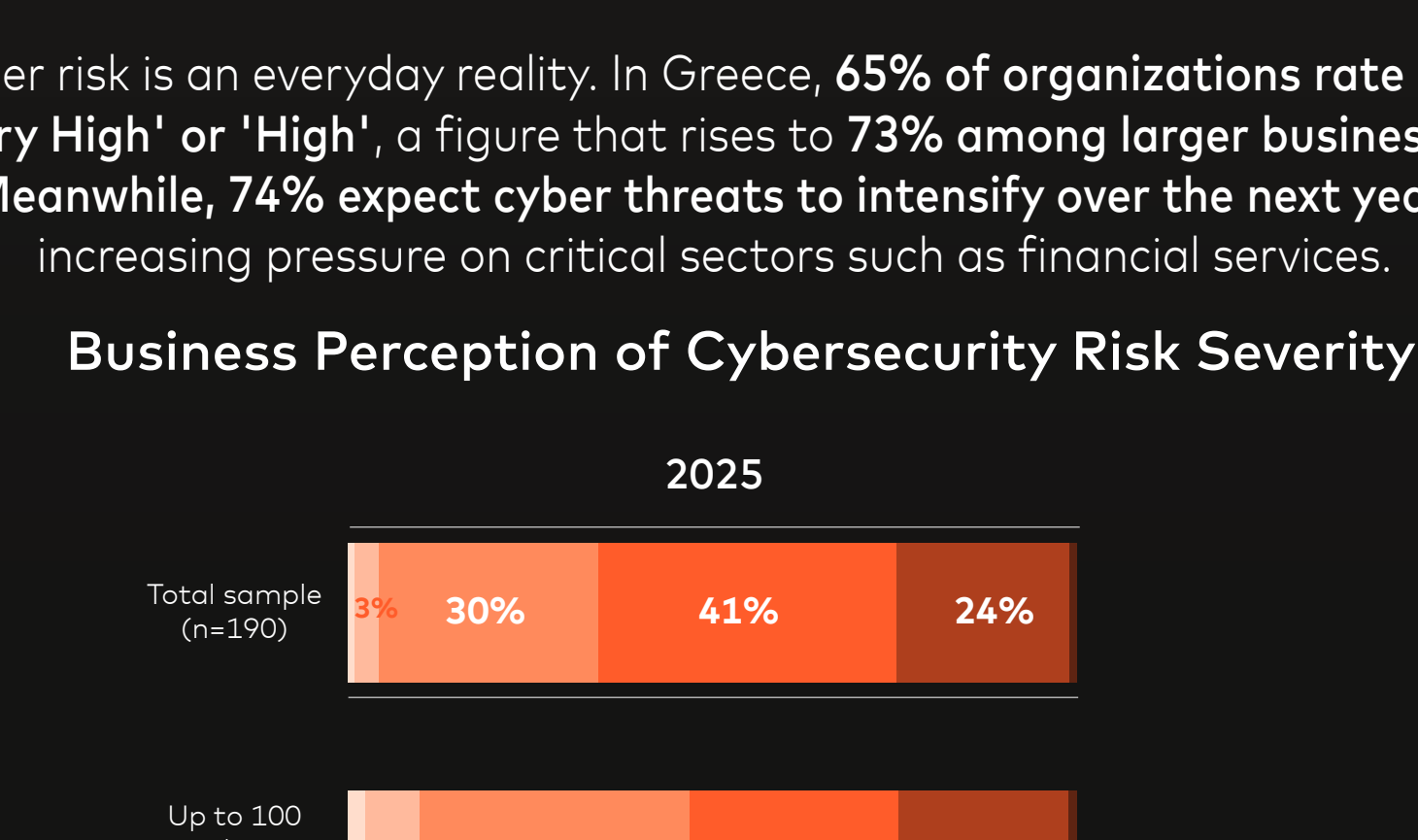
Cyber Resilience in Focus

Across Greece, organizations face shifting cyber threats, with financial services ranking among the top targeted sectors.

The Escalating Wave of Cyber Risk

Cyber risk is an everyday reality. In Greece, **65% of organizations rate it as 'Very High' or 'High'**, a figure that rises to **73% among larger businesses. Meanwhile, 74% expect cyber threats to intensify over the next year**, increasing pressure on critical sectors such as financial services.

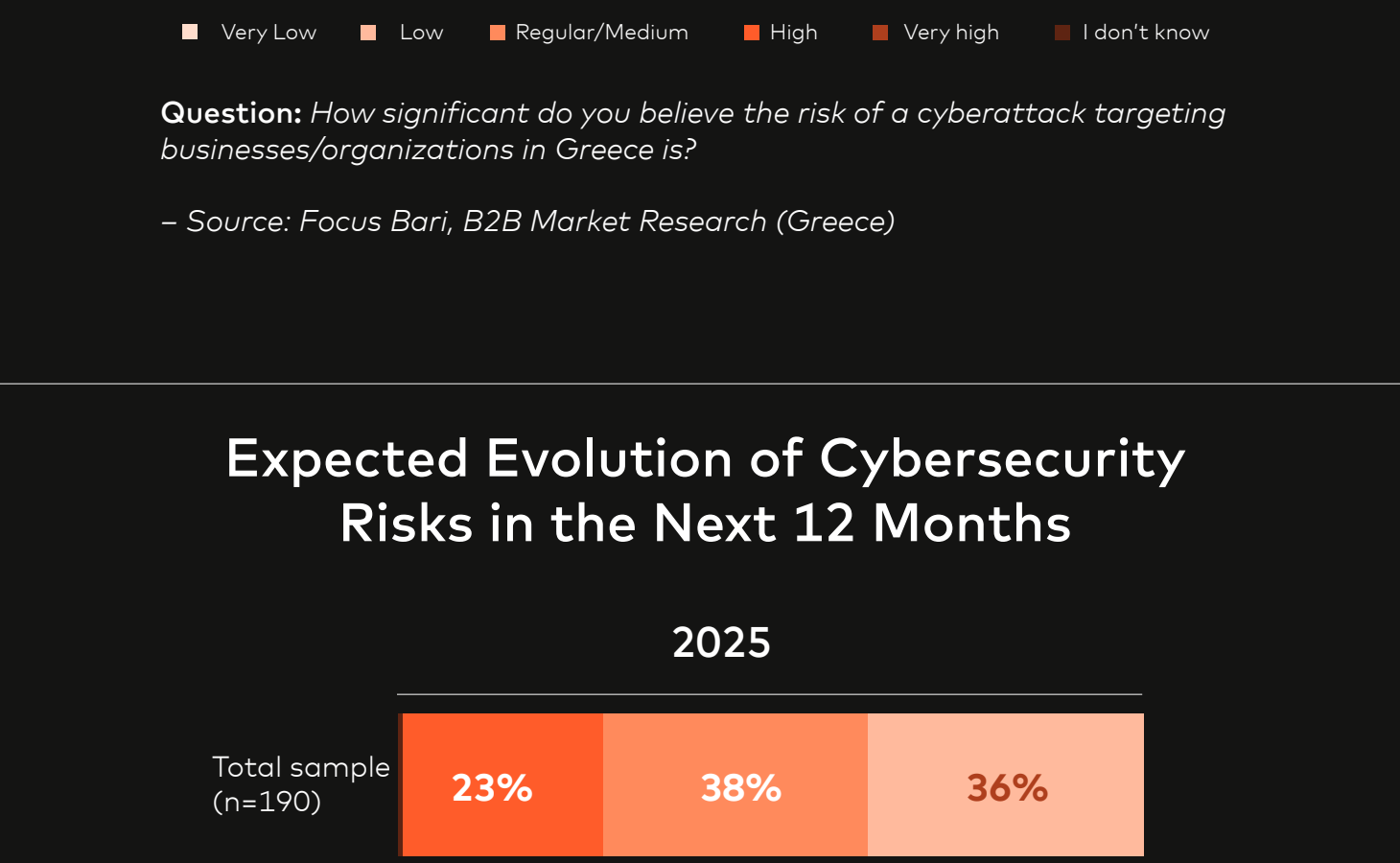
Business Perception of Cybersecurity Risk Severity



Question: *How significant do you believe the risk of a cyberattack targeting businesses/organizations in Greece is?*

– Source: Focus Bari, B2B Market Research (Greece)

Expected Evolution of Cybersecurity Risks in the Next 12 Months

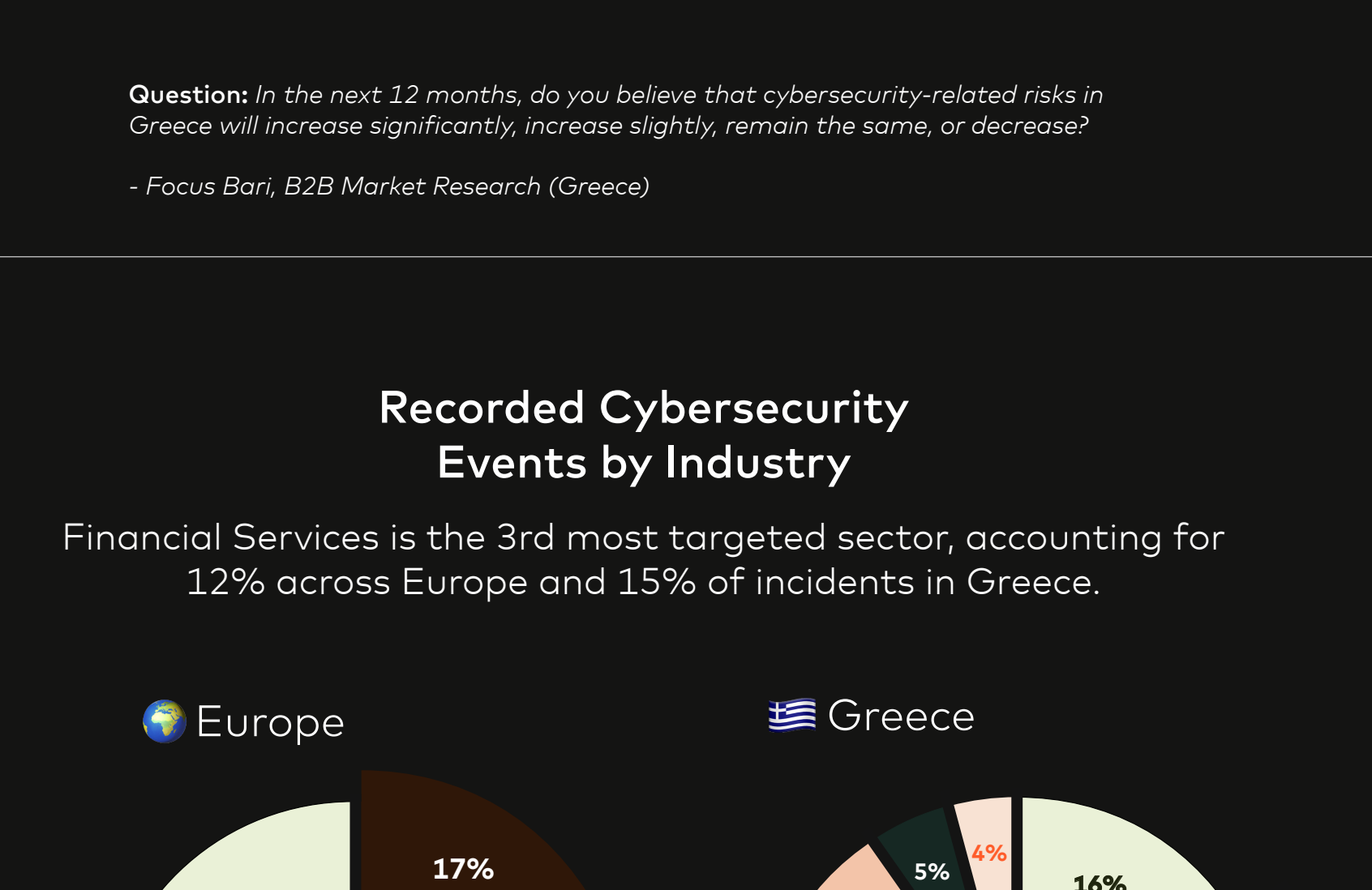


Question: *In the next 12 months, do you believe that cybersecurity-related risks in Greece will increase significantly, increase slightly, remain the same, or decrease?*

- Focus Bari, B2B Market Research (Greece)

Recorded Cybersecurity Events by Industry

Financial Services is the 3rd most targeted sector, accounting for 12% across Europe and 15% of incidents in Greece.



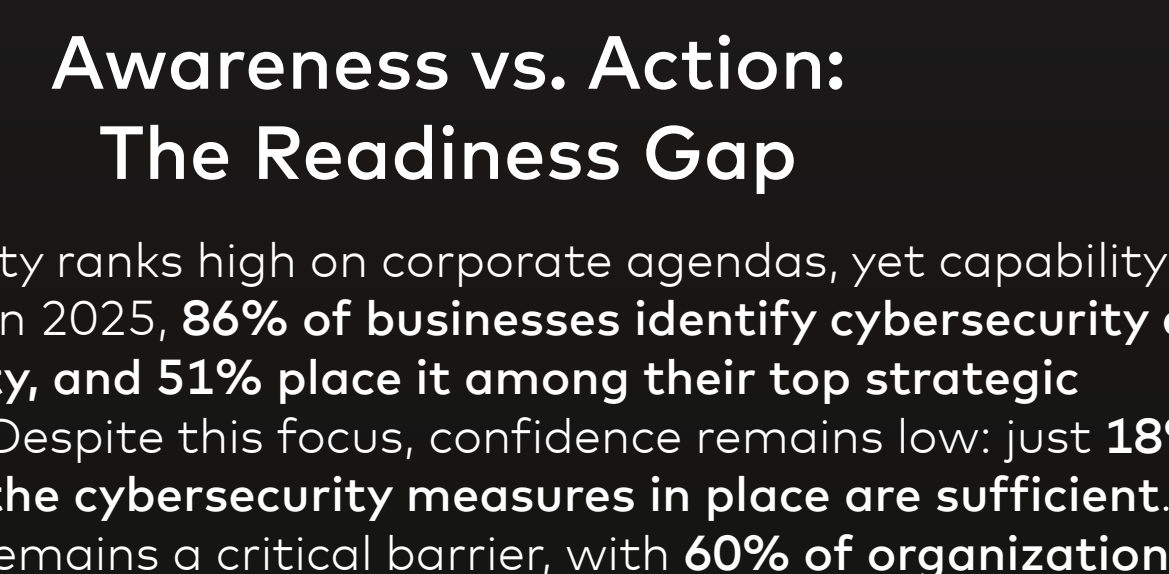
Other category contains: Healthcare, Retail

Source: *Mastercard Cyber Insights Data. Based on data for the timeframe January 2024 – July 2025*

Awareness vs. Action: The Readiness Gap

Cybersecurity ranks high on corporate agendas, yet capability gaps persist. In 2025, **86% of businesses identify cybersecurity as a priority, and 51% place it among their top strategic imperatives**. Despite this focus, confidence remains low: just **18% agree that the cybersecurity measures in place are sufficient**. Complexity remains a critical barrier, with **60% of organizations viewing cybersecurity as highly complex** limiting their ability to build resilient protection.

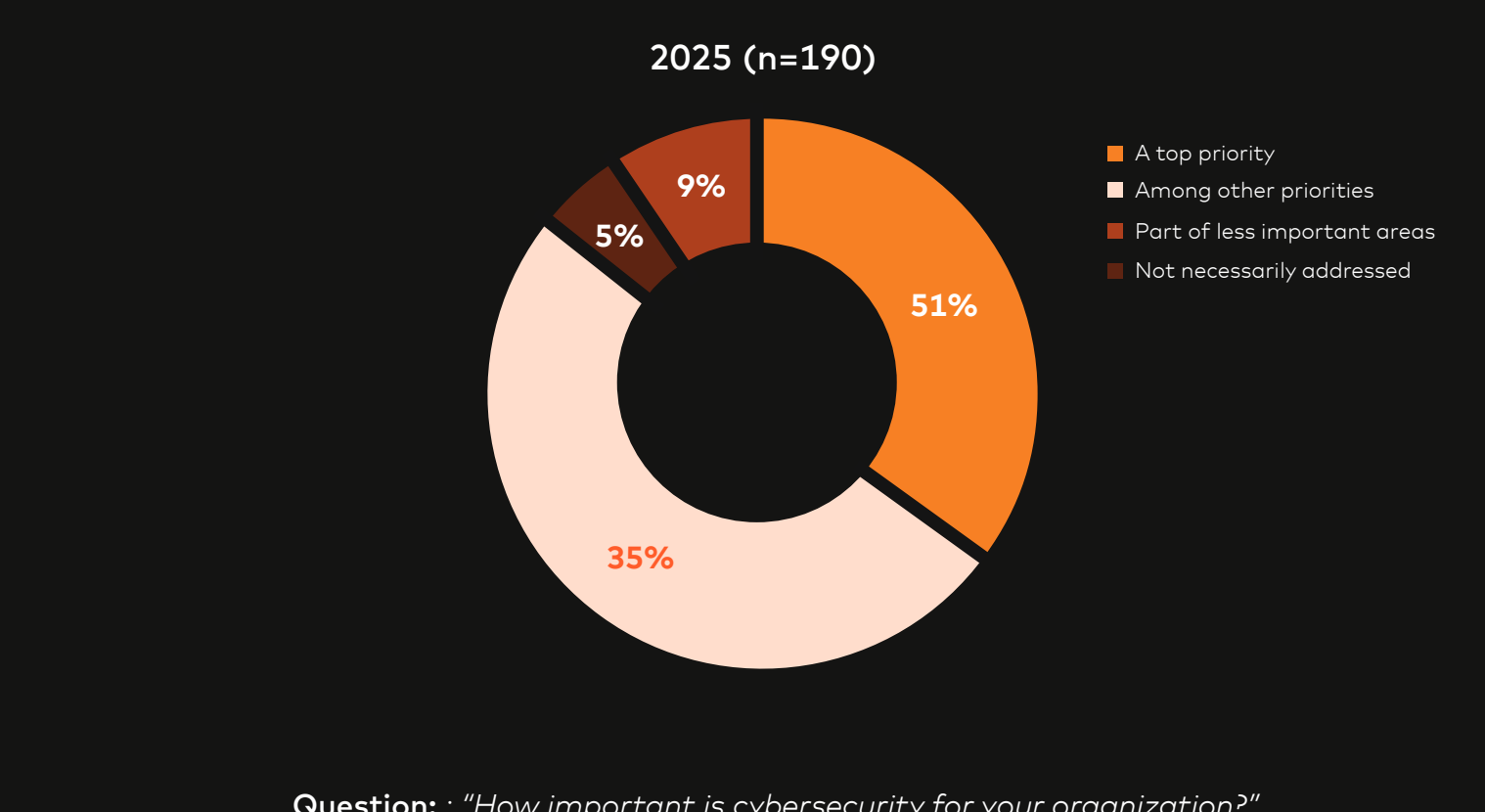
Perceived Importance of Cybersecurity Within the Organization



Question: : *"How important is cybersecurity for your organization?"*

- Focus Bari, B2B Market Research (Greece)

Business Attitudes Towards Cyber Security Issues



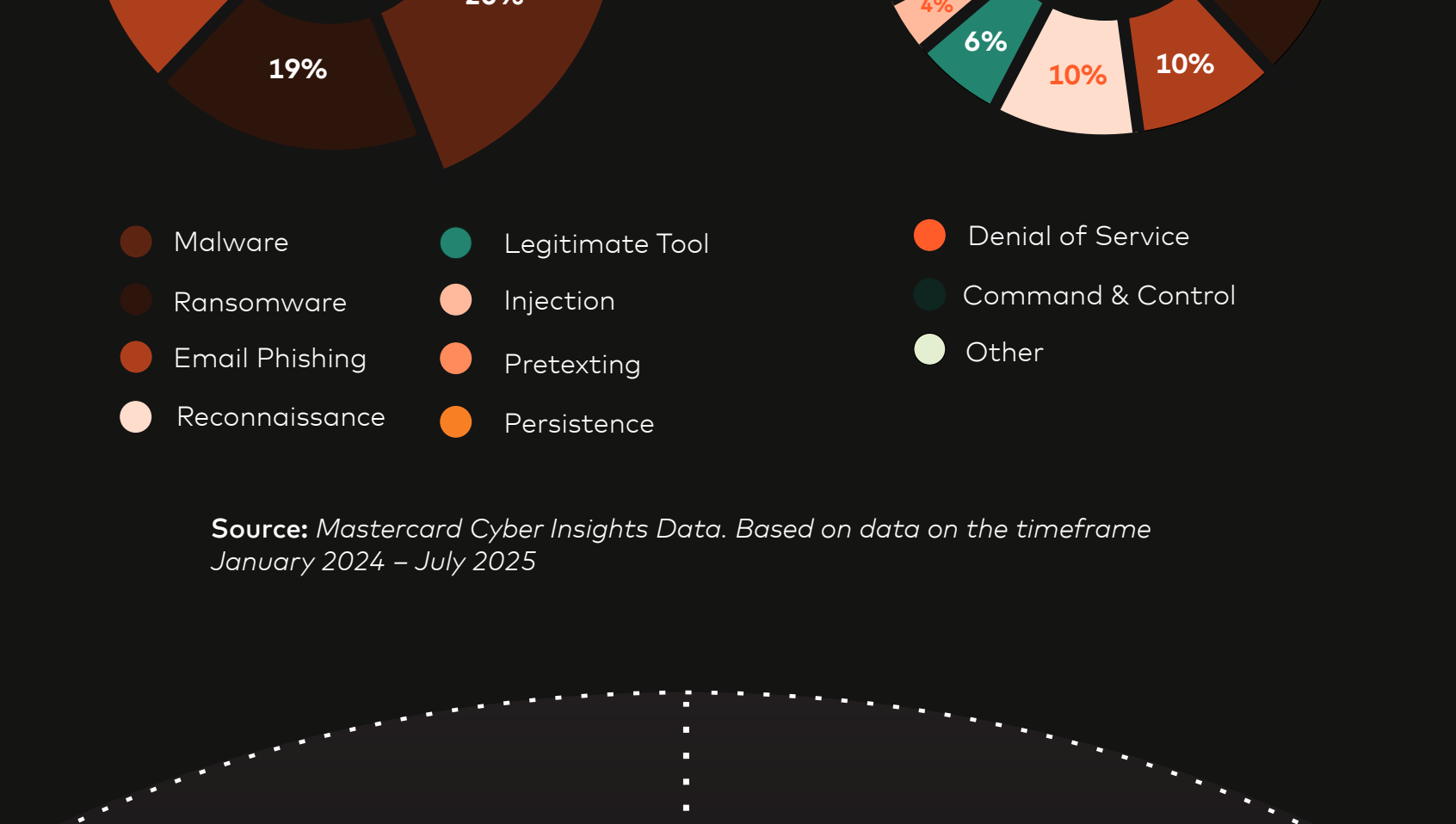
Question: *"To what extent do you agree or disagree with each of the following statements about the level of cybersecurity in companies and organizations in Greece?"*

- Focus Bari, B2B Market Research (Greece)

Top Cyberattack Methods in Greece vs. Europe

Ransomware, malware and email phishing dominate the threat landscape across Europe and Greece, **standing out as the most prevalent forms of attack.**

Attack Methods Across Industries

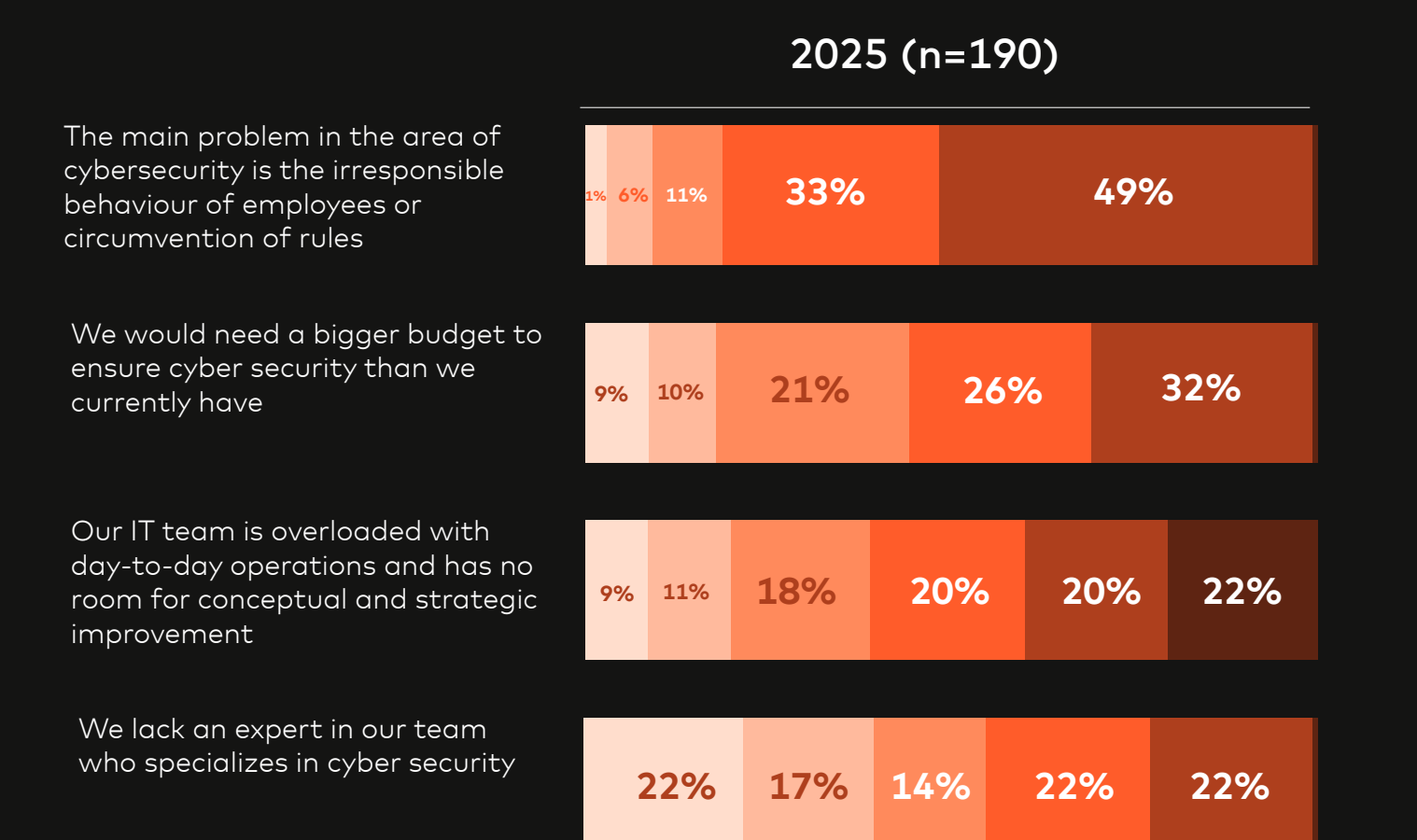


Source: *Mastercard Cyber Insights Data. Based on data on the timeframe January 2024 – July 2025*

The Human & Operational Factor

Human and budget-related constraints remain the biggest cybersecurity pain points. Unsafe employee behavior tops the list, with **82% of businesses agreeing it is a major challenge, while budget limitations follow at 58%.**

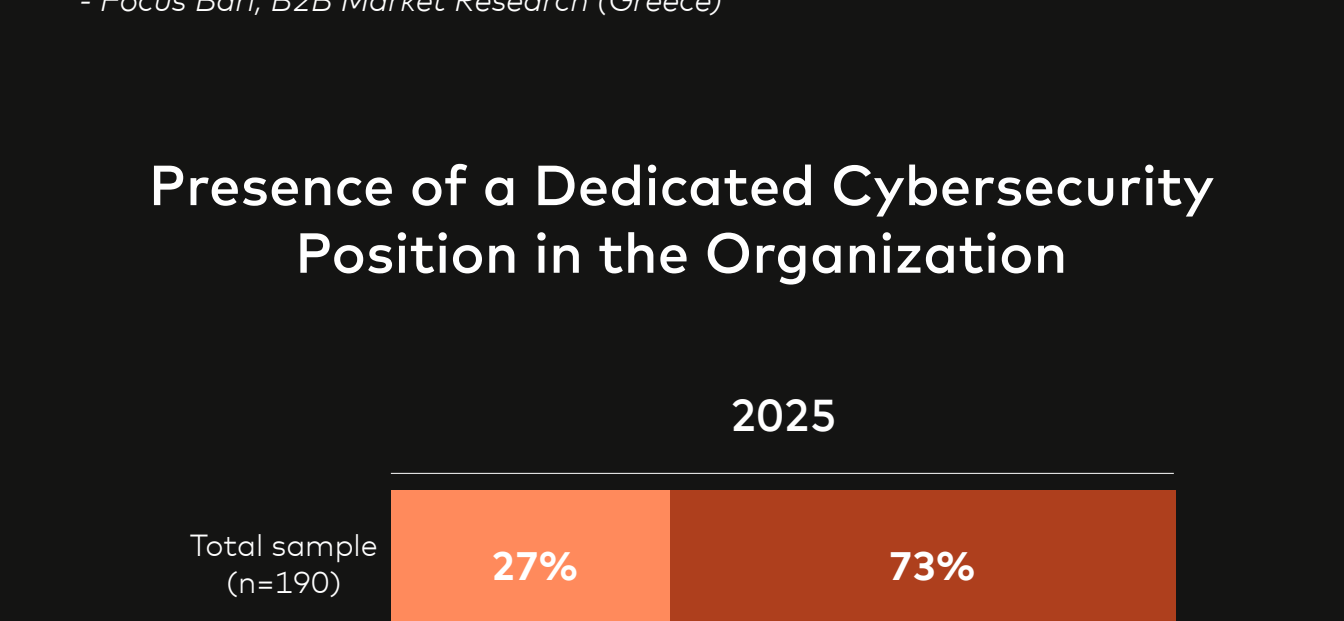
Cybersecurity Readiness Pulse: Level of Agreement with Cybersecurity Statements



Question: *"To what extent do you agree with each of the following statements?"*

- Focus Bari, B2B Market Research (Greece)

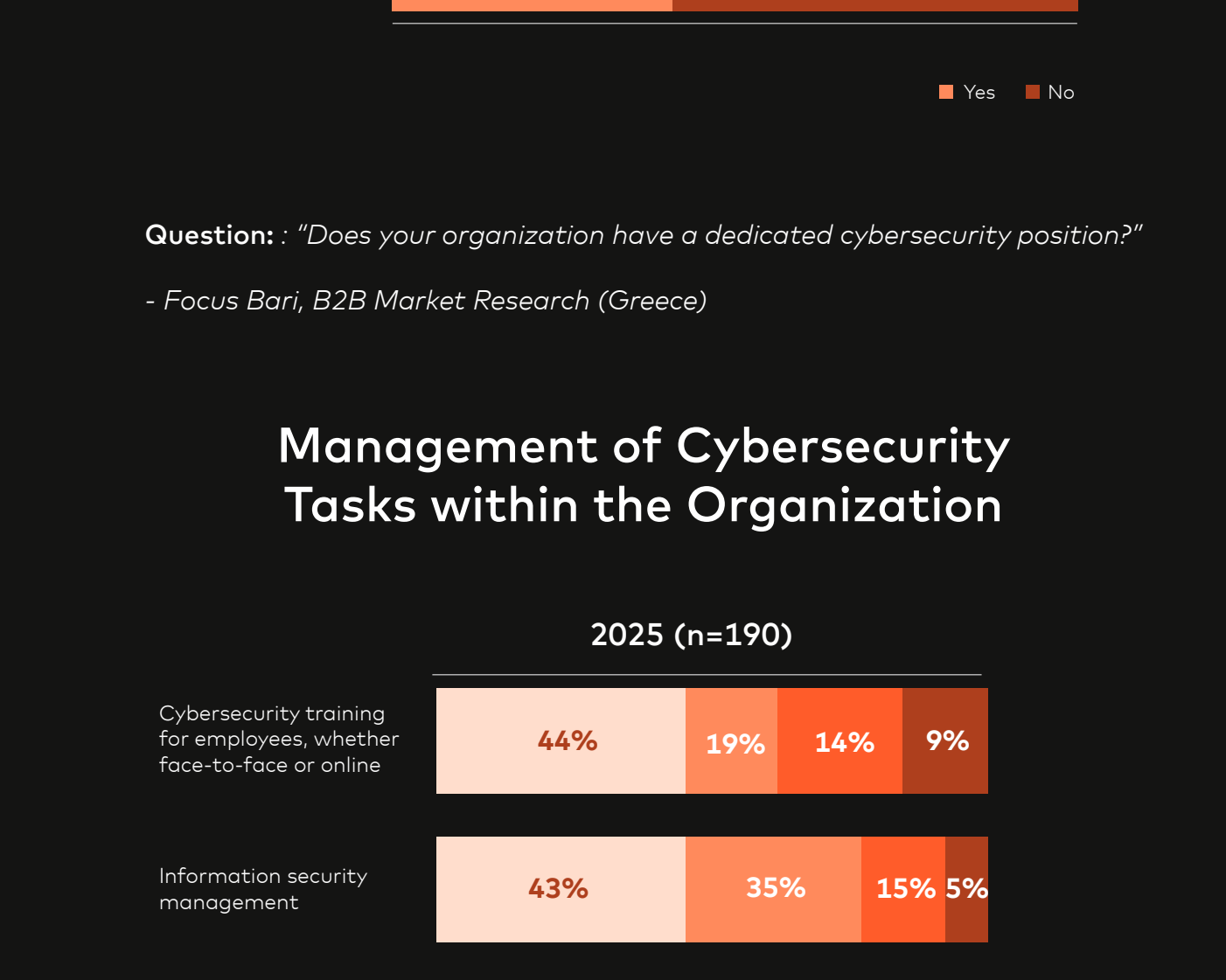
Presence of a Dedicated Cybersecurity Position in the Organization



Question: : *"Does your organization have a dedicated cybersecurity position?"*

- Focus Bari, B2B Market Research (Greece)

Management of Cybersecurity Tasks within the Organization



Question: : *"For each cybersecurity area I read, please tell me if your organization handles it and if you outsource it."*

- Focus Bari, B2B Market Research (Greece)

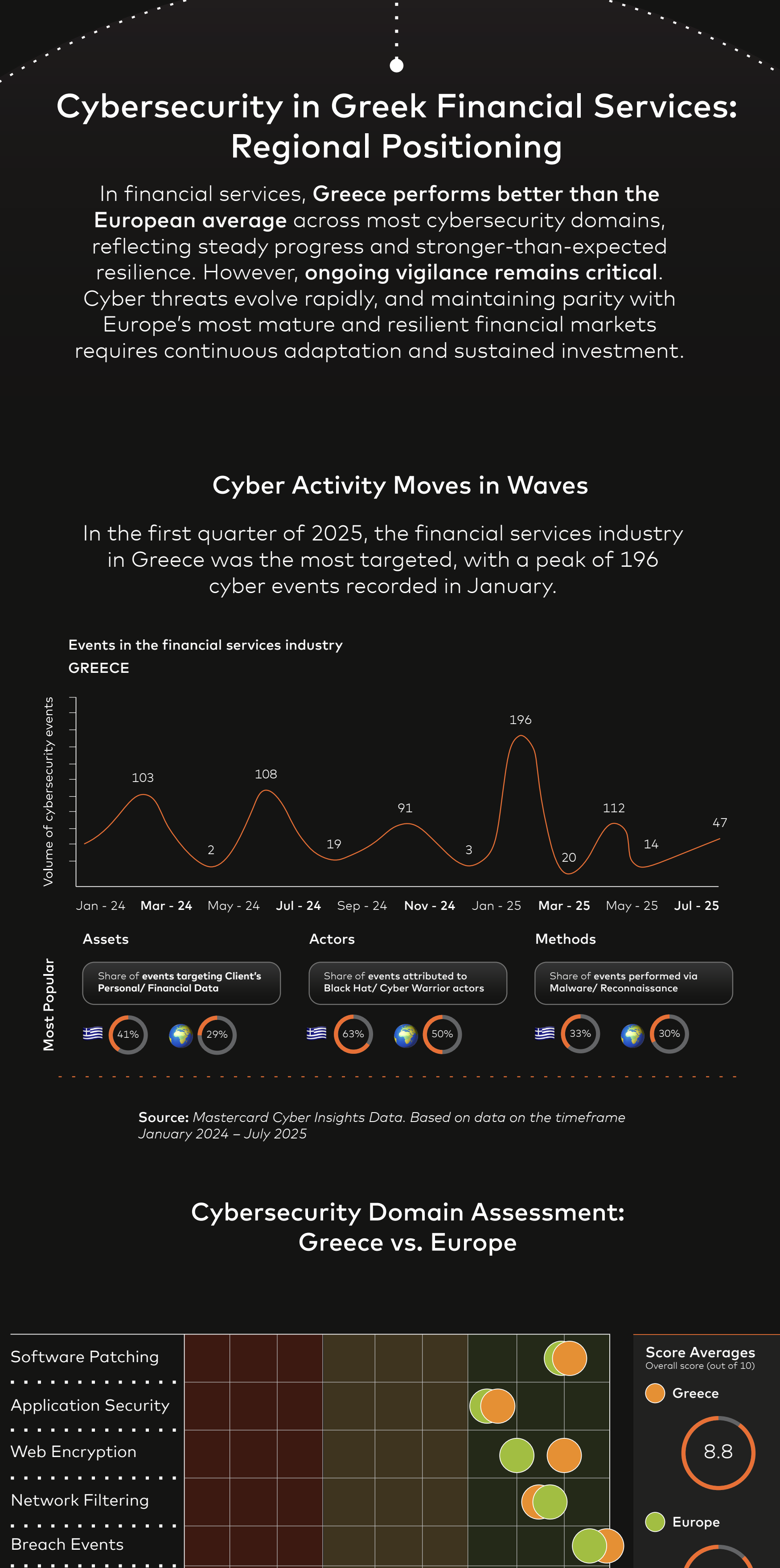
Nearly **three-quarters of businesses (73%)** lack a dedicated cybersecurity role, driving widespread reliance on **outsourced support**. While activities like **user-management** and **training** are mostly retained internally, organizations increasingly look to **external partners** for more advanced cybersecurity needs. This trend underscores both **resource constraints** and the **escalating demands** of protecting digital environments.

Cybersecurity in Greek Financial Services: Regional Positioning

In financial services, **Greece performs better than the European average** across most cybersecurity domains, reflecting steady progress and stronger-than-expected resilience. However, **ongoing vigilance remains critical**. Cyber threats evolve rapidly, and maintaining parity with Europe's most mature and resilient financial markets requires continuous adaptation and sustained investment.

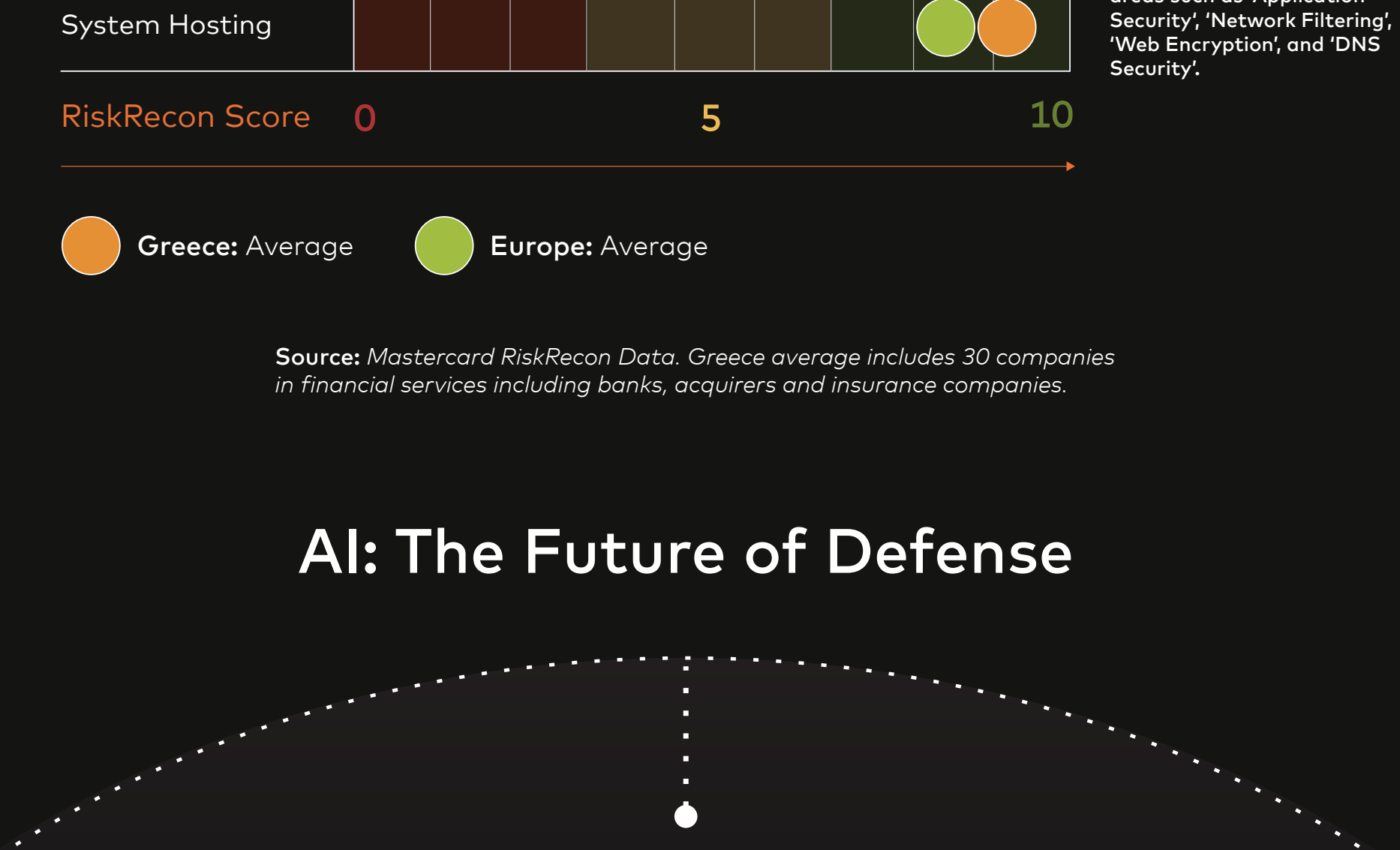
Cyber Activity Moves in Waves

In the first quarter of 2025, the financial services industry in Greece was the most targeted, with a peak of 196 cyber events recorded in January.



Source: *Mastercard Cyber Insights Data. Based on data on the timeframe January 2024 – July 2025*

Cybersecurity Domain Assessment: Greece vs. Europe



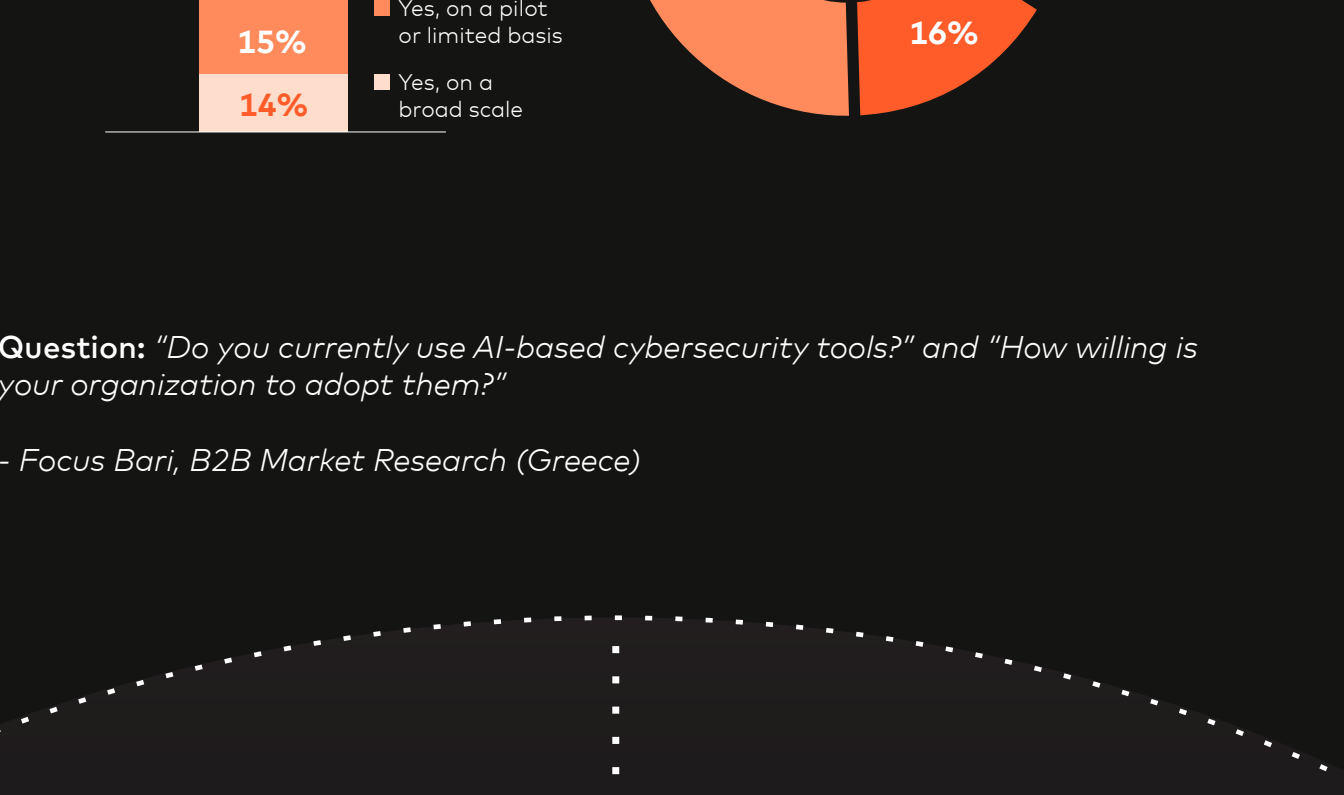
While Greece performs well in key cybersecurity domains compared to Europe, **there is room for improvement in areas such as 'Application Security', 'Network Filtering', 'Web Encryption', and 'DNS Security'.**

Source: *Mastercard RiskRecon Data. Greece average includes 30 companies in financial services including banks, acquirers and insurance companies.*

AI: The Future of Defense

Artificial Intelligence is reshaping the cybersecurity landscape, transforming defense from reaction to anticipation or even prediction. Only **29% of Greek businesses currently use AI-based cybersecurity tools, yet 75% are "Very willing" or "Somewhat willing" to adopt them**, signaling strong momentum toward AI-powered defense.

AI & Cybersecurity



Question: *"Do you currently use AI-based cybersecurity tools?" and "How willing is your organization to adopt them?"*

- Focus Bari, B2B Market Research (Greece)

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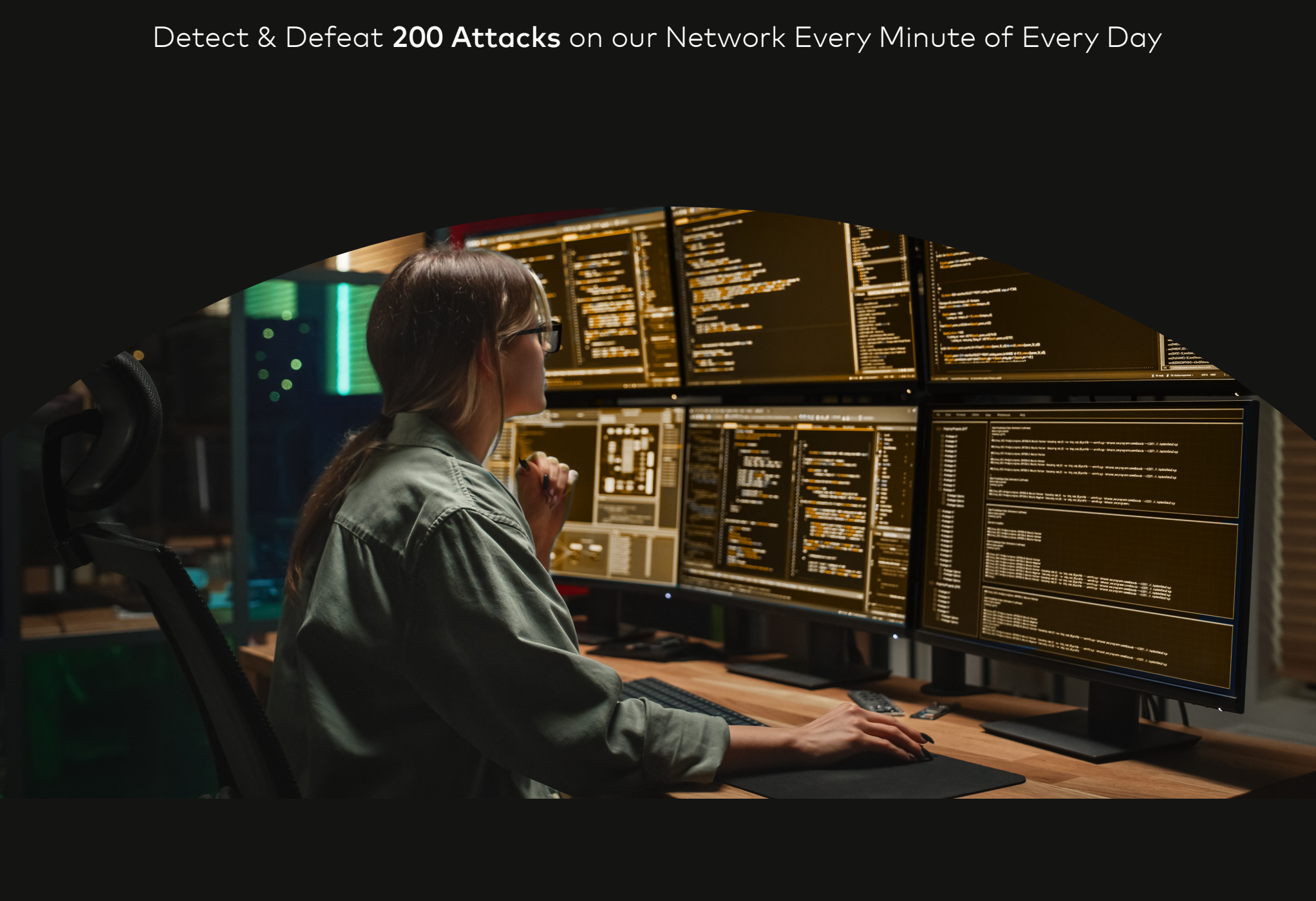
Secure Data & Transactions for **2 Billion** Cards Annually

Mitigate **3.2 Million** Phishing Attempts on Our Network Annually

Detect & Defeat **200 Attacks** on our Network Every Minute of Every Day



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