

2024 GLOBAL PASSWORD HEALTH SCORE REPORT

Global password security health trends in 2024

What Dashlane's Password Health score tells us about the state of cybersecurity, authentication, and passwords worldwide in 2024.

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INTRODUCTION

The Global Password Health Score Report

The evolution of credential security

In 2022, Dashlane published the first-ever deep-dive look at global password health. New for this year's report, we analyzed enterprise-specific password hygiene with data from over 23,000 businesses protected by Dashlane. We found that while enterprise users have stronger password health than consumers, there's a pervasive number of credentials not protected by single sign-on (SSO). We also examined which industries have the best and worst password health.

Since we published our first report, Dashlane users worldwide have seen their Password Health scores trend upward each year, underscoring that knowledge equals power when it comes to security. Progress in security often happens gradually, and with passkeys and other passwordless technology still in the early stages of adoption, compromised and unsecure credentials remain a risk that organizations will have to continue to manage for years to come.



SECTION 1

How password health changed by region from 2022–2024

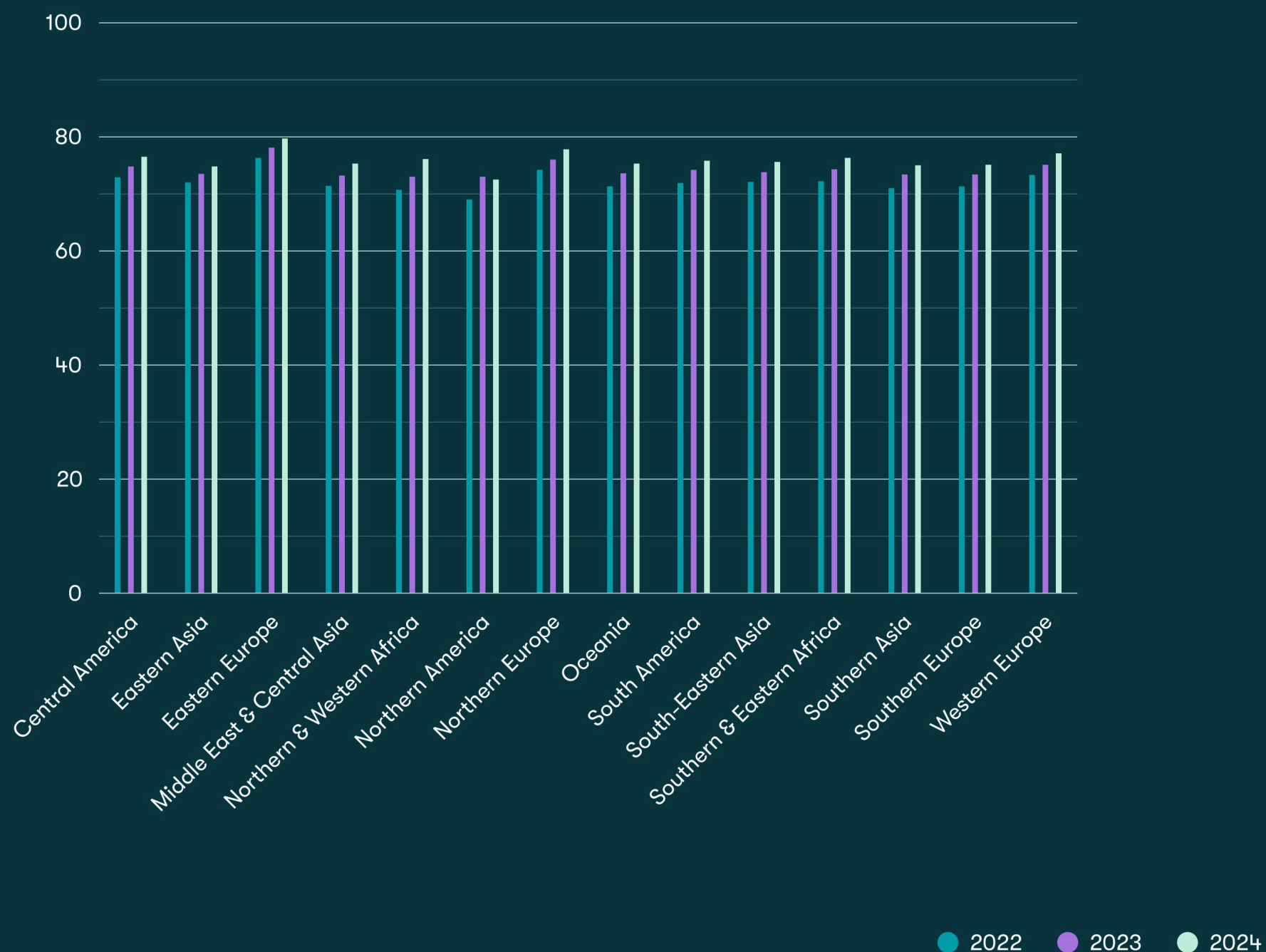
Password health for Dashlane users across the world has improved over the last year, yet unsafe credential handling persists. These are our top findings by region and across industries.

Password health improves globally

Looking across regions, the average Password Health Score in 2024 was between 72.6 (Northern America) and 79.8 (Eastern Europe). While each region fell within the “Needs Improvement” range (a score between 60-90), all regions improved their scores between 2-4% in the past year. This is due to the continued decrease in reused and compromised passwords globally. These steady improvements can significantly reduce risk for users and their employers, especially from opportunistic, wide-net phishing attacks that take advantage of weak, reused, or compromised credentials.

“The cyber health of an organization requires employees to be aware and careful,” said Robin Koetje, Vice President of Information Technology of boutique hotel brand Staypineapple. “The Password Health score makes it easy for our employees to find and fix weak and reused passwords.”

Security score average by region



Share of reused passwords by region



Share of compromised passwords by region



● 2022 ● 2023 ● 2024

As the data shows, the share of compromised passwords decreased globally, yet the share of reused passwords remains between 40-50% worldwide, representing poor security hygiene. The share of weak passwords has trended upwards across all regions.

Lowest security score:
Northern America



Northern America had the lowest security score at 72.6, due to having the highest percentage of compromised passwords (15%) and among the highest percentage in reused passwords (48%). Northern America is a corporate hub and is more likely to have high-value returns, so is more often targeted by attackers.

Strongest passwords:
Eastern Europe



Eastern Europe had the strongest average Password Health score at 79.8, with a 10% fastest reduction rate of compromised passwords.

Compromised passwords:
Northern and Western Africa



Northern and Western Africa had the lowest percentage of compromised passwords (9%), and had the highest reduction rate in reused passwords (11%).