

World Passkey Day 2025

Consumer Password & Passkey Trends



Executive Summary

Passkeys are no longer just a concept: The future of sign-in is here and consumers are ready. Built on the open authentication standards developed by the FIDO Alliance, passkeys are quickly gaining momentum among global service providers. Why? Because they offer a frictionless, phishing-resistant, passwordless sign-in experience that is redefining digital security and user convenience.

Ahead of World Passkey Day 2025, the FIDO Alliance commissioned an independent survey of 1,389 people across the U.S., U.K., China, South Korea, and Japan to provide additional insights into how authentication preferences are evolving in real time.

The research shows people continue to struggle with traditional passwords:

- 36% of respondents said they've had at least one account compromised due to weak or stolen passwords.
- 48% admitted they've abandoned an online purchase simply because they forgot their password.

Expanding Industry Alignment and Adoption with the Passkey Pledge

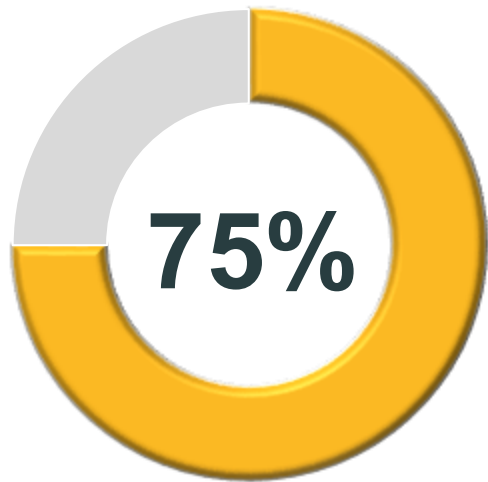
As momentum accelerates for passwordless authentication, the FIDO Alliance is doing far more than raising awareness — it's actively leading a coordinated transformation of the digital identity landscape. A key driver of this shift is the Passkey Pledge, launched in April 2025, which invites service providers, platforms, and developers to make a public, unified commitment to supporting passkeys.

Already, the initiative has been endorsed by over 100 organizations, signaling widespread alignment across sectors. But the Passkey Pledge isn't just a symbolic gesture — it's a clear indicator that passkeys are becoming the norm, not the exception. It represents a collective commitment to a more secure and seamless, phishing-resistant future for authentication and reinforces the FIDO Alliance as the catalyst, convener, and standard-bearer guiding this global evolution.

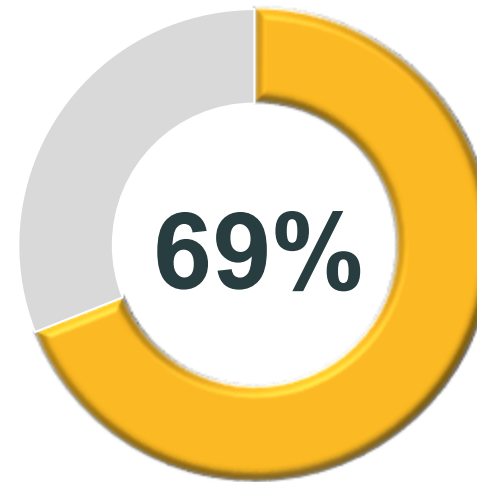
Passkey adoption is advancing, but what do consumers think about this transformative shift?

Recent findings from the FIDO Alliance show that 48% of the world's top 100 websites have already integrated passkey support.

Passkeys are gaining both traction and trust:



of people are now aware
of passkey technology



have already enabled passkeys
on one or more accounts

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A majority of people who are aware of passkey technology believe they **offer better security (53%) and greater convenience (54%)** than traditional passwords.

As more people try passkeys, they're increasingly choosing to enable them across their digital lives — boosting both personal security and online usability.

Explore the full report to dive deeper into the global trends, key data, and what it all means for the future of authentication.

Over two thirds of all people surveyed have enabled passkeys on at least one of their accounts.

Have you enabled passkeys on your apps and online accounts?

	Combined	United States	China	Japan	United Kingdom	South Korea
Yes – I have enabled passkeys on all accounts that I can	38.4%	23.0%	66.6%	29.9%	38.6%	34.1%
Yes – I have enabled passkeys on at least one account	30.6%	42.8%	28.6%	16.2%	36.2%	29.7%
No – I have chosen not to enable passkeys	12.6%	20.2%	3.5%	9.4%	17.9%	12.3%
I don't know	18.2%	13.9%	1.1%	44.3%	7.1%	23.8%

People familiar with passkeys consider them to be both more secure and more convenient than passwords.

For those with some knowledge of passkeys:

To what extent do you believe that passkeys are *more or less secure* than passwords?

	Combined	United States	China	Japan	United Kingdom	South Korea
Far more secure than passwords	24.0%	13.8%	42.3%	15.9%	31.0%	17.4%
More secure than passwords	29.2%	31.3%	43.5%	15.5%	31.0%	25.0%
About the same	17.9%	24.2%	7.0%	15.9%	19.1%	23.8%
Less secure than passwords	4.4%	6.3%	4.7%	1.8%	5.1%	4.3%
Far less secure than passwords	1.9%	1.5%	1.1%	2.6%	1.5%	2.7%
I don't know	22.2%	22.6%	1.1%	48.1%	11.9%	26.5%

People familiar with passkeys consider them to be both more secure and more convenient than passwords.

For those with some knowledge of passkeys:

To what extent do you believe that passkeys are *more or less convenient* to use than passwords?

	Combined	United States	China	Japan	United Kingdom	South Korea
Far more convenient than passwords	26.8%	19.4%	45.4%	17.4%	33.0%	19.0%
More convenient than passwords	26.6%	28.5%	33.3%	15.9%	29.4%	26.5%
About the same	16.4%	22.2%	12.9%	9.4%	19.1%	19.0%
Less convenient than passwords	6.5%	8.3%	6.6%	4.1%	8.7%	4.7%
Far less convenient than passwords	2.4%	3.1%	0.39%	2.6%	1.5%	4.3%
I don't know	21.0%	18.2%	1.1%	50.3%	7.9%	26.1%

The rise in passkey awareness and utilization comes at a time when issues with passwords persist.

To the best of your knowledge, have you had your password stolen and/or any account compromised in the past year?

	Combined	United States	China	Japan	United Kingdom	South Korea
Yes	35.9%	28.5%	52.5%	35.5%	22.7%	40.4%
No	51.7%	51.1%	46.6%	49.0%	68.9%	43.2%
Unsure	12.2%	20.2%	0.79%	15.2%	8.3%	16.4%

How likely are you to abandon a purchase or account sign-in due to a forgotten password?

	Combined	United States	China	Japan	United Kingdom	South Korea
Very likely	20.8%	13.8%	37.5%	17.3%	18.7%	16.4%
Somewhat likely	27.4%	26.9%	33.9%	18.9%	31.0%	26.0%
Neutral	26.0%	24.6%	14.2%	35.5%	23.5%	32.4%
Somewhat unlikely	13.4%	21.0%	11.0%	6.7%	17.9%	10.4%
Very unlikely	12.3%	13.9%	3.1%	21.3%	8.6%	14.8%



Research Methodology

This SurveyMonkey online poll was conducted April 13-14, 2025 among a global sample of 1,389 adults ages 18 and up. Respondents for this survey were selected from the nearly 3 million people who take surveys on the SurveyMonkey platform each day.

Data for this survey has been weighted for age, race, sex, education, and geography to adequately reflect the demographic composition of the United States, United Kingdom, China, South Korea and Japan. The modeled error estimate for this survey is plus or minus 3.5 percentage points.

