fido ALLIANCE | simpler stronger authentication

Passkey Index

October 2025

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Overview & Methodology

The FIDO Alliance, in collaboration with Liminal, conducted a confidential survey of nine FIDO Alliance member organizations - Amazon, Google, LY Corporation, Mercari Inc., Microsoft, NTT DOCOMO, PayPal, Target and TikTok - that have deployed passkeys for 1 to 3 years on eight utilization and performance areas.

The Passkey Index provides a deeper understanding of how passkeys are being deployed across the ecosystem and the outcomes being observed. This report offers an anonymized view of current implementation patterns, opt-in performance, utilization, and organizational efficiency gains.

The findings provide an evidence-based snapshot of where passkeys stand today, informed directly by implementers who are shaping the future of authentication. The report highlights successes, identifies areas for continued investment, and equips stakeholders with a benchmark to track progress across the industry.

The Passkey Index Reports High Eligibility for Passkeys

An average of 93% of user accounts are eligible for passkeys, signaling that technical barriers have been addressed and creating a foundation for large-scale user enrollment and future adoption.

Looking Deeper

As more consumers encounter passkey options during sign-in, their exposure to the technology increases, accelerating familiarity and trust. This environment helps set the stage for higher opt-in rates and long-term adoption, positioning passkeys as a mainstream authentication option rather than a niche feature.

Companies Participating in the Passkey Index Report Strong Passkey Enrollment and Usage

1/3 of all accounts have a passkey enrolled (36%)

1/4 of all sign-ins now leverage passkeys (26%)

Passkeys have 30% Higher Sign-in Success rate Compared to Traditional MFA Methods

Higher Login Success

Passkey Index participants report a **93% success rate for passkey logins**, compared to **63% for other methods**.

Improved Conversion Reliability

30% higher success rate mean fewer failed attempts and greater throughput at critical checkpoints.

Note: “Other Authentication Methods” includes Social Login (e.g., Sign in with Google/Apple/etc.), MFA, OTPs etc.

Passkeys Enable Significantly Faster Sign-in Experiences

The data reinforces that passkeys are not only viable from a technical standpoint but also commercially attractive as part of an improved customer experience.

8.5 seconds

per sign-in with passkeys

73%

decrease in login time when using passkeys

31.2 seconds

per sign-in with traditional MFA

Passkeys Deliver Meaningful Improvements Across Key Metrics

Platforms report improved conversion, reduced support burdens, and lower authentication costs, reinforcing that passkeys create both user and enterprise value.

Help Desk Incident Reduction

Passkey Index participants report up to an 81% reduction in signin-related help desk incidents

Authentication Friction Reduction

Reducing help desk burden allows IT and support teams to focus on higher-value issues

Authentication Cost Savings

Platforms using passkeys expect reduced costs tied to OTPs, resets, and support burdens

Lower Operational Overhead

Cost savings from fewer OTP sends and less support interaction free up budget for innovation

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