



2023 Retail Threat Landscape

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TRUSTWAVE THREAT INTELLIGENCE BRIEFING & MITIGATION STRATEGIES

The allure of brand recognition in the retail industry is undeniable, but it also presents a stark reality in the realm of cybersecurity: the bigger the brand, the larger the target.

Emerging and Prominent Trends



ARTIFICIAL INTELLIGENCE AND GENERATIVE AI



AUTOMATED BOT ATTACKS



THIRD-PARTY RISK AND EXPOSURE

\$2.9M

Average cost of a breach for retailers

34%

Share of ransomware incidents attributed to LockBit

57%

Breaches in the U.S. vs other countries

The Retail Threat Landscape



THREAT ACTORS

8BASE
 Bian Lian
 BlackCat/ALPHV
 Clop
 LockBit
 Play
 RansomedVC
 Royal



THREAT TACTICS

Email-Borne Malware
 Phishing
 Vulnerability Exploitation
 Credential Access
 Access for Sale
 Consumer-Based Attacks
 Bot Attacks
 Gift Card Fraud and Scams

What Makes Retail's Attack Surface Unique?



Rise of E-Commerce



Seasonality



Omnichannel



Gift Card Prevalence



Franchise Model

Learn About the Attack Flow in Retail



Get actionable mitigations against threat actors, their tactics, and attack flow to keep your organization out of the headlines.

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