2024 Online Authentication Barometer

October 2024

The Data

Key Findings

- **Passkey familiarity growing –** In the two years since passkeys were announced and made available for consumer use, passkey awareness has risen by 50% from 39% who said they were familiar in 2022 to now 57% in 2024.
- **Password usage stagnates as consumers favor alternatives -** The majority of those familiar with passkeys are enabling the technology to sign in. Meanwhile, despite passwords remaining the most common way for account sign-in, usage overall has declined as alternatives rise in availability.
- **Waning password patience is costing sales and loyalty, especially among younger consumers -** 42% of people have abandoned a purchase at least once in the past month because they could not remember their password. This increases to 50% for those aged 25-34 versus just 17% for over 65s.
- **Online scams and AI alarming consumers –** Over half of consumers reported an increase in the number of suspicious messages they notice and an increase in scam sophistication, driven by AI. Younger generations are even more likely to agree, while older generations remain unsure how AI impacts their online security.

When consumers know about passkeys, they use them.

In the two years since they were first announced, awareness of passkeys across apps and online accounts has jumped by 50%.

	2024	2023	2022
Familiar	57%	52%	39%
Unsure or not very familiar	27%	29%	33%
Not familiar at all	16%	19%	28%

Enablement is up year over year as availability and awareness grow.

Adoption has been notably strong in high-growth, digitally advanced markets, including China and India, with the UK and Japan following close behind.

UK	France	Germany	US	Australia	Singapore	Japan	South Korea	India	China
66%	46%	56%	58%	52%	58%	62%	44%	70%	80%

Password usage is stagnating as passkey adoption rises.

Across use cases, the amount of people entering only a password manually to login has decreased significantly in the last two years.

Percentage of people who have entered a password manually in the last two months

	2024	2023	2022	Decrease from 2022
Financial Services	31%	31%	51%	**20%**
Work Accounts	36%	37%	52%	**16%**
Social Media	30%	26%	37%	**7%**
Media/Streaming Services	24%	25%	30%	**6%**
Smart Home Devices	17%	17%	22%	**5%**

Average amount of times consumers enter a password manually a day

	2024	2023
Mean	**3.5**	**3.5**
Never	17%	16%
1 to 2	37%	38%
3 to 5	29%	28%
6 to 10	11%	11%
15+	6%	6%

Users report they see biometrics have the best user experience and are most secure.

Consumers are favoring biometric-based authentication as a means to get a better experience and improve security.

Means of authentication consumers consider the most secure

Biometrics	29%
Using a complex password that only I will remember	15%
A One Time Passcode (OTP) sent to my handset or tablet	14%
A browser's auto form-fill to enter my password	10%
Authentication application	7%
A password manager	5%
Physical security key	5%
QR Code	4%
Other	0%
I don't know	12%

Means of authentication consumers prefer for logging in

Biometrics	28%
Using a complex password that only I will remember	17%
A One Time Passcode (OTP) sent to my handset or tablet	13%
A browser's auto form-fill to enter my password	8%
Authentication application	8%
A password manager	8%
Physical security key	4%
QR Code	4%
Other	0%
I don't know	10%

Password pain is making younger consumers abandon purchases and services.

Continued password reliance is costing brands and organizations money and loyalty, while consumers opt for passwordless login alternatives when available.

Average amount consumers who abandoned a purchase in the last month because of a forgotten password

	2024	2023
Mean	**1.45**	**1.36**
Never	58%	57%
1 to 2	24%	24%
3 to 5	12%	12%
6 to 10	4%	5%
11 to 15	1%	1%
16+	1%	1%

Cart abandonment is high, with 42% of consumers abandoning a purchase in the last month because of a forgotten password.

People who have given up accessing an online service at least once in the past month because they couldn't remember the password

	2024	2023	2022	Difference from 2022
Never	44%	41%	41%	**-3%**
1 to 2	33%	33%	33%	**0%**
3 to 5	16%	18%	16%	**0%**
6 to 10	4%	5%	6%	**2%**
11 to 15	1%	1%	1%	**0%**
16+	2%	2%	2%	**0%**

Over half of consumers (56%) have given up accessing a service online because they couldn't remember a password in the last month, with the average frequency twice a month. ***This rises to 66% of those under 35, versus just 34% of over 55s.***

Online scams and AI threats are alarming consumers.

Consumers detecting a change in the number of suspicious messages and scams online

Yes – significant increase	**20%**
Yes – somewhat increase	**33%**
No change	33%
No – somewhat decrease	4%
No – significant decrease	2%
Not sure	7%
% Increase	20%

53% reported detecting increased suspicious messages and online scams in 2024.

Consumers are noticing an increase of scams and AI threats in:

SMS messages	53%
Email	49%
Phone / voice messages	39%
Social media	39%
Instant messaging apps e.g. WhatsApp, Messenger	33%
Fake adverts	32%
Fake articles	24%

Consumers are worried about their online safety and noticing threats becoming more pertinent and more dangerous.

Consumers detecting an increase in the sophistication of suspicious messages

Yes – significant increase	19%
Yes – somewhat increase	32%
No change	35%
No – somewhat decrease	4%
No – significant decrease	2%
Not sure	8%
% Increase	19%

Consumers detecting an increase in the number of suspicious messages and scams online by age range

18 – 24	54%
25 – 34	61%
35 - 54	56%
55 – 64	33%
65+	25%

Research Methodology

- The survey was conducted among 10,000 consumers across UK, France, Germany, US, Australia, Singapore, Japan, South Korea, India and China.
- The interviews were conducted online by Sapio Research in August 2024 using an email invitation and an online survey.
- At an overall level results are accurate to ± 1.0% at 95% confidence limits assuming a result of 50%.

About the FIDO Alliance

The FIDO (Fast Identity Online) Alliance was formed in July 2012 to address the lack of interoperability among strong authentication technologies and remedy the problems users face with creating and remembering multiple usernames and passwords. The FIDO Alliance is changing the nature of authentication with standards for simpler, stronger authentication that define an open, scalable, interoperable set of mechanisms that reduce reliance on passwords. FIDO Authentication is stronger, private, and easier to use when authenticating to online services. Learn more at fidoalliance.org.

Learn about passkey implementation at passkeycentral.org

Passkey Central offers multiple resources to help you on your journey to passkeys, including decision-making tools, videos, roll-out guides on implementation of support for passkeys, and metrics.