

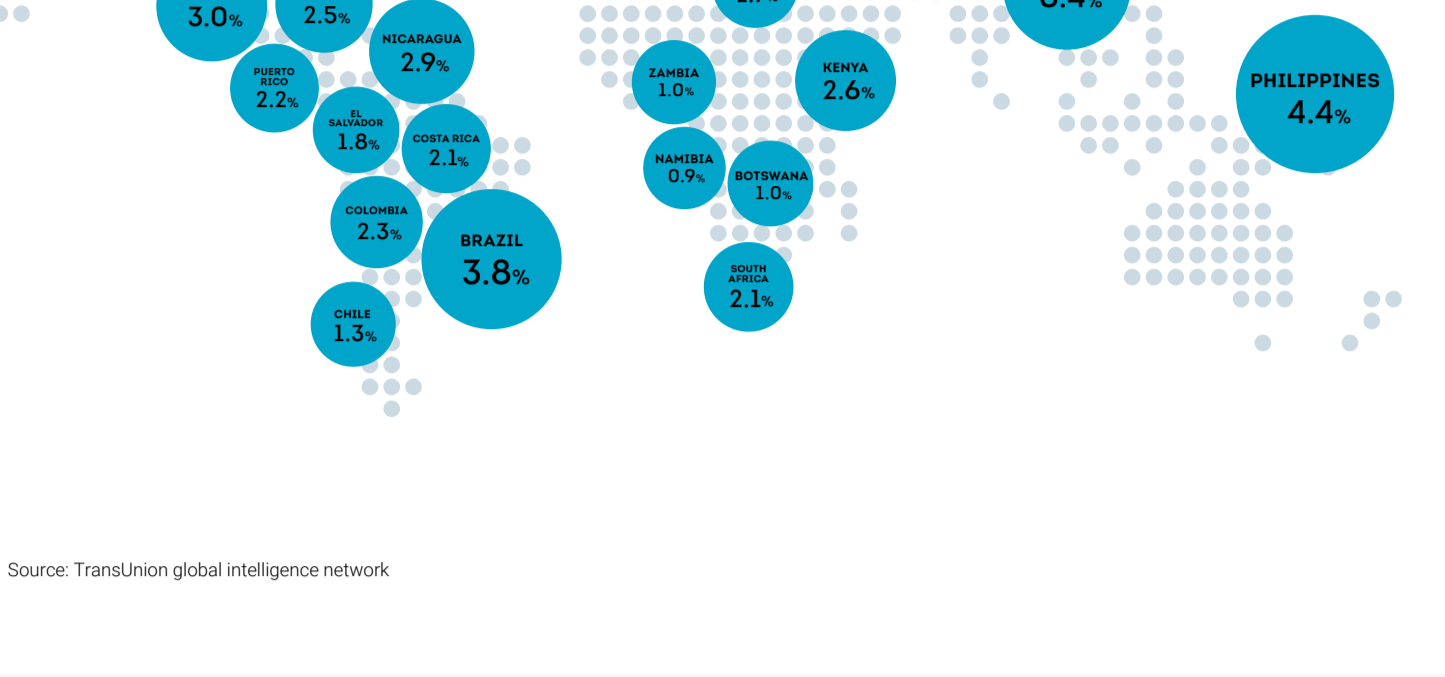
Fraud Insights

H2 2025 Update: Top Fraud Trends

Digital identity risk accelerated fraud losses in the last year according to a TransUnion® survey of more than a thousand business leaders.

The first half of the year (H1) is Jan. 1 to June 30 and the second half (H2) is July 1 to Dec. 31

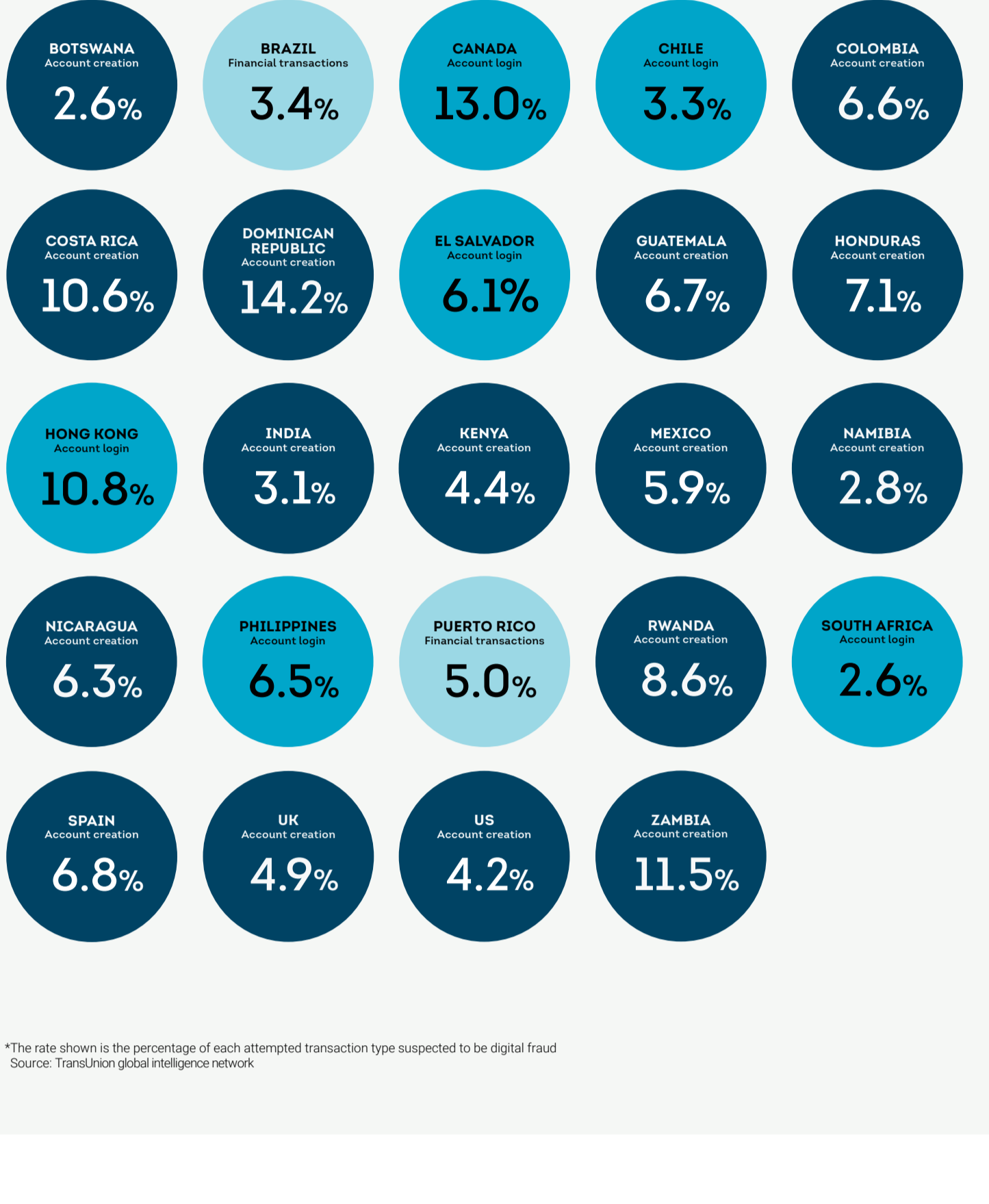
Rate of Suspected Digital Fraud Attempts in H1 2025¹



Source: TransUnion global intelligence network

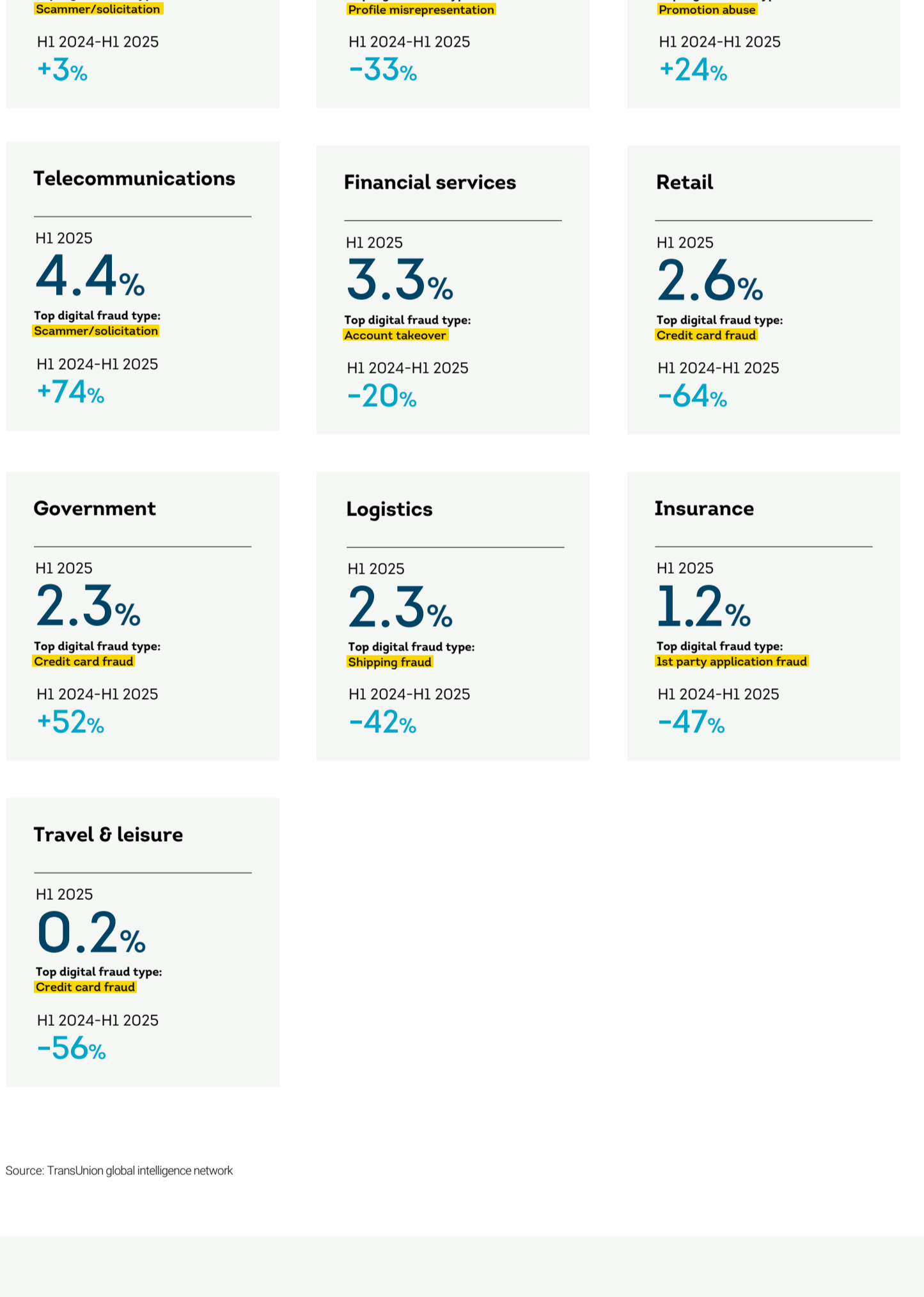
Digital Fraud Risk in the Consumer Lifecycle

Steps in the consumer lifecycle that had the highest percentage of suspected digital fraud in select countries and regions in H1 2025.*



*The rate shown is the percentage of each attempted transaction type suspected to be digital fraud. Source: TransUnion global intelligence network

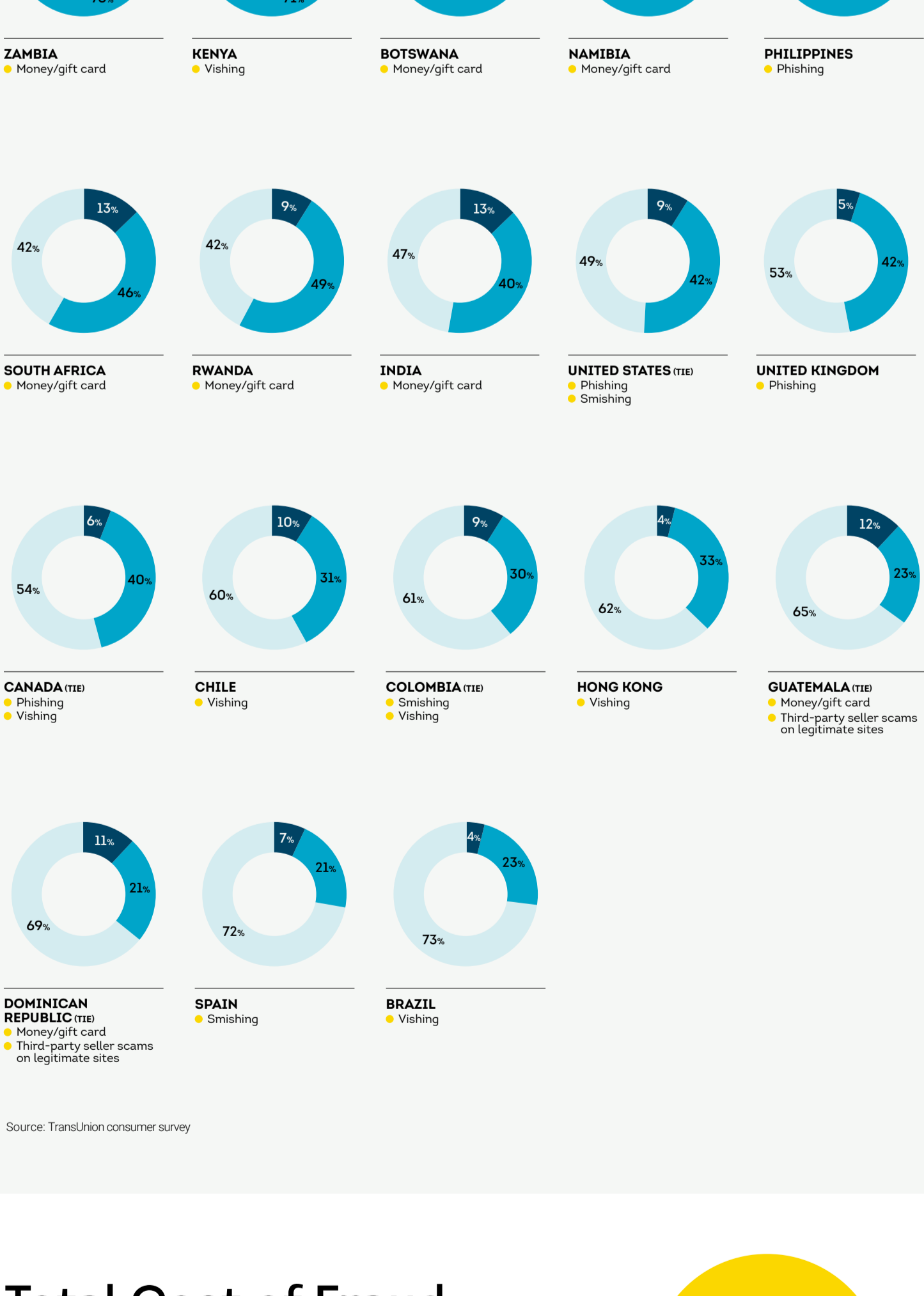
Global Suspected Digital Fraud Attempts by Industry



Source: TransUnion global intelligence network

Consumers Targeted With Fraud

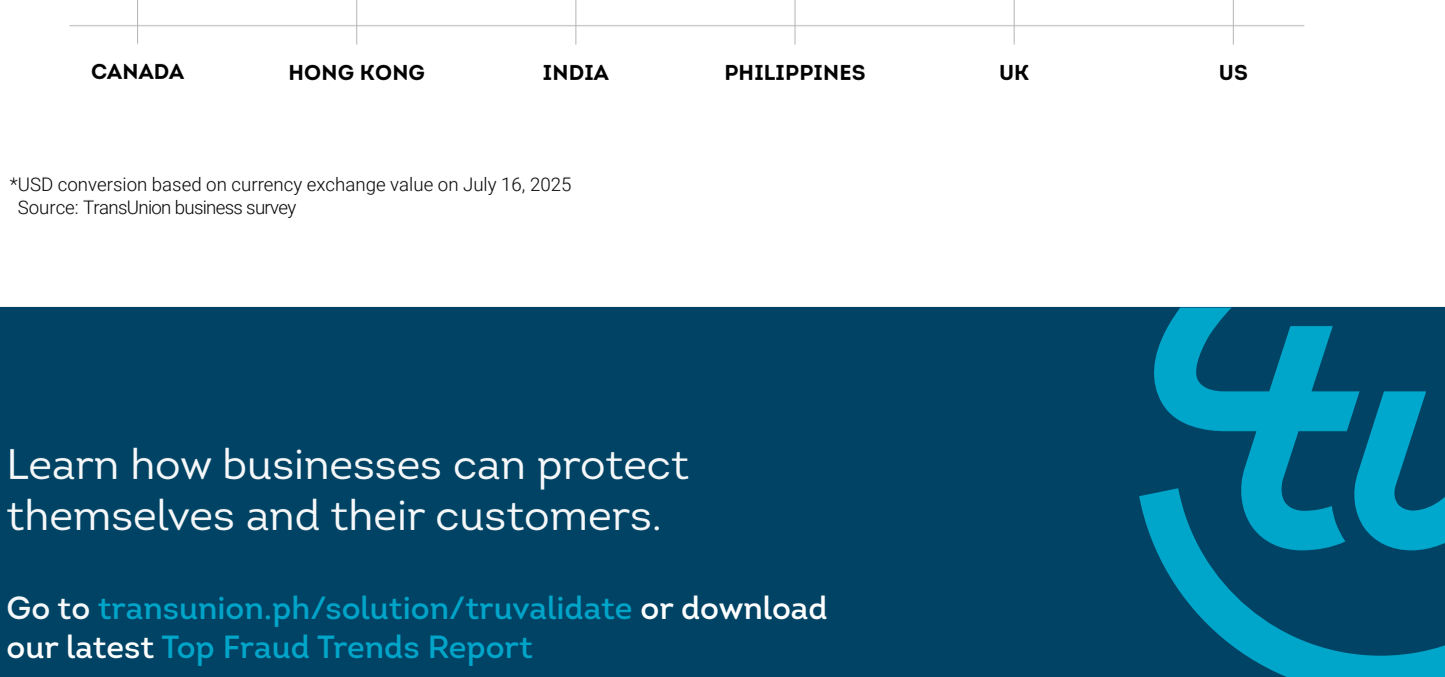
Percentage of consumers who said fraudsters targeted them with email, online, phone call or text messaging fraud attempts from February to May 2025, and the most frequent scheme by which they reported being attacked.²



Source: TransUnion consumer survey

Total Cost of Fraud

Business leaders stated percent of equivalent revenue their companies lost to fraud over the past year and the corresponding monetary amount.³



*USD conversion based on currency exchange value on July 16, 2025. Source: TransUnion business survey

Learn how businesses can protect themselves and their customers. Go to transunion.ph/solution/truvalidate or download our latest [Top Fraud Trends Report](#)