

RunSafe Security's 2025 Product Security Predictions

2025 is shaping up to be a big year for product security and the implementation of Secure by Design. RunSafe CEO Joseph M. Saunders considers how product security will advance in 2025.

PREDICTION 1

200

More Companies Will Pledge Their Commitment to Secure by Design

We believe hundreds more companies will sign CISA's Secure by Design pledge, publicly taking up the challenge to improve the security of their products.



PREDICTION 2

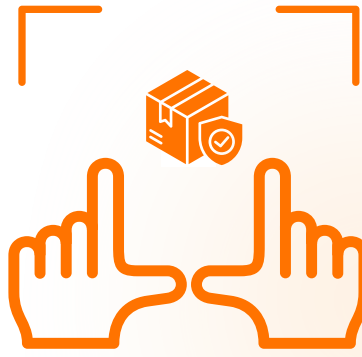
Asset Owners Will Begin to Demand Secure by Design

Next year, software buyers will seek supply chain transparency, asking vendors for tools like SBOMs.



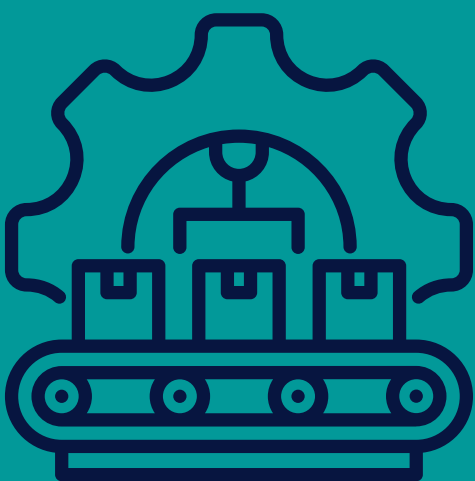
PREDICTION 3

Product Liability Will Come Into Focus



The way liability is distributed between suppliers and their customers will change, leading to an increase in cybersecurity warranties, guarantees, and insurance.

PREDICTION 4



Software Manufacturers Will Prioritize Immediate Solutions for Memory Safety

As memory safety is a key part of Secure by Design guidance, software manufacturers will look for solutions that protect software immediately in addition to transitioning to memory safe languages.

PREDICTION 5

Companies Will Become More Transparent in Sharing SBOMs

Companies committed to Secure by Design will demonstrate honesty and transparency in their software development practices by publicly sharing SBOMs.



Explore how RunSafe is supporting product security teams safeguarding embedded systems deployed across critical infrastructure.