

Menswear in Israel

Market Direction | 2025-01-15 | 24 pages | Euromonitor

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Report description:

Like their female counterparts, men were increasingly price sensitive in 2024 and this damaged sales of menswear in Israel. Major menswear fashion brands such as Zara were some 30-50% more expensive in Israel than in the same stores in Spain and France. As a result, customers had to wait until they could travel abroad or look for other options. Men tend to cut back on fashion items when they are feeling cash strapped and 2024 was no exception as prices continued to rise on the back of higher tra...

Euromonitor International's Menswear in Israel report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Menswear market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Major fashion brands suffer from same pricing issue as in womenswear

Some technological innovation seen in menswear retailing

Increasing awareness of Yollando.com helps to boost sales

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