

## **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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## Table of Contents:

Menswear in Israel  
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### List Of Contents And Tables

#### MENSWEAR IN ISRAEL

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

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

##### PROSPECTS AND OPPORTUNITIES

Rising prices, increasing taxes and uncertainty will deter men from splashing out

Sportswear remains a cheaper option

Retail e-commerce to do well amid a plethora of discounts and offers in-store

##### CATEGORY DATA

Table 1 Sales of Menswear by Category: Volume 2019-2024

Table 2 Sales of Menswear by Category: Value 2019-2024

Table 3 Sales of Menswear by Category: % Volume Growth 2019-2024

Table 4 Sales of Menswear by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Menswear: % Value 2020-2024

Table 6 LBN Brand Shares of Menswear: % Value 2021-2024

Table 7 NBO Company Shares of Men's Nightwear: % Value 2020-2024

Table 8 LBN Brand Shares of Men's Nightwear: % Value 2021-2024

Table 9 NBO Company Shares of Men's Outerwear: % Value 2020-2024

Table 10 □LBN Brand Shares of Men's Outerwear: % Value 2021-2024

Table 11 □NBO Company Shares of Men's Swimwear: % Value 2020-2024

Table 12 □LBN Brand Shares of Men's Swimwear: % Value 2021-2024

Table 13 □NBO Company Shares of Men's Underwear: % Value 2020-2024

Table 14 □LBN Brand Shares of Men's Underwear: % Value 2021-2024

Table 15 □Forecast Sales of Menswear by Category: Volume 2024-2029

Table 16 □Forecast Sales of Menswear by Category: Value 2024-2029

Table 17 □Forecast Sales of Menswear by Category: % Volume Growth 2024-2029

Table 18 □Forecast Sales of Menswear by Category: % Value Growth 2024-2029

#### APPAREL AND FOOTWEAR IN ISRAEL

##### EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

##### MARKET DATA

Table 19 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 20 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

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Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024  
Table 23 NBO Company Shares of Apparel and Footwear: % Value 2020-2024  
Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024  
Table 25 Distribution of Apparel and Footwear by Format: % Value 2019-2024  
Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2024  
Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029  
Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029  
Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029  
Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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