

Menswear in Israel

January 2025

Table of Contents

Menswear in Israel - Category analysis

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 - Industry Overview

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 2019-2024Table 20 - Sales of Apparel and Footwear by Category: Value 2019-2024Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024Table 25 - Distribution of Apparel and Footwear by Format: % Value 2019-2024Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2024Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/menswear-in-israel/report.