



# Jeans in Israel

November 2023

Table of Contents

## Jeans in Israel - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite the return to normality, jeans sales are impacted by economic challenges  
Tech start-ups crisis drives consumers into traditional jobs where jeans are popular attire  
Loose fit jeans more popular with women

#### PROSPECTS AND OPPORTUNITIES

Return to the office and weaker employment in tech sector to drive jeans sales  
Value-focused categories to retain major share in the market  
Sizing of jeans unlikely to remain a deterrent to e-commerce during the forecast period

#### CATEGORY DATA

- Table 1 - Sales of Jeans by Category: Volume 2018-2023
- Table 2 - Sales of Jeans by Category: Value 2018-2023
- Table 3 - Sales of Jeans by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Jeans by Category: % Value Growth 2018-2023
- Table 5 - Sales of Men's Jeans by Category: Volume 2018-2023
- Table 6 - Sales of Men's Jeans by Category: Value 2018-2023
- Table 7 - Sales of Men's Jeans by Category: % Volume Growth 2018-2023
- Table 8 - Sales of Men's Jeans by Category: % Value Growth 2018-2023
- Table 9 - Sales of Women's Jeans by Category: Volume 2018-2023
- Table 10 - Sales of Women's Jeans by Category: Value 2018-2023
- Table 11 - Sales of Women's Jeans by Category: % Volume Growth 2018-2023
- Table 12 - Sales of Women's Jeans by Category: % Value Growth 2018-2023
- Table 13 - NBO Company Shares of Jeans: % Value 2019-2023
- Table 14 - LBN Brand Shares of Jeans: % Value 2020-2023
- Table 15 - Forecast Sales of Jeans by Category: Volume 2023-2028
- Table 16 - Forecast Sales of Jeans by Category: Value 2023-2028
- Table 17 - Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
- Table 18 - Forecast Sales of Jeans by Category: % Value Growth 2023-2028
- Table 19 - Forecast Sales of Men's Jeans by Category: Volume 2023-2028
- Table 20 - Forecast Sales of Men's Jeans by Category: Value 2023-2028
- Table 21 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
- Table 22 - Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
- Table 23 - Forecast Sales of Women's Jeans by Category: Volume 2023-2028
- Table 24 - Forecast Sales of Women's Jeans by Category: Value 2023-2028
- Table 25 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
- Table 26 - Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

## Apparel and Footwear in Israel - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for apparel and footwear?

#### MARKET DATA

- Table 27 - Sales of Apparel and Footwear by Category: Volume 2018-2023
- Table 28 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 29 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 30 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 31 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 32 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 33 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 34 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 35 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 36 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 37 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 38 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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