



Menswear in Israel

February 2026

Table of Contents

Menswear in Israel - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market polarisation deepens as local shopping replaces overseas spend

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Local retailers capitalise on travel disruptions and economic pressures

Premium and budget-friendly options drive sales

Tariffs and supply chain disruptions impact retail value

WHAT'S NEXT?

Local retailers set to thrive as consumers prioritise affordability and comfort

Comfort and affordability to drive demand for performance-oriented menswear

Tariffs and supply chain disruptions likely to impact retail value and volume growth

COMPETITIVE LANDSCAPE

Castro and Adidas lead with strong brand presence

Chart 3 - Leader Castro Benefits From Ongoing Innovation

Local retailers thrive amid economic pressures

CHANNELS

Offline retail retains dominance through strong brand presence

E-commerce grows modestly, driven by convenience and discounts

No new retail brands or concepts anticipated to emerge in 2026

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Apparel and Footwear in Israel - Industry Overview

EXECUTIVE SUMMARY

Israel's apparel and footwear market grows as consumers shop locally and online

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

Chart 5 - Analyst Insight

INDUSTRY PERFORMANCE

Local shopping boosts sales amid global uncertainties

Apparel remains largest component of overall sales

Adidas capitalises on local logistics advantage

Chart 6 - Domestic Travel Spurs Apparel and Footwear Sales as Fewer Israelis Shop Abroad

WHAT'S NEXT?

Zara to lead premiumisation trend with luxury collaborations

Local brands and retailers will adapt to changing consumer needs

Sustainability and technology to drive innovation in retail

COMPETITIVE LANDSCAPE

Adidas maintains lead in Israel's apparel and footwear market

Local brands and retailers adapt to changing consumer needs

CHANNELS

Offline retail leads with strong physical store presence
E-commerce grows rapidly with omnichannel retail strategies
Omnichannel retailing drives customer engagement and loyalty

PRODUCTS

Tariffs and supply chain disruption favour locally agile players
Market polarisation drives demand for diverse product offerings

ECONOMIC CONTEXT

Chart 7 - Real GDP Growth and Inflation 2020-2030
Chart 8 - PEST Analysis in Israel 2025

CONSUMER CONTEXT

Chart 9 - Key Insights on Consumers in Israel 2025
Chart 10 - Consumer Landscape in Israel 2025

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SOURCES

Summary 1 - Research Sources

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