



Childrenswear in Israel

February 2026

Table of Contents

Childrenswear in Israel - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Domestic shopping and cost pressures shape childrenswear demand

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Local retailers benefit from decline in outbound tourism

Baby and toddler wear drives sales with essential purchases

Economic pressure drives polarised spending on childrenswear

Chart 3 - Logistics Challenges Limit Product Variety

WHAT'S NEXT?

Parents to prioritise affordability and durability in childrenswear purchases

Baby and toddler wear to remain largest subcategory in childrenswear

Main trends that will shape childrenswear future and business impact

COMPETITIVE LANDSCAPE

Leading brands consolidate position with stable market share

No significant mergers or new product launches expected

CHANNELS

Offline retail dominates childrenswear sales with strong brand presence

Online retail shows steady growth among tech-savvy parents

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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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