



Jeans in Israel

February 2026

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Sustainability and local sourcing to influence brand choice

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Leading players maintain positions in stable market

Limited structural change expected

CHANNELS

Physical retail remains central to jeans purchasing

E-commerce supports, but does not replace, store-based sales

Retail landscape remains stable

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

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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

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