



Womenswear in Israel

February 2026

Table of Contents

Womenswear in Israel - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market polarisation and sustainability reshape womenswear demand

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Rising costs and geopolitical instability impact sales

Women's outerwear dominates sales, swimwear shows dynamic growth

Tariffs and supply chain issues moderate value sales growth

WHAT'S NEXT?

Affordability and versatility shape future womenswear demand

Outerwear to remain core, while swimwear will capture discretionary spend

Sustainability and technology to increasingly influence brand positioning

COMPETITIVE LANDSCAPE

Leading players retain advantage through local relevance

Chart 3 - Fox Wizel Benefits From Brand Familiarity and Attractive Pricing

Limited structural change expected

CHANNELS

Physical retail remains central to womenswear purchasing

E-commerce plays a complementary role

Stable retail landscape ahead

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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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