



Euromonitor
International

Apparel Accessories in Israel

February 2026

Table of Contents

[Apparel Accessories in Israel - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Supply disruption and cautious travel shape demand for accessories

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers prioritise quality and self-expression despite economic uncertainty

Tariffs and supply chain issues drive sales adjustments

Tourism uncertainty limits impulse spending on accessories

Chart 3 - Market Polarisation Impacts Shares

WHAT'S NEXT?

Practical and versatile products gain traction among israeli consumers

Climate change and economic uncertainty drive product innovation

Dual-channel strategies to dominate retail landscape

COMPETITIVE LANDSCAPE

Local brands lead with robust distribution and pricing

No significant mergers or new product launches

CHANNELS

Specialist clothing and accessory chains lead retail sales

E-commerce growth slows due to logistical challenges

Dual-channel strategies to dominate retail landscape

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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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