

# Menswear in Israel

November 2023

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## Menswear in Israel - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Challenging economic and political situation impedes menswear rebound  
A warm winter and relatively cool summer impact seasonal sales  
Growth of outbound travel and foreign online sales impact domestic demand

#### PROSPECTS AND OPPORTUNITIES

Menswear to benefit from higher awareness of fashion  
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