

# Jeans in Israel

November 2023

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## Jeans in Israel - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite the return to normality, jeans sales are impacted by economic challenges  
Tech start-ups crisis drives consumers into traditional jobs where jeans are popular attire  
Loose fit jeans more popular with women

#### PROSPECTS AND OPPORTUNITIES

Return to the office and weaker employment in tech sector to drive jeans sales  
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