



# Apparel and Footwear Specialists in Israel

March 2024

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## Apparel and Footwear Specialists in Israel - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers' suppressed spending power and normalisation patterns lead to slower sales for apparel and footwear specialists  
New international players reshape consumer choices  
Growth in sportswear and athleisure styles influences sales patterns in apparel and footwear retail

#### PROSPECTS AND OPPORTUNITIES

The ongoing entry of international brands will continue to shape the retail landscape  
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## Retail in Israel - Industry Overview

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What next for retail?

### OPERATING ENVIRONMENT

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