



**Euromonitor
International**

Apparel Accessories in Israel

February 2026

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Dual-channel strategies to dominate retail landscape

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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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COMPETITIVE LANDSCAPE

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Local brands and retailers adapt to changing consumer needs

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Offline retail leads with strong physical store presence

E-commerce grows rapidly with omnichannel retail strategies

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