

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 intro 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

Value-focused categories to retain major share in the market

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