

# Childrenswear in Israel

November 2023

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## Childrenswear in Israel - Category analysis

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### 2023 DEVELOPMENTS

Childrenswear sees resilient growth despite challenging economic environment Money-squeezed parents trade down to cheaper alternatives

Kiwi Kids returns to growth, expanding its market share in the category

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Childrenswear will continue to witness steady growth in the forecast period Consumers expected to increasingly favour discount chains as they seek bargains More players expected to invest in the childrenswear category

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