

## Match Retail Ltd in Apparel and Footwear (Israel)

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### Abstracts

Match Retail Ltd, through the H&M brand, continues to establish itself as a leading player in the Israeli market. Thanks to the international branding of H&M, the company managed to generate a supportive community around the brand in a relatively short period of time. The company operates in several main fields, such as womenswear, menswear and childrenswear, and is able to reach many different segments of the local population.

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