

# Underwear, Nightwear and Swimwear in Israel

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## Abstracts

The category saw an attempt to create a new concept in Israel in terms of online sales, where marketing is through video clips on the internet. The first pioneer was Bar Refaeli's collection, with the top Israeli model launching an underwear line in 2012, offering high-priced items, and leveraging her international reputation. The idea of purchasing without trying on is considered innovative in Israel and could alter the competitive landscape.

Euromonitor International's Underwear, Nightwear and Swimwear in Israel report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2008-2012 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2017 illustrate how the market is set to change.

**Product coverage:** Nightwear, Swimwear, Underwear.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Underwear, Nightwear and Swimwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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