

# Underwear, Nightwear and Swimwear in Israel

<https://marketpublishers.com/r/UA22E153870EN.html>

Date: July 2013

Pages: 29

Price: US\$ 900.00 (Single User License)

ID: UA22E153870EN

## 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Underwear, Nightwear and Swimwear by Category: Volume 2007-2012

Table 2 Sales of Underwear, Nightwear and Swimwear by Category: Value 2007-2012

Table 3 Sales of Underwear, Nightwear and Swimwear by Category: % Volume Growth 2007-2012

Table 4 Sales of Underwear, Nightwear and Swimwear by Category: % Value Growth 2007-2012

Table 5 Sales of Men's Underwear, Nightwear and Swimwear: Volume 2007-2012

Table 6 Sales of Men's Underwear, Nightwear and Swimwear: Value 2007-2012

Table 7 Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth 2007-2012

Table 8 Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth 2007-2012

Table 9 Sales of Women's Underwear, Nightwear and Swimwear: Volume 2007-2012

Table 10 Sales of Women's Underwear, Nightwear and Swimwear: Value 2007-2012

Table 11 Sales of Women's Underwear, Nightwear and Swimwear: % Volume Growth 2007-2012

Table 12 Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth 2007-2012

Table 13 Underwear, Nightwear and Swimwear Company Shares 2008-2012

Table 14 Underwear, Nightwear and Swimwear Brand Shares 2009-2012

Table 15 Forecast Sales of Underwear, Nightwear and Swimwear by Category: Volume 2012-2017

Table 16 Forecast Sales of Underwear, Nightwear and Swimwear by Category: Value 2012-2017

Table 17 Forecast Sales of Underwear, Nightwear and Swimwear by Category: % Volume Growth 2012-2017

Table 18 Forecast Sales of Underwear, Nightwear and Swimwear by Category: % Value Growth 2012-2017

Table 19 Forecast Sales of Men's Underwear, Nightwear and Swimwear: Volume 2012-2017

Table 20 Forecast Sales of Men's Underwear, Nightwear and Swimwear: Value

2012-2017

Table 21 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Volume Growth 2012-2017

Table 22 Forecast Sales of Men's Underwear, Nightwear and Swimwear: % Value Growth 2012-2017

Table 23 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Volume 2012-2017

Table 24 Forecast Sales of Women's Underwear, Nightwear and Swimwear: Value 2012-2017

Table 25 Forecast Sales of Women's Underwear, Nightwear and Swimwear: % Volume Growth 2012-2017

Table 26 Forecast Sales of Women's Underwear, Nightwear and Swimwear: % Value Growth 2012-2017

Delta Galil Industries Ltd in Apparel (israel)

Strategic Direction

Key Facts

Summary 1 Delta Galil Industries Ltd: Key Facts

Summary 2 Delta Galil Industries Ltd: Operational Indicators

Company Background

Chart 1 Delta Galil Ltd: Delta in Ramat Gan

Production

Competitive Positioning

Summary 3 Delta Galil Industries Ltd: Competitive Position 2012

Internet Strategy

Fox WizeL Ltd in Apparel (israel)

Strategic Direction

Key Facts

Summary 4 Fox WizeL Ltd: Key Facts

Summary 5 Fox WizeL Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 6 Fox WizeL Ltd: Competitive Position 2012

Internet Strategy

Golf & Co Group Ltd in Apparel (israel)

Strategic Direction

Key Facts

Summary 7 Golf & Co Group Ltd: Key Facts

Summary 8 Golf & Co Group Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 9 Golf & co Group Ltd: Competitive Position 2012

Internet Strategy

Executive Summary

in 2012 Apparel Witnesses A Slowdown in Value Growth

International Brands Discover Israel

Gottex Continues To Lead the Israeli Market

Purchasing Online Gains Popularity

Apparel Not Expected To See Strong Growth

Key Trends and Developments

International Brands' Entrance

Prices See Erosion

Performance Sportswear

the Coupon Trend

One-stop-shop

Market Data

Table 27 Sales of Apparel by Category: Volume 2007-2012

Table 28 Sales of Apparel by Category: Value 2007-2012

Table 29 Sales of Apparel by Category: % Volume Growth 2007-2012

Table 30 Sales of Apparel by Category: % Value Growth 2007-2012

Table 31 Apparel Company Shares 2008-2012

Table 32 Apparel Brand Shares 2009-2012

Table 33 Sales of Apparel by Distribution Format: % Analysis 2007-2012

Table 34 Sales of Apparel by Category and Distribution Format: % Analysis 2012

Table 35 Forecast Sales of Apparel by Category: Volume 2012-2017

Table 36 Forecast Sales of Apparel by Category: Value 2012-2017

Table 37 Forecast Sales of Apparel by Category: % Volume Growth 2012-2017

Table 38 Forecast Sales of Apparel by Category: % Value Growth 2012-2017

Definitions

Sources

Summary 10 Research Sources

## I would like to order

Product name: Underwear, Nightwear and Swimwear in Israel

Product link: <https://marketpublishers.com/r/UA22E153870EN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UA22E153870EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970