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Women's Outerwear in Israel

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Abstracts

The main trend within women’s outerwear was a general shift in positioning caused by the entrance of international brands such as Forever21 (Gillerman Global Ltd) in 2012, offering a large variety of casual outerwear at discounted prices, aligned with global fashion trends. The category is characterised by a large number of players, which saw the need to respond to a different level of competition.

Euromonitor International's Women's Outerwear 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: Women's Jeans, Women's Outerwear (Excl Jeans).

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

Why buy this report?

Get a detailed picture of the Women's Outerwear 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.

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Contents

Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 1 Apparel Size Chart for Women: Castro
Table 2 Apparel Size Chart for Women: Fox
Table 3 Apparel Size Chart for Women: Zara
Table 4 Sales of Women's Outerwear: Volume 2007-2012
Table 5 Sales of Women's Outerwear: Value 2007-2012
Table 6 Sales of Women's Outerwear: % Volume Growth 2007-2012
Table 7 Sales of Women's Outerwear: % Value Growth 2007-2012
Table 8 Women's Outerwear Company Shares 2008-2012
Table 9 Women's Outerwear Brand Shares 2009-2012
Table 10 Forecast Sales of Women's Outerwear: Volume 2012-2017
Table 11 Forecast Sales of Women's Outerwear: Value 2012-2017
Table 12 Forecast Sales of Women's Outerwear: % Volume Growth 2012-2017
Table 13 Forecast Sales of Women's Outerwear: % Value Growth 2012-2017
Brill Shoe Industries Ltd in Apparel (israel)
Strategic Direction
Key Facts
Summary 1 Brill Shoe Industries Ltd: Key Facts
Summary 2 Brill Shoe Industries Ltd: Operational Indicators
Company Background
Chart 1 Brill Shoe Industries Ltd
Production
Competitive Positioning
Summary 3 Brill Shoe Industries Ltd: Competitive Position 2012
Internet Strategy
Castro Model Ltd in Apparel (israel)
Strategic Direction
Key Facts
Summary 4 Castro Model Ltd: Key Facts
Summary 5 Castro Model Ltd: Operational Indicators
Company Background
Chart 2 Castro Model Ltd
Production

Competitive Positioning
Summary 6 Castro Model Ltd: Competitive Position 2012
Internet Strategy
Fox Wizel Ltd in Apparel (israel)
Strategic Direction
Key Facts
Summary 7 Fox Wizel Ltd: Key Facts
Summary 8 Fox Wizel Ltd: Operational Indicators
Company Background
Production
Competitive Positioning
Summary 9 Fox Wizel Ltd: Competitive Position 2012
Internet Strategy
Golf & Co Group Ltd in Apparel (israel)
Strategic Direction
Key Facts
Summary 10 Golf & Co Group Ltd: Key Facts
Summary 11 Golf & Co Group Ltd: Operational Indicators
Company Background
Production
Competitive Positioning
Summary 12 Golf & co Group Ltd: Competitive Position 2012
Internet Strategy
Gottex Brand Ltd in Apparel (israel)
Strategic Direction
Key Facts
Summary 13 Gottex Brand Ltd: Key Facts
Company Background
Chart 3 Gottex Brand Ltd: Pull & Bear in Tel Aviv
Chart 4 Gottex Brand Ltd: Zara in Tel Aviv
Production
Competitive Positioning
Summary 14 Gottex Brand 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

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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 14 Sales of Apparel by Category: Volume 2007-2012
Table 15 Sales of Apparel by Category: Value 2007-2012
Table 16 Sales of Apparel by Category: % Volume Growth 2007-2012
Table 17 Sales of Apparel by Category: % Value Growth 2007-2012
Table 18 Apparel Company Shares 2008-2012
Table 19 Apparel Brand Shares 2009-2012
Table 20 Sales of Apparel by Distribution Format: % Analysis 2007-2012
Table 21 Sales of Apparel by Category and Distribution Format: % Analysis 2012
Table 22 Forecast Sales of Apparel by Category: Volume 2012-2017
Table 23 Forecast Sales of Apparel by Category: Value 2012-2017
Table 24 Forecast Sales of Apparel by Category: % Volume Growth 2012-2017
Table 25 Forecast Sales of Apparel by Category: % Value Growth 2012-2017
Definitions
Sources
Summary 15 Research Sources

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