

Monthly Sales Trend for July 2023

Japan Business

Sales, Number of Customers and Sales per Customer (Year-on-year comparison basis)

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	108.1	121.2
Number of Customers	96.7	107.6
Sales per Customer	111.9	112.6

Sales by Product Category (year-on-year change)

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	113.3	127.4
Household	107.0	118.4
Foods	99.2	115.3

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	346	563
Number of New-opening Stores	-	1
Number of Closed Stores	-	2

Store openings

MUJI Coop Sapporo Kitahiroshima (Hokkaido, DM)

Sales trends

In July 2023, on a year-on-year basis, monthly sales were 108.1% at LFL directly managed stores and online stores, and 121.2% at all directly managed stores and online stores. Regarding to sales at LFL directly managed stores, both apparels and household goods sales exceeded the previous year's level due to the contribution of summer products.

Businesses Outside Japan

Sales, Number of Customers and Sales per Customer (Year-on-year comparison basis)

East Asia

	LFL Directly Managed Stores + Online Store		All Directly Managed Stores + Online Store	
		Mainland China		Mainland China
Sales	101.3	104.1	115.4	119.5
Number of Customers	105.6	-	122.6	-
Sales per Customer	95.9	-	94.1	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	104.1	116.7
Number of Customers	-	124.2
Sales per Customer	-	94.0

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	113.5	113.3
Number of Customers	-	103.3
Sales per Customer	-	109.7

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	484
Number of New-opening Stores	-	10
Number of Closed Stores	-	3

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	87
Number of New-opening Stores	-	0
Number of Closed Stores	-	1

Europe & Americas Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	57
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Store openings

MUJI Dalian Wuyue plaza(Mainland China,DM)
 MUJI Changchun Mixc (Mainland China,DM)
 MUJI Shanghai Baoshan paradise walk (Mainland China,DM)
 MUJI Lanzhou The mixc (Mainland China,DM)
 MUJI Hangzhou Binjiang paradise walk (Mainland China,DM)
 MUJI Dongguan Changping xianglong tiandi (Mainland China,DM)
 MUJI Chengdu Shudu wanda plaza (Mainland China,DM)
 MUJI Zhengzhou Tanshili shopping center (Mainland China,DM)
 MUJI The Wai (Hong Kong, DM)
 MUJI STARFIELD GOYANG (Korea,DM)

2023年8月期 Fiscal Year ending August 31, 2023
 月次概況 Monthly sales trend
 国内事業 Japan

		9月	10月	11月	第1Q	12月	1月	2月	第2Q	上期	3月	4月	5月	第3Q	9ヶ月	6月	7月	8月	第4Q	下期	年間
LFL = Like for Like		Sep	Oct	Nov	1Q	Dec	Jan	Feb	2Q	1H	Mar	Apr	May	3Q	9M	Jun	Jul	Aug	4Q	2H	Full Year
衣服	Apparel	95.4	108.0	96.2	100.5	98.2	86.7	103.9	95.9	98.2	133.2	95.6	92.1	104.8	100.4	99.0	113.3				101.4
生活	Household	83.2	91.9	86.8	87.8	92.5	100.3	84.3	93.3	90.6	107.1	81.8	81.1	90.4	90.5	105.1	107.0				92.7
食品	Food	81.5	88.5	98.6	89.6	108.1	105.5	96.1	103.3	96.3	111.0	79.0	77.1	88.8	93.7	90.3	99.2				93.9
直営既存店 + オンラインストア LFL Directly managed stores (MUJI) + Online store		86.1	97.1	92.0	92.3	96.6	96.7	91.4	95.7	94.0	114.6	85.8	84.1	94.5	94.2	100.4	108.1				95.8
衣服	Apparel	105.2	119.7	107.5	111.5	112.6	99.0	118.7	109.4	110.5	152.4	106.8	103.0	117.5	113.0	110.1	127.4				114.0
生活	Household	91.1	101.8	96.5	96.7	105.3	113.9	95.8	105.7	101.2	121.7	91.0	90.2	101.1	101.2	115.4	118.4				103.6
食品	Food	98.1	108.3	120.6	109.0	135.4	130.6	119.0	128.4	118.5	136.6	94.9	90.8	106.3	114.1	104.1	115.3				113.3
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store		96.2	109.1	104.3	103.7	112.2	111.9	106.4	110.7	107.2	132.2	96.6	94.6	106.9	107.1	111.4	121.2				108.6
直営既存店 + オンラインストア LFL directly managed stores (MUJI)+ Online store																					
客数	Number of Customers	93.3	96.7	95.8	94.7	100.0	96.5	92.4	96.6	95.6	100.8	81.7	83.0	88.3	93.1	89.2	96.7				93.3
客単価	Sales per Customer	92.2	100.3	96.1	97.5	96.7	100.2	99.0	99.1	98.3	113.7	105.0	101.4	107.0	101.2	112.5	111.9				102.7
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store																					
客数	Number of Customers	103.5	108.9	108.2	106.4	115.2	111.0	106.4	111.3	108.8	115.2	92.6	92.6	99.7	105.5	98.9	107.6				105.3
客単価	Sales per Customer	92.9	100.2	96.4	97.4	97.4	100.8	100.0	99.5	98.5	114.7	104.4	102.1	107.2	101.5	112.7	112.6				103.1

月末店舗数 (LS含む) Number of Stores at the End of Month (Include LS Stores)																					
店舗数	Number of Stores	506	517	525	525	532	531	535	535	535	545	554	555	555	555	564	563				563
今月出店数	Number of New-opening Stores	13	12	8	33	7	0	4	11	44	11	9	1	21	65	9	1				75
今月退店数	Number of Closed Stores	0	1	0	1	0	1	0	1	2	1	0	0	1	3	0	2				5

チャネルについて
 • 直営既存店：前年期首から期末まで通年で稼働した店舗
 ※同期間に30日以上継続して休業した店舗を除く

Definition of Sales Channel:
 • LFL (Like-for-Like) : Stores fully operated during the prior fiscal period
 ※excluding stores that were closed for 30 days or more in the previous term.

前年比数値について
 • 直営数値：店舗売上高（売価ベース）前年同月比

Definition of figures:
 • DM: Flash store sales as percentage of the same month prior fiscal year.

海外事業 セグメント別
 2023年8月期 月別売上・客数・客単価昨比（速報値）

Sales, Number of Customers and Sales per Customer (Year-on-year comparison basis)																					
LFL = Like for Like		9月	10月	11月	第1Q	12月	1月	2月	第2Q	上期	3月	4月	5月	第3Q	9ヶ月	6月	7月	8月	第4Q	下期	年間
		Sep	Oct	Nov	1Q	Dec	Jan	Feb	2Q	1H	Mar	Apr	May	3Q	9M	Jun	Jul	Aug	4Q	2H	Full Year
東アジア事業 / East Asia																					
直営既存店 + オンラインストア LFL Directly managed stores (MUJI) + Online store		91.3	84.7	83.4	86.0	97.2	110.4	112.8	106.0	95.3	125.0	138.3	123.4	130.4	104.5	112.3	101.3				105.0
中国大陸 Mainland China		83.8	77.0	77.5	79.0	73.7	112.6	117.4	99.2	88.0	135.3	154.3	131.1	139.6	100.5	117.1	104.1				102.4
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store		99.8	90.6	86.3	91.4	99.7	121.3	119.3	112.8	101.6	141.2	165.5	145.9	152.0	114.6	122.7	115.4				115.5
中国大陸 Mainland China		93.5	84.2	80.7	85.4	76.8	122.9	124.1	106.4	95.0	158.1	198.6	163.6	172.1	112.9	127.2	119.5				115.0
直営既存店 + オンラインストア LFL Directly managed stores (MUJI)+ Online store																					
客数	Number of Customers	92.0	84.4	83.9	86.5	89.9	111.1	112.2	103.7	94.8	128.3	138.1	121.2	128.9	104.3	110.0	105.6				105.0
客単価	Sales per Customer	99.2	100.4	99.4	99.4	108.1	99.3	100.5	102.2	100.5	97.5	100.2	101.9	101.1	100.2	102.1	95.9				100.0
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store																					
客数	Number of Customers	100.0	90.1	87.0	92.0	91.6	121.6	119.6	110.4	101.1	146.4	168.2	146.0	153.1	115.1	123.5	122.6				116.7
客単価	Sales per Customer	99.8	100.6	99.2	99.4	108.9	99.7	99.8	102.2	100.5	96.4	98.4	99.9	99.3	99.5	99.4	94.1				98.9
月末店舗数 (LS含む) Number of Stores at the End of Month (Include LS Stores)																					
店舗数	Number of Stores	446	452	453	453	459	463	467	467	467	468	467	473	473	473	477	484				484
今月出店数	Number of New-opening Stores	6	6	3	15	7	4	4	15	30	1	3	6	10	40	4	10				54
今月退店数	Number of Closed Stores	2	0	2	4	1	0	0	1	5	0	4	0	4	9	0	3				12
東南アジア・オセアニア事業 / Asia East/South & Oceania																					
直営既存店 + オンラインストア LFL Directly managed stores (MUJI) + Online store		138.0	126.8	120.9	127.9	124.3	123.4	134.2	126.4	127.1	125.1	116.9	102.3	114.3	122.6	105.9	104.1				119.0
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store		191.8	154.5	128.7	152.6	136.0	134.6	137.9	135.9	143.4	145.6	128.3	113.2	125.5	137.0	119.1	116.7				132.7
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store																					
客数	Number of Customers	191.4	159.3	139.4	159.7	141.1	145.9	146.8	144.2	151.1	144.3	131.4	118.7	130.6	144.0	121.1	124.2				139.1
客単価	Sales per Customer	100.2	97.0	92.3	95.5	96.3	92.2	94.0	94.3	94.9	100.8	97.6	95.4	96.1	95.2	98.4	94.0				95.4
月末店舗数 (LS含む) Number of Stores at the End of Month (Include LS Stores)																					
店舗数	Number of Stores	80	82	83	83	85	85	85	85	85	86	85	87	87	87	88	87				87
今月出店数	Number of New-opening Stores	0	2	1	3	2	0	0	2	5	1	0	2	3	8	1	0				9
今月退店数	Number of Closed Stores	0	0	0	0	0	0	0	0	0	0	1	0	1	1	0	1				2
欧米事業 / Europe & Americas																					
直営既存店 + オンラインストア LFL Directly managed stores (MUJI) + Online store		122.9	107.2	115.4	114.8	130.9	140.5	128.5	133.0	123.3	127.0	130.1	124.1	127.0	124.5	120.6	113.5				122.9
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store		122.6	106.4	115.2	114.4	130.6	140.4	128.4	132.8	123.0	126.8	129.9	124.0	126.8	124.2	118.9	113.3				122.5
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store																					
客数	Number of Customers	124.2	110.5	111.6	115.2	122.6	136.4	121.0	126.3	120.7	115.3	113.4	106.4	111.5	117.8	105.8	103.3				115.2
客単価	Sales per Customer	98.7	96.4	103.2	99.3	106.5	102.9	106.1	105.2	101.9	110.0	114.6	116.5	113.7	105.4	112.4	109.7				106.3
月末店舗数 (LS含む) Number of Stores at the End of Month (Include LS Stores)																					
店舗数	Number of Stores	57	57	57	57	57	57	57	57	57	57	57	57	57	57	57	57				57
今月出店数	Number of New-opening Stores	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				0
今月退店数	Number of Closed Stores	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				0
月末店舗数 (国内外合計) Total MUJI Store as of the end of month																					
店舗数	Number of Stores	1,089	1,108	1,118	1,118	1,133	1,136	1,144	1,144	1,144	1,156	1,163	1,172	1,172	1,172	1,186	1,191				1,191
今月出店数	Number of New-opening Stores	19	20	12	51	16	4	8	28	79	13	12	9	34	113	14	11				138
今月退店数	Number of Closed Stores	2	1	2	5	1	1	0	2	7	1	5	0	6	13	0	6				19