

Monthly Sales Trend for October 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	112.9	124.9
Number of Customers	98.2	106.5
Sales per Customer	115.0	117.3

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	110.9	123.2
Household	115.1	126.2
Foods	111.2	125.0

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	381	574
Number of New-opening Stores	-	5
Number of Closed Stores	-	2

Store openings

MUJI Friend Town Fukui Kaihatsu
 MUJI IEON Shimizu
 MUJI Tsubame
 MUJI VIVA CITY Hikone
 MUJI Forte Ota

Sales trends

In October 2023, on a year-on-year sales basis, monthly sales were 112.9% at LFL directly managed stores and online stores, and 124.9% at all directly managed stores and online stores. On an existing store basis, until the middle of the month, apparel and household goods led the sales and sales pace exceeded slightly, compared to the previous year's result. In the latter half of the month, the effect of the "MUJI Week" sale for members (October 27 to November 6) was added, resulting in high sales growth in all product categories. The number of days of weekends and holidays was one day less than the previous year, which had a negative impact of 2 points.

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	97.1	97.1	109.7	110.2
Number of Customers	98.7	-	112.7	-
Sales per Customer	98.4	-	97.4	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	93.9	101.8
Number of Customers	-	105.1
Sales per Customer	-	96.9

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	109.2	107.2
Number of Customers	-	93.1
Sales per Customer	-	115.2

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	489
Number of New-opening Stores	-	1
Number of Closed Stores	-	1

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	89
Number of New-opening Stores	-	2
Number of Closed Stores	-	0

Europe & Americas Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	55
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Store openings

MUJI Guangzhou Huangpu Da Yuehui (Mainland China, DM)
 MUJI Lotte Mall Tay Ho (Vietnam, DM)
 MUJI Dubai Hills (UAE, LS)

