

Monthly Sales Trend for December 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	91.0	98.2
Number of Customers	87.9	93.4
Sales per Customer	103.6	105.1

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	80.4	87.0
Household	95.6	102.6
Foods	103.0	111.3

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	379	591
Number of New-opening Stores	-	4
Number of Closed Stores	-	0

Store openings

MUJI 500 Akihabara Station Platform

MUJI Inageya Oizumigakuen

MUJI AEON STYLE SASAOKA

MUJI FRESSAY Numatasakaemachi

Sales trends

In December 2023, on a year-on-year sales basis, monthly sales were 91.0% at LFL directly managed stores and online stores, and 98.2% at all directly managed stores and online stores. As for apparel, there was an impact of inventory shortages of mainstay winter items. In terms of household goods, there was an effect of the rebound of the MUJI week held in November, mainly in furniture and fabrics. There was no impact of the number of days on weekends and holidays.

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	109.0	133.6	123.9	147.0
Number of Customers	122.5	-	139.6	-
Sales per Customer	89.0	-	88.7	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	100.3	116.9
Number of Customers	-	117.5
Sales per Customer	-	99.4

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	96.0	93.8
Number of Customers	-	92.9
Sales per Customer	-	100.9

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	500
Number of New-opening Stores	-	7
Number of Closed Stores	-	1

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	96
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 Nanjing Chengbei MIXC One (Mainland China, DM)

MUJI Shanghai Wujiaochang wanda plaza (Mainland China, DM)

MUJI Kunming Mixc (Mainland China, DM)

MUJI Chongqing Mixc (Mainland China, DM)

MUJI Shanghai Mosaic (Mainland China, DM)

MUJI NINA MALL (Hong Kong, DM)

MUJI TALEES (Taiwan, DM)

MUJI CENTRAL CHAING MAI AIRPORT (Thailand, DM)

MUJI SORA GARDENS (Vietnam, DM)

