

Monthly Sales Trend for January 2024

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	92.7	100.1
Number of Customers	91.5	97.1
Sales per Customer	101.2	103.1

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	89.8	97.6
Household	93.0	100.0
Foods	96.7	105.3

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	370	585
Number of New-opening Stores	-	0
Number of Closed Stores	-	6

Store openings

None

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	86.1	85.5	93.1	91.5
Number of Customers	89.1	-	97.2	-
Sales per Customer	96.6	-	95.9	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	96.7	113.6
Number of Customers	-	113.7
Sales per Customer	-	100.0

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	99.3	97.2
Number of Customers	-	94.0
Sales per Customer	-	103.4

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	502
Number of New-opening Stores	-	2
Number of Closed Stores	-	0

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	98
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 GUIYANG MIXCONE (Mainland China, DM)
 MUJI STARFIELD SUWON (South Korea, DM)
 MUJI THE MALL BANGKAE (Thailand, DM)
 MUJI CENTRAL NAKORNSAWAN (Thailand, DM)

