

Monthly Sales Trend for February 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	107.7	115.0
Number of Customers	101.2	106.7
Sales per Customer	106.4	107.8

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	105.3	113.1
Household	112.0	119.6
Foods	101.0	109.3

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	367	586
Number of New-opening Stores	-	2
Number of Closed Stores	-	1

Store openings

MUJI500 Seibu Iruma Pepe
 MUJI Iyotetsu Takashimaya

Sales trends

In February 2024, sales compared to the previous year were 107.7% for existing stores and online stores, and 115.0% for all stores and online stores. Sales in the Apparel, Household goods, and Food categories all exceeded the previous year's results with particularly strong growth in the Household goods category. The increase in the number of days due to the leap year (+3% overall) and the increase in the number of days on weekends and holidays (+2%) had a positive impact on sales.

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	96.8	90.3	107.3	99.4
Number of Customers	97.6	-	108.3	-
Sales per Customer	99.2	-	99.1	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	104.8	127.4
Number of Customers	-	122.8
Sales per Customer	-	103.7

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	109.5	105.4
Number of Customers	-	99.6
Sales per Customer	-	105.8

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	-	0
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	-	1
Number of Closed Stores	-	1

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 CENTRAL HATYAI(Thailand, DM)

