

Monthly Sales Trend for March 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	116.1	125.3
Number of Customers	108.1	114.7
Sales per Customer	107.4	109.2

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	101.7	110.2
Household	122.1	131.4
Foods	123.6	133.9

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	367	597
Number of New-opening Stores	-	12
Number of Closed Stores	-	1

Store openings

MUJI Shin-Ōmura Ekimae
 MUJI Sanribu BUONO Hagiwara
 MUJI COOP Iwamizawaminami
 MUJI Niigata Shirone
 MUJI Tsushima
 MUJI AEON Town Tomiominami
 MUJI AEON Town Hamamatsunippashi
 MUJI Iwaki Paix Paix
 MUJI Shapo Koiva
 MUJI500 CoCoLo Niigata
 MUJI500 Shintsunashima
 MUJI500 TAKAMATSU ORNE

Sales trends

In March 2024, on a year-on-year sales basis, monthly sales were 116.1% at LFL directly managed stores and online stores, and 125.3% at all stores and online stores. While the number of days of the "MUJI Week" sales event for members (from March 15 to March 25) was the same as the previous year, sales mainly in the Household goods and Food categories exceeded the previous year's results due to the effect of new products and the inventory accumulation before the event. There were positive impacts of 4 points due to having two more days on weekends and holidays. The monthly overseas sales flash for March 2024 will be disclosed on Friday, April 12.

Businesses Outside Japan

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	
		Mainland China		Mainland China
Sales	97.5	97.3	106.5	104.7
Number of Customers	99.9	-	109.5	- 119.9
Sales per Customer	97.6	-	97.3	- 100.5

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	102.1	120.6
Number of Customers	-	119.9
Sales per Customer	-	100.5

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	112.5	107.0
Number of Customers	-	101.4
Sales per Customer	-	105.5

Number of Stores by Business Segment

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	505
Number of New-opening Stores	-	4
Number of Closed Stores	-	1

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	99
Number of New-opening Stores	-	1
Number of Closed Stores	-	0

Europe & Americas Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	53
Number of New-opening Stores	-	0
Number of Closed Stores	-	2

Store openings

MUJI Beijing Hops On (Mainland China, DM)
 MUJI Cixi Aegean Place (Mainland China, DM)
 MUJI LOTTEMART BUPYEONGSTATION (Korea, DM)
 MUJI Taoyuan(a mart) (Taiwan, DM)
 MUJI Sunway Carnival (Malaysia, DM)

