

Monthly Sales Trend for April 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	106.0	114.2
Number of Customers	100.6	107.1
Sales per Customer	105.3	106.7

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	108.8	117.9
Household	105.6	113.3
Foods	101.2	110.4

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	367	608
Number of New-opening Stores	-	12
Number of Closed Stores	-	1

Store openings

MUJI TENDO NAGAOKA
 MUJI NEWPORT HITACHINAKA
 MUJI I MALL MIYOSHI
 MUJI ALPLAZA TSURUMI
 MUJI TOYAMA HORIKAWAHONGO
 MUJI YELL MINEYAMA
 MUJI FORESTMALL KAIRYUO
 MUJI YOUME TOWN GAKUEN
 MUJI500 EMIO SAYAMASHI
 MUJI500 EMIO AKITSU
 MUJI500 DEW HANKYU YAMADA
 MUJI500 ECORMA KOMAE

Sales trends

In April 2024, on a year-on-year sales basis, monthly sales were 106.0% at LFL directly managed stores and online stores, and 114.2% at all stores and online stores. Sales of Apparel increased steadily due to higher demand for spring/summer seasonal wear as temperatures increased, and Household also continued to benefit from new products, resulting in a YoY increase on a same-store basis. There were negative impacts of 2 points due to having one less day on weekends and holidays.

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	90.0	89.1	99.1	96.1
Number of Customers	91.5	-	100.9	-
Sales per Customer	98.3	-	98.3	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	95.1	113.0
Number of Customers	-	113.7
Sales per Customer	-	99.3

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	104.9	101.7
Number of Customers	-	90.3
Sales per Customer	-	112.5

Number of Stores by Business Segment

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	507
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	-	100
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	-	52
Number of New-opening Stores	-	0
Number of Closed Stores	-	1

Store openings

MUJI Xian ILIVAT (Mainland China, DM)
 MUJI Nanjing IFC (Mainland China, DM)
 MUJI Parkway Parade (Singapore, DM)

