

Monthly Sales Trend for July 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	100.9	110.6
Number of Customers	96.7	104.9
Sales per Customer	104.3	105.5

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	89.5	98.0
Household	112.4	122.6
Foods	94.8	106.2

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	355	624
Number of New-opening Stores	-	2
Number of Closed Stores	-	1

Store openings

MUJI YUMEGAOKA SORATOS
MUJI MAEBASHINAMI

Sales trends

In July 2024, on a year-on-year sales basis, monthly sales were 100.9% at LFL directly managed stores and online stores, and 110.6% at all stores and online stores. LFL directly managed stores and online stores recorded a year-on-year increase for the sixth consecutive month due to double-digit growth YoY in Household goods, although sales of Apparel were lower YoY due to a shortage of inventory for summer products. There were negative impacts of 4 points due to having two less 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	91.3	87.5	98.0	94.4
Number of Customers	94.5	-	101.9	-
Sales per Customer	96.7	-	96.2	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	94.7	111.8
Number of Customers	-	113.3
Sales per Customer	-	98.7

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	100.9	91.7
Number of Customers	-	87.6
Sales per Customer	-	104.7

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	525
Number of New-opening Stores	-	6
Number of Closed Stores	-	3

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	104
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	-	51
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Store openings

MUJI LIVAT WUHAN (Mainland China, DM)
MUJI SHENZHEN WANFENG COASTAL CITY (Mainland China, DM)
MUJI YIWU TIANDI (Mainland China, DM)
MUJI SHENZHEN UNIVERSIADE WORLD (Mainland China, DM)
MUJI GUIYANG MIXC (Mainland China, DM)
MUJI Bade(RT) (Taiwan, DM)
MUJI Vincom Grand Park (Vietnam, DM)
MUJI CENTRAL UDONTHANI (Thailand, DM)

