

Monthly Sales Trend for September 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	113.4	122.9
Number of Customers	108.3	116.2
Sales per Customer	104.7	105.8

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	105.7	114.4
Household	121.5	130.8
Foods	103.6	115.9

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	436	631
Number of New-opening Stores	-	9
Number of Closed Stores	-	1

Store openings

MUJI YANAGASE
 MUJI FORESTMALL HITACHIOTA
 MUJI AEONTOWN KOMONO
 MUJI KARATSU
 MUJI SOTETSU LIFE MITSUKYO
 MUJI APITA GAMAGORI
 MUJI HITA
 MUJI ALPLAZA TSUBATA
 MUJI500 NAMBAWALK ICHIBANGAI

Sales trends

In September 2024, on a year-on-year sales basis, monthly sales were 113.4% at LFL directly managed stores and online stores, and 122.9% at all stores and online stores. Sales of Apparel, Household goods and Foods at LFL directly managed stores all exceeded the previous year's results. In particular, sales of Household goods increased by more than 20% as skincare products continued to drive sales growth. There were positive impacts of 2 points due to having one more day on weekends and holidays YoY. The monthly overseas sales flash for September 2024 is scheduled to be disclosed on Friday, October 11.

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	102.4	103.9	111.6	113.6
Number of Customers	104.8	-	114.1	-
Sales per Customer	97.7	-	97.8	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	92.6	118.2
Number of Customers	-	116.5
Sales per Customer	-	101.4

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	106.3	98.0
Number of Customers	-	95.6
Sales per Customer	-	102.5

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	531
Number of New-opening Stores	-	7
Number of Closed Stores	-	3

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	106
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	-	50
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Store openings

MUJI LONGFOR SUZHOU XIANGCHENG PARADISE WALK (Mainland China, DM)
 MUJI LONGFOR HAIKOU PARADISE WALK (Mainland China, DM)
 MUJI AEONMALL CHANGSHAXINGSHA (Mainland China, DM)
 MUJI LIVAT SHANGHAI (Mainland China, DM)
 MUJI BEIJING LIZE PARADISE WALK (Mainland China, DM)
 MUJI BEIJING SHOUKAI WANXIANGHUI (Mainland China, DM)
 MUJI YUAN LIN(RT) (Taiwan, DM)
 MUJI AEON MALL HUE (Vietnam, DM)

