

Monthly Sales Trend for November 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	119.2	126.7
Number of Customers	107.1	113.8
Sales per Customer	111.3	111.3

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	121.3	128.9
Household	122.4	129.6
Foods	105.0	113.8

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	433	649
Number of New-opening Stores	-	14
Number of Closed Stores	-	2

Store openings

MUJI ALPLAZA MINAKUCHI
 MUJI LANDBRAIN CHITOSE MALL
 MUJI CHITA
 MUJI BY U EDOGAWAMATSUE
 MUJI FEEL FUJIOKA
 MUJI YUMETOWN CHOHU
 MUJI AEON KANOYA SHOPPING CENTER
 MUJI TOMOBE SQUARE
 MUJI ITOYOKADO MINAMIOSAWA
 MUJI LICOPA HIGASHIYAMATO
 MUJI SHINJO
 MUJI BLUMER MAITAMON
 MUJI KANRA SHOPPING PARK
 MUJI500 RAIRIA OHASHI

Sales trends

In November 2024, on a year-on-year sales basis, monthly sales were 119.2% at LFL directly managed stores and online stores, and 126.7% at all stores and online stores. Sales during MUJI Week in November exceeded the previous year's results, despite the number of days being fewer than the previous year (Oct. 25-Nov. 4, 2024 *Oct. 27-Nov. 6, 2023). In addition, even after the sales period ended, Household goods continued to sell well, and the sales of Apparel increased as the temperature dropped. There was no impact from the number of weekends and holidays YoY.

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	109.5	110.8	116.9	118.6
Number of Customers	116.7	-	125.3	-
Sales per Customer	93.9	-	93.3	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	95.1	122.1
Number of Customers	-	126.0
Sales per Customer	-	96.9

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	110.0	102.9
Number of Customers	-	102.8
Sales per Customer	-	100.1

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	536
Number of New-opening Stores	-	5
Number of Closed Stores	-	0

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	113
Number of New-opening Stores	-	5
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 BEIJING SHUJINGSHAN WANDA PLAZA (Mainland China, DM)
 MUJI SHANGHAI ZHOUPIU WANDA PLAZA (Mainland China, DM)
 MUJI SHANGHAI SONGJIANG INCITY (Mainland China, DM)
 MUJI CHANGSHA GARDEN CITY (Mainland China, DM)
 MUJI PLAZA HOLLYWOOD (Hong Kong, DM)
 MUJI ONE BANGKOK (Thailand, DM)
 MUJI CENTRAL KORAT (Thailand, DM)
 MUJI VINCOM ROYAL CITY (Vietnam, DM)
 MUJI THISO MALL SALA (Vietnam, DM)
 MUJI CHATSWOOD CONCOURSE (Australia, DM)

