# Monthly Sales Trend for December 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	115.3	124.2
Number of Customers	108.7	115.8
Sales per Customer	106.1	107.3

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	120.7	129.7
Household	113.2	121.3
Foods	111.4	121.9

### **Number of Stores**

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	432	649
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

# Store openings

None

### Sales trends

In December 2024, on a year-on-year sales basis, monthly sales were 115.3% at LFL directly managed stores and online stores, and 124.2% at all stores and online stores. Sales of Apparel, Household goods, and Foods all increased by double digits on a LFL store basis. In particular, sales of Apparel increased significantly, partly due to an effect of the rebound of a lack of winter clothing in stock last year. The impact of the number of year-end holidays is limited.

## 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	104.2	103.2	111.1	113.6
Number of Cusotomers	105.4	-	114.7	-
Sales per Customer	98.8	-	96.9	-

### Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	107.3	127.0
Number of Customers	-	126.8
Sales per Customer	-	100.2

# Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	110.7	107.7
Number of Customers	-	101.4
Sales per Customer	-	106.2

# **Number of Stores by Business Segment**

### East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	548
Number of New-opening Stores	-	12
Number of Closed Stores	-	0

# Asia East / South & Oceania Business

		LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores		=	115
Number of New-opening St	ores	-	2
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 NANJING YUHUA MIXC WORLD (Mainland China, DM)

MUJI CHANGSHA MIXC (Mainland China, DM)

MUJI BEIJING FINANCIAL STREET (Mainland China, DM)

MUJI SPRING CITY 66 (Mainland China, DM)

MUJI XI'AN MIXC (HOUSEHOLD&FOOD) (Mainland China, DM)

MUJI XI'AN MIXC (GARMENT) (Mainland China, DM)

MUJI HKRI TAIKOO HUI (Mainland China, DM)

MUJI LONGFOR SUZHOU XIANGCHENG PARADISE WALK (Mainland China, DM)

MUJI HUZHOU ZHEBEI PLAZA (Mainland China, DM)

MUJI SHANGHAI FLORENTIA VILLAGE (Mainland China, DM)

MUJI BEIJING HAIDIAN JOYCITY (Mainland China, DM)

MUJI BANQIAO STATION (Taiwan, DM)

MUJI NU EMPIRE (Malaysia, DM)

MUJI GURNEY PLAZA (Malaysia, DM)

2025年8月期 月別売上・客数・客単価昨比(速報値) Fiscal Year ending August 31, 2025

月次概況 国内事業 Monthly sales trend Japan

						1 _	_	_	100000000000000000000000000000000000000			_				1 _					
		9月	10月	11月	第1Q	12月	1月	2月	第2Q	上期	3月	4月	5月	第3Q	9ヶ月	6月	7月	8月	第4Q	下期	年間
LFL = Like fo	or Like	Sep	Oct	Nov	10	Dec	Jan	Feb	2Q	1H	Mar	Apr	May	3Q	9M	Jun	Jul	Aug	4Q	2H	Full Ye
衣服	Apparel	105.7	101.7	121.3	110.2	120.7															11
生活	Household	121.5	132.6	122.4	125.8	113.2															12
食品	Food	103.6	119.6	105.0	109.7	111.4															11
国営既存店+オ FL Directly mana	tンラインストア paged stores (MUJI) + Online store	113.4	118.6	119.2	117.6	115.3															11
衣服	Apparel	114.4	110.3	128.9	118.4	129.7															12
生活	Household	130.8	142.9	129.6	134.6	121.3															13
食品	Food	115.9	132.0	113.8	120.6	121.9															12
直営合計+オンラ Directly managed	ラインストア d stores total (MUJI) + Online store	122.9	128.5	126.7	126.5	124.2															12
直営野存店+オ	トンラインストア LFL directly managed stores (I	MIIII)+ Online	e store																		
	Number of Customers	108.3	107.8	107.1	107.7	108.7						1									10
字単価	Sales per Customer	104.7	110.0	111.3	109.2	106.1															10
直営合計+オンラ	ラインストア Directly managed stores total (MU	JJI) + Online s	store																		
	Number of Customers	116.2	115.5	113.8	115.1	115.8															11
8単価	Sales per Customer	105.8	111.3	111.3	109.9	107.3															10
月末店舗数(LS	S含む) Number of Stores at the End of Mo	nth (Include L	LS Stores)																		
	Number of Stores	631	637	649	649	649															
	Number of New-opening Stores	9	6	14	29	0			133333333333333333333333333333333333333					333333333333333333333333333333333333333	3 E 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	3			43333333333		
当月出店数	realitibet of rew-opening stores	2	U	144	43				100000000000000000000000000000000000000		8					1			·		

| ヨ戸返店郊 | Number of Cused 3.063 | チャネルについて | 直営既存店:前年期首から期末まで通年で稼働した店舗 ※同期間に30日以上継続して休業した店舗を除く

前年比数値について ・ 直営数値: 店舗売上高 (売価ベース) 前年同月比

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Definition of Sales Channel:

• LFL (Like-for-Like): Stores fully operated during the prior fiscal period

\*excluding stores that were closed for 30 days or more in the previous term.

Definition of figures:

• DM: Flash store sales as percentage of the same month prior fiscal year.

		9月	10月	11月	第1Q	12月	1月	2月	第2Q	上期	3月	4月	5月	第3Q	9ヶ月	6月	7月	8月	第4Q	下期	年間
LFL = Like	for Like	Sep	Oct	Nov	1Q	Dec	Jan	Feb	2Q	1H	Mar	Apr	May	3Q	9M	Jun	Jul	Aug	4Q	2H	Full Yea
アジア事業	/ East Asia																				
	オンラインストア naged stores (MUJI) + Online store	102.4	106.2	109.5	106.8	104.2															106
中国大阪		103.9	112.3	110.8	110.0	103.2															108
宣営合計+オン irectly manag	ラインストア ed stores total (MUJI) + Online store	111.6	114.4	116.9	115.0	111.1															113
中国大阪	Mainland China	113.6	121.9	118.6	118.9	113.6															117.
直営既存店+	オンラインストア LFL Directly managed stores	s (MUJI)+ Online	e store																	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
字数	Number of Customers	104.8	110.2	116.7	110.7	105.4															109
S単価	Sales per Customer	97.7	96.4	93.9	96.5	98.8															97.
直営合計+オン	ラインストア Directly managed stores total (N	MUJI) + Online s	tore			'															
客数	Number of Customers	114.1	119.0	125.3	119.7	114.7															118.
<b>客単価</b>	Sales per Customer	97.8	96.1	93.3	96.1	96.9															96.
月末店舗数(	LS含む) Number of Stores at the End of M	Ionth (Include L	S Stores)																		
店舗数	Number of Stores	531	531	536	536	548															54
当月出店数	Number of New-opening Stores	7	3	5	15	12															2
当月退店数	Number of Closed Stores	3	3	0	6	0															4

東南アジア・ス	ヤアニア事業 / Asia East/South & Ocean	ia						
直営既存店+	オンラインストア	92.6	97.3	95.1	95.8	107.3		99,4
LFL Directly ma	anaged stores (MUJI) + Online store	32.0	37.5	33.1	33.0	107.5		35.
直営合計+オン	ラインストア	118.2	124.8	122.1	121.8	127.0		123.
Directly manag	ged stores total (MUJI) + Online store	118.2	124.8	122.1	121.6	127.0		123
市学会社.+>	ラインストア Directly managed stores total (MU							
	プインストア Directly managed stores total (Mit	יונט + Unline s	tore					
客数	Number of Customers	116.5	126.8	126.0	123.1	126.8		124.4
客単価	Sales per Customer	101.4	98.4	96.9	98.9	100.2		99.4

月末店舗数(LS含む) Number of Stores at the End of Month (Include LS Stores)										
店舗数	Number of Stores	106	108	113 113	115			115		
当月出店数	Number of New-opening Stores	1	2	5 8	2			10		
当月退店数	Number of Closed Stores	0	0	0 0	0			0		

当月退店数	Number of Closed Stores	0	0	0 0	0 0		0
欧米事業 / E	urope & Americas						
	オンラインストア anaged stores (MUJI) + Online store	106.3	111.9	110.0 109.4	110.7		110.1
直営合計+オン Directly manag	ラインストア ged stores total (MUJI) + Online store	98.0	104.2	102.9 101.7	107.7		107.0
直営合計+オン	ラインストア Directly managed stores total (M	AUJI) + Online s	tore				
客数	Number of Customers	95.6	98.6	102.8 99.0	101.4		102.6
客単価	Sales per Customer	102.5	105.7	100.1 102.8	106.2		104.2

	Sales per customer	102.3	103.7	100.1 102.0	100.2		104.2
月末店舗数	(LS含む) Number of Stores at the End o	of Month (Inc	clude LS Sto	res)			
店舗数	Number of Stores	50	50	50 50	50		50
当月出店数	Number of New-opening Stores	0	0	0 0	0		0
当月退店数	Number of Closed Stores	0	0	0 0	0		0

								-
月末店舗数(	国内外合計) Total MUJI Store as of the en	d of month						
店舗数	Number of Stores	1,318	1,326	1,348	1,348	1,362		1,362
当月出店数	Number of New-opening Stores	17	11	24	52	14		66
当月退店数	Number of Closed Stores	4	3	2	9	0		9
				•		•		