

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 Customers	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 Stores	-	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)

