

Monthly Sales Trend for March 2025

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	120.5	132.8
Number of Customers	114.1	124.2
Sales per Customer	105.6	107.0

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	117.6	128.3
Household	122.6	134.9
Foods	119.0	134.2

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	427	664
Number of New-opening Stores	-	15
Number of Closed Stores	-	2

Store openings

MUJI AKITASANNO
 MUJI AEONMALL KASHIHARA
 MUJI LEAF WALK INAZAWA
 MUJI SOLARIA PLAZA
 MUJI YOUMETOWN OTAKE
 MUJI YONEZAWA
 MUJI AEONMALL OSAKA DOME CITY
 MUJI SAKATA
 MUJI ALPLAZA MORIYAMA
 MUJI YORK BENIMARU KOGA
 MUJI MINAMOA HIROSHIMA
 MUJI SAIKI
 MUJI HEIWADO TAKATOMI
 MUJI AEONMALL KOBEMINAMI
 MUJI500 NAMBANANNAN

Sales trends

In March 2025, on a year-on-year sales basis, monthly sales were 120.5% at LFL directly managed stores and online stores, and 132.8% at all stores and online stores. While the number of days of the "MUJI Week" sales event for members (from March 21 to March 31) was the same as the previous year, sales at LFL directly managed stores exceeded the previous year's results in all categories; Apparel, Household goods and Foods by focusing on securing inventory and marketing through social media and other channels. There was no YoY impact from the number of weekends and holidays. The monthly overseas sales flash for March 2025 will be disclosed on Friday, April 11, the day of the announcement of the first-half financial results for the fiscal year ending August 2025.

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	104.4	104.4	112.5	114.1
Number of Customers	109.4	-	118.5	-
Sales per Customer	95.4	-	94.9	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	98.4	121.0
Number of Customers	-	125.0
Sales per Customer	-	96.8

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	108.3	107.3
Number of Customers	-	103.8
Sales per Customer	-	103.4

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	550
Number of New-opening Stores	-	3
Number of Closed Stores	-	4

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	121
Number of New-opening Stores	-	4
Number of Closed Stores	-	0

Europe & Americas Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	49
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Store openings

MUJI CHENGDU SHIMAO GROUP (Mainland China, DM)
 MUJI MCP CENTRAL (Hong Kong, DM)
 MUJI LLP NANGANG (Taiwan, DM)
 MUJI TIEN BO PLAZA (Vietnam, DM)
 MUJI AEON MALL TAN PHU CELADON (Vietnam, DM)
 MUJI SURIA SABAH (Malaysia, DM)
 MUJI IMAGIO (Malaysia, DM)

