

Monthly Sales Trend for September 2023

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	99.3	110.5
Number of Customers	91.3	100.9
Sales per Customer	108.8	109.5

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	104.6	116.0
Household	98.3	108.0
Foods	94.5	109.6

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	382	571
Number of New-opening Stores	-	10
Number of Closed Stores	-	1

Store openings

MUJI Tsudanuma Viit
 MUJI Tonami
 MUJI500 yourELM Yachiyodai
 MUJI Yorkbenimaru Kogoto
 MUJI UNICUS Kamisato
 MUJI Corowa Koshien
 MUJI AEON MALL Yokkaichikita
 MUJI Izumiya Shopping Center Kobe Tamatsu
 MUJI500 MARCHE IKEDA
 MUJI Shopping Mall MERCA

Sales trends

In September 2023, on a year-on-year sales basis, monthly sales were 99.3% at LFL directly managed stores and online stores, and 110.5% at all directly managed stores and online stores. Sales of long-sleeved women's shirts, knitwear, bedding, etc. were sluggish, due to the severe lingering summer heat continued during the month. While sales were supported by a series of new products for autumn and winter, including the overall renewed skincare products. There was no impact of the number of days of weekends and holidays.

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	101.8	101.0	114.3	115.6
Number of Customers	102.9	-	117.1	-
Sales per Customer	98.9	-	97.6	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	102.8	115.8
Number of Customers	-	119.4
Sales per Customer	-	97.0

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	111.1	109.2
Number of Customers	-	93.8
Sales per Customer	-	116.5

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	489
Number of New-opening Stores	-	7
Number of Closed Stores	-	0

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	87
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Europe & Americas Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	55
Number of New-opening Stores	-	0
Number of Closed Stores	-	2

Store openings

MUJI Shinmay Union Square(Mainland China,DM)
 MUJI Beijing Wukesong Wanda Plaza(Mainland China,DM)
 MUJI Shanghai Jinqiao International Commercial Plaza(Mainland China,DM)
 MUJI Chongqing Longhu Yuanzhu Tian Street(Mainland China,DM)
 MUJI AEON MALL Tianjin TEDA(Mainland China,DM)
 MUJI AIRSIDE(Hong Kong,DM)
 MUJI YES!LIFEYulong City Store(Taiwan,DM)

