

Monthly Sales Trend for August 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	112.8	124.0
Number of Customers	106.9	116.2
Sales per Customer	105.5	106.7

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	100.6	110.5
Household	124.0	136.5
Foods	103.0	115.7

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	351	623
Number of New-opening Stores	-	0
Number of Closed Stores	-	1

Store openings

None

Sales trends

In August 2024, on a year-on-year sales basis, monthly sales were 112.8% at LFL directly managed stores and online stores, and 124.0% at all stores and online stores. LFL directly managed stores and online stores recorded a year-on-year increase for the seventh consecutive month due to double-digit growth YoY in Household goods. Sales of Apparel recovered to the previous year's level. There were positive impacts of 2 points due to having one more day on 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	93.8	88.0	101.0	95.9
Number of Customers	101.3	-	108.9	-
Sales per Customer	92.6	-	92.7	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	99.8	122.2
Number of Customers	-	120.1
Sales per Customer	-	101.8

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	108.0	99.3
Number of Customers	-	97.9
Sales per Customer	-	101.5

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	527
Number of New-opening Stores	-	5
Number of Closed Stores	-	3

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	105
Number of New-opening Stores	-	1
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	-	1

Store openings

MUJI WANDA PLAZA ZHANGJIAGANG (Mainland China, DM)
 MUJI LONGFOR PARADISE WALK (Mainland China, DM)
 MUJI BIN JIANG PARADISE WALK (Mainland China, DM)
 MUJI YANLORD CANGJIE COMMERCIAL PLAZA (Mainland China, DM)
 MUJI STARFIELD MARKET JUKJEON (Korea, DM)
 MUJI HIGHPOINT (Australia, DM)

2024年8月期 月別売上・客数・客単価昨比（速報値）

Fiscal Year ending August 31, 2024

月次概況 Monthly sales trend
国内事業 Japan

		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 Year
衣服	Apparel	104.6	110.9	108.4	108.6	80.4	89.8	105.3	88.7	99.2	101.7	108.8	103.6	104.8	101.4	105.5	89.5	100.6	98.2	101.7	100.5
生活	Household	98.3	115.1	138.0	117.7	95.6	93.0	112.0	99.1	108.2	122.1	105.6	105.2	112.3	109.8	120.3	112.4	124.0	118.9	115.3	111.8
食品	Food	94.5	111.2	114.0	107.3	103.0	96.7	101.0	100.4	103.8	123.6	101.2	98.5	109.4	105.7	116.3	94.8	103.0	104.4	107.1	105.3
直営既存店+オンラインストア LFL Directly managed stores (MUJI) + Online store		99.3	112.9	122.6	112.7	91.0	92.7	107.7	95.9	104.4	116.1	106.0	103.5	109.2	106.2	114.0	100.9	112.8	109.0	109.2	106.8
衣服	Apparel	116.0	123.2	119.4	120.2	87.0	97.6	113.1	95.7	108.3	110.2	117.9	112.0	113.3	110.1	115.4	98.0	110.5	107.5	110.5	109.5
生活	Household	108.0	126.2	149.0	128.4	102.6	100.0	119.6	106.2	116.7	131.4	113.3	113.1	120.6	118.2	130.8	122.6	136.5	129.7	124.7	120.9
食品	Food	109.6	125.0	125.0	120.4	111.3	105.3	109.3	108.8	114.3	133.9	110.4	108.5	119.1	115.9	128.6	106.2	115.7	116.4	117.8	116.0
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store		110.5	124.9	133.5	124.1	98.2	100.1	115.0	103.1	113.4	125.3	114.2	111.8	117.8	115.0	124.5	110.6	124.0	119.3	118.5	116.0
直営既存店+オンラインストア LFL directly managed stores (MUJI)+ Online store																					
客数	Number of Customers	91.3	98.2	99.0	96.3	87.9	91.5	101.2	92.8	94.6	108.1	100.6	99.0	102.9	97.3	108.4	96.7	106.9	103.8	103.3	98.8
客単価	Sales per Customer	108.8	115.0	123.9	117.0	103.6	101.2	106.4	103.4	110.4	107.4	105.3	104.5	106.2	109.1	105.1	104.3	105.5	105.1	105.7	108.1
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store																					
客数	Number of Customers	100.9	106.5	106.7	104.9	93.4	97.1	106.7	98.3	101.5	114.7	107.1	105.7	109.4	104.2	116.7	104.9	116.2	112.3	110.8	106.2
客単価	Sales per Customer	109.5	117.3	125.1	118.3	105.1	103.1	107.8	104.9	111.6	109.2	106.7	105.7	107.6	110.3	106.7	105.5	106.7	106.2	106.9	109.3

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	571	574	587	587	591	585	586	586	586	597	608	611	611	611	623	624	623	623	623	623
当月出店数	Number of New-opening Stores	10	5	13	28	4	0	2	6	34	12	12	3	27	61	13	2	0	15	42	76
当月退店数	Number of Closed Stores	1	2	0	3	0	6	1	7	10	1	1	0	2	12	1	1	1	3	5	15

チャネルについて
 Definition of Sales Channel:
 ● 直営既存店：前年同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
 ● 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.

前年比数値について
 Definition of figures:
 ● 直営数値：店舗売上高 (売価ベース) 前年同月比
 ● DM: Flash store sales as percentage of the same month prior fiscal year.

海外事業 セグメント別

Sales, Number of Customers and Sales per Customer (Year-on-year comparison basis)

		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 Year
東アジア事業 / East Asia																					
直営既存店+オンラインストア																					
LFL Directly managed stores (MUJI) + Online store		101.8	97.1	113.1	104.3	109.0	86.1	96.8	97.1	100.5	97.5	90.0	96.0	94.6	98.5	94.6	91.3	93.8	93.6	94.8	98.2
中国大陸 Mainland China		101.0	97.1	115.4	104.8	133.6	85.5	90.3	100.1	102.4	97.3	89.1	95.1	93.7	99.3	89.0	87.5	88.0	88.2	90.9	96.4
直営合計+オンラインストア		114.3	109.7	126.4	117.0	123.9	93.1	107.3	107.2	111.7	106.5	99.1	104.6	103.3	108.8	102.6	98.0	101.0	100.5	101.9	106.5
Directly managed stores total (MUJI) + Online store		115.6	110.2	128.4	118.3	147.0	91.5	99.4	108.6	113.1	104.7	96.1	102.1	100.9	108.6	96.0	94.4	95.9	95.4	98.0	104.8
直営既存店+オンラインストア LFL Directly managed stores (MUJI)+ Online store																					
客数	Number of Customers	102.9	98.7	115.0	105.4	122.5	89.1	97.6	102.0	103.5	99.9	91.5	98.9	96.8	101.2	101.5	94.5	101.3	99.1	98.3	101.1
客単価	Sales per Customer	98.9	98.4	98.4	98.9	89.0	96.6	99.2	95.3	97.1	97.6	98.3	97.1	97.7	97.4	93.2	96.7	92.6	94.5	96.4	97.1
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store																					
客数	Number of Customers	117.1	112.7	129.4	119.5	139.6	97.2	108.3	113.2	116.1	109.5	100.9	108.8	106.3	112.6	110.4	101.9	108.9	106.9	106.6	110.9
客単価	Sales per Customer	97.6	97.4	97.6	97.9	88.7	95.9	99.1	94.8	96.3	97.3	98.3	96.2	97.2	96.6	93.0	96.2	92.7	94.0	95.5	96.0
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	489	489	494	494	500	502	502	502	502	505	507	512	512	512	522	525	527	527	527	527
当月出店数	Number of New-opening Stores	7	1	5	13	7	2	0	9	22	4	2	5	11	33	10	6	5	21	32	54
当月退店数	Number of Closed Stores	0	1	0	1	1	0	0	1	2	1	0	0	1	3	0	3	3	6	7	9
東南アジア・オセアニア事業 / Asia East/South & Oceania																					
直営既存店+オンラインストア																					
LFL Directly managed stores (MUJI) + Online store		102.8	93.9	105.1	100.6	100.3	96.7	104.8	99.3	101.0	102.1	95.1	100.3	99.1	100.3	96.5	94.7	99.8	96.9	98.0	100.1
直営合計+オンラインストア		115.8	101.8	117.3	111.7	116.9	113.6	127.4	118.7	115.4	120.6	113.0	116.2	116.4	115.7	111.5	111.8	122.2	115.0	115.7	115.6
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store																					
客数	Number of Customers	119.4	105.1	115.8	111.8	117.5	113.7	122.8	117.8	115.0	119.9	113.7	114.8	116.1	115.4	112.7	113.3	120.1	115.4	115.7	115.4
客単価	Sales per Customer	97.0	96.9	101.3	101.3	99.4	100.0	103.7	100.8	100.3	100.5	99.3	101.2	100.3	100.3	98.9	98.7	101.8	99.7	100.0	100.2
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	87	89	94	94	96	98	98	98	98	99	100	100	100	100	102	104	105	105	105	105
当月出店数	Number of New-opening Stores	0	2	5	7	2	2	1	5	12	1	1	0	2	14	2	2	1	5	7	19
当月退店数	Number of Closed Stores	0	0	0	0	0	0	1	1	1	0	0	0	0	1	0	0	0	0	0	1
欧米事業 / Europe & Americas																					
直営既存店+オンラインストア																					
LFL Directly managed stores (MUJI) + Online store		111.1	109.2	106.7	108.9	96.0	99.3	109.5	100.6	104.8	112.5	104.9	101.2	105.6	105.2	98.7	100.9	108.0	102.4	104.3	104.6
直営合計+オンラインストア		109.2	107.2	104.6	106.9	93.8	97.2	105.4	97.7	102.2	107.0	101.7	94.5	99.9	101.4	90.5	91.7	99.3	93.7	96.7	99.4
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store																					
客数	Number of Customers	93.8	93.1	94.2	93.7	92.9	94.0	99.6	95.0	94.4	101.4	90.3	92.3	94.6	94.4	91.6	87.6	97.9	92.3	93.4	93.9
客単価	Sales per Customer	116.5	115.2	111.0	114.1	100.9	103.4	105.8	102.8	108.3	105.5	112.5	102.4	105.6	107.4	98.8	104.7	101.5	101.5	103.5	105.8
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	55	55	55	55	55	55	55	55	55	53	52	52	52	52	51	51	50	50	50	50
当月出店数	Number of New-opening Stores	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
当月退店数	Number of Closed Stores	2	0	0	2	0	0	0	0	2	2	1	0	3	5	1	0	1	2	5	7
月末店舗数 (国内外合計) Total MUJI Store as of the end of month																					
店舗数	Number of Stores	1,202	1,207	1,230	1,230	1,242	1,240	1,241	1,241	1,241	1,254	1,267	1,275	1,275	1,275	1,298	1,304	1,305	1,305	1,305	1,305
当月出店数	Number of New-opening Stores	17	8	23	48	13	4	3	20	68	17	15	8	40	108	25	10	6	41	81	149
当月退店数	Number of Closed Stores	3	3	0	6	1	6	2	9	15	4	2	0	6	21	2	4	5	11	17	32