

Monthly Sales Trend for April 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	109.8	117.1
Number of Customers	103.8	111.6
Sales per Customer	105.8	105.0

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	99.2	105.1
Household	116.1	123.2
Foods	115.5	126.1

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	424	672
Number of New-opening Stores	-	9
Number of Closed Stores	-	1

Store openings

MUJI YAHABA
 MUJI LALAPORT ANJO
 MUJI TOKYO UNIVERSITY OF AGRICULTURE AND TECHNOLOGY FUCHU CAMPUS
 MUJI AEON NOBEOKA
 MUJI AEONTOWN MATSUSAKAFUNAE
 MUJI AEONMALL FUNABASHI
 MUJI MIRAI NAGASAKI COCOWALK
 MUJI CIINA CIINA AOMORI
 MUJI500 LIV SUMIYOSHI

Sales trends

In April 2025, on a year-on-year sales basis, monthly sales were 109.8% at LFL directly managed stores and online stores, and 117.1% at all stores and online stores. Even after the MUJI Week promotion, which ran until the end of March, the reactionary decline was limited. Sales of Household goods, and Foods continued to drive growth. There was no YoY impact from the number 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	107.0	108.6	115.1	118.8
Number of Customers	110.0	-	118.6	-
Sales per Customer	97.3	-	97.0	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	97.4	116.6
Number of Customers	-	121.8
Sales per Customer	-	95.8

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	109.8	109.2
Number of Customers	-	103.0
Sales per Customer	-	106.0

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	-	3

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	124
Number of New-opening Stores	-	3
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 FOSHAN SHUNDE MIX CITY (Mainland China, DM)
 MUJI CHONGQING PARADISE WALK (Mainland China, DM)
 MUJI SHENZHEN K11 ECOAST (Mainland China, DM)
 MUJI GREAT WORLD CITY (Singapore, DM)
 MUJI IOI PUCHONG (Malaysia, DM)
 MUJI GLORIETTA (Philippines, 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 Monthly sales trend
国内事業 Japan

LFL = Like for Like

	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
	Sep	Oct	Nov	1Q	Dec	Jan	Feb	2Q	1H	Mar	Apr	May	3Q	9M	Jun	Jul	Aug	4Q	2H	Full Year
衣服	Apparel	105.7	101.7	121.3	110.2	120.7	115.5	106.5	115.6	112.5	117.6	99.2								111.4
生活	Household	121.5	132.6	122.4	125.8	113.2	111.2	110.4	111.7	119.2	122.6	116.1								119.6
食品	Food	103.6	119.6	105.0	109.7	111.4	105.1	106.2	107.8	108.8	119.0	115.5								111.3
直営既存店＋オンラインストア		113.4	118.6	119.2	117.6	115.3	111.3	108.5	112.1	115.1	120.5	109.8								115.5
LFL Directly managed stores (MUJI) + Online store																				
衣服	Apparel	114.4	110.3	128.9	118.4	129.7	123.6	114.3	124.0	120.8	128.3	105.1								119.7
生活	Household	130.8	142.9	129.6	134.6	121.3	118.9	118.6	119.8	127.5	134.9	123.2								128.5
食品	Food	115.9	132.0	113.8	120.6	121.9	115.3	117.3	118.4	119.5	134.2	126.1								122.8
直営合計＋オンラインストア		122.9	128.5	126.7	126.5	124.2	119.6	117.2	120.8	123.8	132.8	117.1								124.6
Directly managed stores total (MUJI) + Online store																				
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	108.3	107.8	107.1	107.7	108.7	105.7	108.4	107.6	107.7	114.1	103.8								108.2
客単価	Sales per Customer	104.7	110.0	111.3	109.2	106.1	105.3	100.1	104.2	106.9	105.6	105.8								106.7
直営合計＋オンラインストア Directly managed stores total (MUJI) + Online store																				
客数	Number of Customers	116.2	115.5	113.8	115.1	115.8	112.8	116.4	115.0	115.0	124.2	111.6								116.0
客単価	Sales per Customer	105.8	111.3	111.3	109.9	107.3	106.0	100.7	105.0	107.6	107.0	105.0								107.4

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	631	637	649	649	649	649	651	651	651	664	672								672
当月出店数	Number of New-opening Stores	9	6	14	29	0	0	4	4	33	15	9								57
当月退店数	Number of Closed Stores	1	0	2	3	0	0	2	2	5	2	1								8

チャネルについて

● 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

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.

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

Definition of figures:
● 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)

LFL = Like for Like

	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
	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		102.4	106.2	109.5	106.8	104.2	110.9	93.2	103.4	105.1	104.4	107.0								105.4
LFL Directly managed stores (MUJI) + Online store																				
中国大陸	Mainland China	103.9	112.3	110.8	110.0	103.2	108.6	92.5	102.0	106.0	104.4	108.6								106.1
直営合計＋オンラインストア		111.6	114.4	116.9	115.0	111.1	121.4	100.2	111.3	113.1	112.5	115.1								113.2
Directly managed stores total (MUJI) + Online store																				
中国大陸	Mainland China	113.6	121.9	118.6	118.9	113.6	120.4	101.9	112.6	115.6	114.1	118.8								115.7
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	104.8	110.2	116.7	110.7	105.4	117.8	104.5	109.3	110.0	109.4	110.0								109.9
客単価	Sales per Customer	97.7	96.4	93.9	96.5	98.8	94.1	89.2	94.6	95.6	95.4	97.3								95.9
直営合計＋オンラインストア Directly managed stores total (MUJI) + Online store																				
客数	Number of Customers	114.1	119.0	125.3	119.7	114.7	129.3	113.3	119.2	119.4	118.5	118.6								119.0
客単価	Sales per Customer	97.8	96.1	93.3	96.1	96.9	93.8	88.4	93.4	94.8	94.9	97.0								95.1
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	531	531	536	536	548	553	551	551	551	550	550								550
当月出店数	Number of New-opening Stores	7	3	5	15	12	5	0	17	32	3	3								38
当月退店数	Number of Closed Stores	3	3	0	6	0	0	2	2	8	4	3								15
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		92.6	97.3	95.1	95.8	107.3	107.5	98.0	104.9	100.7	98.4	97.4								101.2
LFL Directly managed stores (MUJI) + Online store																				
直営合計＋オンラインストア		118.2	124.8	122.1	121.8	127.0	132.6	115.5	125.6	124.1	121.0	116.6								122.8
Directly managed stores total (MUJI) + Online store																				
直営合計＋オンラインストア Directly managed stores total (MUJI) + Online store																				
客数	Number of Customers	116.5	126.8	126.0	123.1	126.8	130.9	120.0	126.3	124.9	125.0	121.8								124.5
客単価	Sales per Customer	101.4	98.4	96.9	98.9	100.2	101.3	96.3	99.5	99.4	96.8	95.8								98.6
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	117	117	117	117	121	124								124
当月出店数	Number of New-opening Stores	1	2	5	8	2	2	1	5	13	4	3								20
当月退店数	Number of Closed Stores	0	0	0	0	0	0	1	1	1	0	0								1
欧米事業 / Europe & Americas																				
直営既存店＋オンラインストア		106.3	111.9	110.0	109.4	110.7	110.9	102.8	108.7	109.3	108.3	109.8								109.3
LFL Directly managed stores (MUJI) + Online store																				
直営合計＋オンラインストア		98.0	104.2	102.9	101.7	107.7	108.9	101.2	106.4	106.5	107.3	109.2								106.8
Directly managed stores total (MUJI) + Online store																				
直営合計＋オンラインストア Directly managed stores total (MUJI) + Online store																				
客数	Number of Customers	95.6	98.6	102.8	99.0	101.4	101.8	100.7	101.3	102.2	103.8	103.0								102.4
客単価	Sales per Customer	102.5	105.7	100.1	102.8	106.2	107.0	100.4	105.0	104.2	103.4	106.0								104.3
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	50	50	50	50	50	50	49	49	49	49	49								49
当月出店数	Number of New-opening Stores	0	0	0	0	0	0	0	0	0	0	0								0
当月退店数	Number of Closed Stores	0	0	0	0	0	0	1	1	1	0	0								1
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	1,318	1,326	1,348	1,348	1,362	1,369	1,368	1,368	1,368	1,384	1,395								1,395
当月出店数	Number of New-opening Stores	17	11	24	52	14	7	5	26	78	22	15								115
当月退店数	Number of Closed Stores	4	3	2	9	0	0	6	6	15	6	4								25