

Monthly Sales Trend for Aug 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	106.1	115.7
Number of Customers	106.4	115.2
Sales per Customer	99.8	100.4

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	109.4	119.1
Household	103.0	111.3
Foods	111.0	121.7

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	422	683
Number of New-opening Stores	-	1
Number of Closed Stores	-	1

Store openings

MUJI FUJI GRAND KANNABE

Sales trends

In August 2025, the monthly sales were 106.1% YoY at LFL Directly Managed Stores + Online Stores, and 115.7% at All Stores + Online stores. As a result, LFL Directly Managed Stores + Online Stores sales exceeded previous year's results for the 19th consecutive month. Sales of Apparel, Household goods, and Foods all increased on a LFL store basis. In particular, sales of Apparel increased due to overcoming inventory shortages of summer items experienced last year. Sales of Foods were also steady. 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	121.1	127.4	128.9	137.3
Number of Customers	117.1	-	126.8	-
Sales per Customer	103.3	-	101.7	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	111.7	134.7
Number of Customers	-	139.0
Sales per Customer	-	96.9

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	115.8	115.0
Number of Customers	-	109.0
Sales per Customer	-	105.6

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	557
Number of New-opening Stores	-	2
Number of Closed Stores	-	0

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	124
Number of New-opening Stores	-	0
Number of Closed Stores	-	2

Europe & Americas Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	48
Number of New-opening Stores	-	0
Number of Closed Stores	-	1

Store openings

MUJI CHENGDU HESHENGHUI (Mainland China, DM)

MUJI TAICHUNG (A MART) (Taiwan, DM)

Fiscal Year ending August 31, 2025

Monthly sales trend Japan

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.

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

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	1,396	1,396	1,396	1,412	1,413	1,412	1,412	1,412	1,412
当月出店数	Number of New-opening Stores	17	11	24	52	14	7	5	26	78	22	15	8	45	123	16	4	3	23	68	146
当月退店数	Number of Closed Stores	4	3	2	9	0	0	6	6	15	6	4	7	17	32	0	3	4	7	24	39