

Monthly Sales Trend for Oct 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	115.8	126.2
Number of Customers	106.0	114.8
Sales per Customer	109.2	110.0

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	123.1	134.0
Household	110.3	119.9
Foods	118.2	130.5

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	504	695
Number of New-opening Stores	-	5
Number of Closed Stores	-	0

Store openings

MUJI NAKATSUGAWA
 MUJI AEONMALL SUZAKA
 MUJI AEONMALL SENDAI KAMISUGI
 MUJI AEON TOYOKAWA KAIUNN DORI
 MUJI AL PLAZA KOMATSU

Sales trends

In October 2025, the monthly sales were 115.8% YoY at LFL Directly Managed Stores + Online Stores, and 126.2% YoY at All Stores + Online stores. Although the online store was suspended from October 19, "MUJI Week" sales event for members held exclusively in physical stores (from October 24–November 3; last year: October 25–November 4) and performed strongly, resulting in LFL Directly Managed Stores reaching approximately 120% YoY. One additional "MUJI Week" sales day compared to the same month last year had a positive impact of approximately 3–4 percentage points, while the online suspension had a negative impact of approximately 4 percentage points. There was no impact from the number of weekends and holidays YoY.

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	123.1	124.3	129.8	132.4
Number of Customers	121.0	-	129.5	-
Sales per Customer	101.7	-	100.2	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	110.2	131.8
Number of Customers	-	130.2
Sales per Customer	-	101.2

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	110.8	111.4
Number of Customers	-	109.7
Sales per Customer	-	101.6

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	560
Number of New-opening Stores	-	2
Number of Closed Stores	-	3

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	130
Number of New-opening Stores	-	6
Number of Closed Stores	-	0

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	-	0

Store openings

MUJI HUIZHOU DAYAWAN WANDA (Mainland China, DM)
 MUJI PARKVIEW GREEN FANGCAODI BEIJING (Mainland China, DM)
 MUJI SUNWAY VELOCITY (Malaysia, DM)
 MUJI SETIA CITY (Malaysia, DM)
 MUJI PHOENIX PALLADIUM (India, DM)
 MUJI FESTIVAL MALL (Philippines, DM)
 MUJI GREENHILLS (Philippines, DM)
 MUJI ESTANCIA MALL (Philippines, DM)

Fiscal Year ending August 31, 2026

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

[illegible]

直営既存店 + オンラインストア LFL directly managed stores (MUJI) + Online store

[illegible]

直営合計+オンラインストア Directly managed stores total (MUJI) + Online store

[illegible]

月末店舗数 (LS含む) Number of Stores at the End of Month (Include LS Stores)

[illegible]

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.

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

直営既存店+オンラインスト

[illegible]

直営既存店 + オンラインストア LFL Directly managed stores (MUJI) + Online store

[illegible]

直営合計+オンラインストア Directly managed stores total (MUJI) + Online store

[illegible]

月末店舗数 (LS含む) Number of Stores at the End of Month (Include LS Stores)

[illegible]

東南アジア・オセアニア事業 / Asia East/South & Oceania

[illegible]

直営合計+オンラインストア Directly managed stores total (MUJI) + Online store

[illegible]

月末店舗数 (LS含む) Number of Stores at the End of Month (Include LS Stores)

[illegible]

欧米事業 / Europe & Americas

[illegible]

直営合計+オンラインストア Directly managed stores total (MUJI) + Online store

[illegible]

月末店舗数 (LS含む) Number of Stores at the End of Month (Include LS Stores)

店舖數	Number of Stores	48	48
当月出店數	Number of New-opening Stores	0	0
当月退店數	Number of Closed Stores	0	0

月末店舗数（国内外合計） Total MUJI Store as of the end of month

[illegible]