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 ner 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	<u>=</u>	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) 2026年8月期 月別売上・客数・客単価昨比(速報値) Fiscal Year ending August 31, 2026 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 97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 LFL = Like for Like 衣服 123.1 115.9 Apparel 102.7 104.8 生活 Household 96.7 110.3 食品 Food 99.2 118.2 110.4 技品 Food 直営既存店 + オンラインストア LFL Directly managed stores (MUJI) + Online store 98.9 115.8 109.2 126.5 衣服 Apparel 112.6 134.0 生活 104.9 119.9 113.8 食品 Food 111.2 130.5 122.6 直営合計+オンラインストア Directly managed stores total (MUJI) + Online store 126.2 119.2
 店営既存店 + オンラインストア LFL directly managed stores (MUJI)+ Online store

 客数
 Number of Customers
 98.3
 106.0

 容単価
 Sales per Customer
 100.6
 109.2
 直営合計+オンラインストア Directly managed stores total (MUJI) + Online store 月末店舗数(LS含む) Number of Stores at the End of Month (Include LS Stores) Archamax Cisady Mumber of Stores
当月出店数 Number of Stores
当月出店数 Number of New-opening Stores
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ショウルでは、
・ 本語のでは、
・ 本 690 695 Definition of Sales Channel:

• LEL (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) 9月 10月 11月 第10 12月 1月 2月 第20 上期 3月 4月 5月 第30 99月 6月 7月 8月 第40 下期 年間

	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40 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	113.3	123.1																	118.7
LFL Directly managed stores (MUJI) + Online store																			
中国大陸 Mainland China	113.1	124.3																	119.5
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store	119.2	129.8																	125.0
中国大陸 Mainland China	121.5	132.4																	127.6
中国大陸 Mainland China	121.5	132.4																	127.0
直営既存店+オンラインストア LFL Directly managed store	es (MUJI)+ Onlin	e store																	
客数 Number of Customers	112.7	121.0																	117.0
客単価 Sales per Customer	100.5	101.7																	101.5
各单侧 Sales per Customer	100.5	101.7																	101.5
直営合計+オンラインストア Directly managed stores total (MIIII) + Online s	tore																	
客数 Number of Customers	119.6	129.5						T											124.8
											-								
客単価 Sales per Customer	99.7	100.2																	100.2
月末店舗数(LS含む) Number of Stores at the End of N	Annah (tooliida)	C C+)																	
方未占調数 (LSAG) Number of Stores at the End of Number of Stores	Johan (include a	560		1		1	1	1000000000			T								560
当月出店数 Number of New-opening Stores	11																		13
当月退店数 Number of Closed Stores	7																		10
- 7				I	1			Incomment					1	4					
東南アジア・オセアニア事業 / Asia East/South & Ocea	ania																		
直営既存店+オンラインストア	105.0	110.2																	107.7
LFL Directly managed stores (MUJI) + Online store	105.0	110.2																	107.7
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store	127.8	131.8																	129.9
Directly managed stores total (MOJI) + Online store				1				100000000000000000000000000000000000000					<u> </u>						
直営合計+オンラインストア Directly managed stores total (MUJI) + Online s	store																	
客数 Number of Customers	129.8	130.2																	130.0
客単価 Sales per Customer	98.4	101.2																	99.9
月末店舗数(LS含む) Number of Stores at the End of N	Access (to alcohol a	C C+)																	
店舗数 Number of Stores	124			1		1	1	1		8	1	1			1			E	130
当月出店数 Number of New-opening Stores	124			-				-											7
当月退店数 Number of Closed Stores	1																		1
				100000000000000000000000000000000000000	1								1		1			P 111111111111111111111111111111111111	133338
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	107.5	110.8																	109.2
直営合計+オンラインストア	108.7	111.4																	110.1
Directly managed stores total (MUJI) + Online store	106.7	111.4																	110.1
直営合計+オンラインストア Directly managed stores total (MIIII) + Online c	tore																	
				1															4004
	106.6	109.7																	108.1
客単価 Sales per Customer	102.0	101.6																	101.8

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

48 0

1,433 13 3

1,423 19 8

店舗数 Number of Stores 当月出店数 Number of New-opening Stores 当月退店数 Number of Closed Stores

Total Work Total Work of Stores

当月出店数 Number of New-opening Stores

当月退店数 Number of Closed Stores

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