

Monthly Sales Trend for Jan 2026

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	102.6	110.2
Number of Customers	99.0	105.4
Sales per Customer	103.6	104.6

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	105.9	113.5
Household	101.8	108.8
Foods	100.0	108.7

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	499	700
Number of New-opening Stores	-	0
Number of Closed Stores	-	2

Store openings

None

Sales trends

In January 2026, LFL Directly Managed Stores + Online Store sales were 102.6% YoY and sales at All Directly Managed Stores + Online Store were 110.2% YoY. Sales were boosted by the strong performance of MUJI Good Price Festival (December 26–January 5), which offered seasonal recommended products at special prices, as well as the 10% OFF furniture campaign for MUJI members only (January 23-February 2), leading to an increase in all sales of Apparel, Household goods, and Foods on a LFL store basis. While online store sales continued to decline YoY, the rate of decline is narrowing. 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	99.4	97.7	107.4	106.8
Number of Customers	103.0	-	112.6	-
Sales per Customer	96.5	-	95.4	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	107.8	123.3
Number of Customers	-	123.1
Sales per Customer	-	100.2

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	112.3	113.8
Number of Customers	-	113.7
Sales per Customer	-	100.1

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	577
Number of New-opening Stores	-	3
Number of Closed Stores	-	4

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	131
Number of New-opening Stores	-	0
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 (region)

MUJI TIANFU DAYOO CITY (Mainland China, DM)
 MUJI XUZHOU SUNING PLAZA (Mainland China, DM)
 MUJI MITSUI OUTLET PARK TAICHUNGPORT (Taiwan, DM)

Note: Across our East Asia business and in the certain countries of our Southeast Asia business, we see some impacts on the monthly sales due to the year-on-year differences in the timing of the Lunar New Year. The Lunar New Year was on January 29, 2025 and will be February 17, 2026.

