

Monthly Sales Trend for Jul 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	109.5	113.9
Number of Customers	101.9	105.8
Sales per Customer	107.4	107.7

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	112.8	117.7
Household	108.7	112.7
Foods	104.4	109.4

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	488	725
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Store openings

None

Sales trends

In July 2026, LFL Directly Managed Stores + Online Store sales were 109.5% YoY and sales at All Directly Managed Stores + Online Store were 113.9% YoY. Innerwear and summer apparel performed strongly, while household goods continued to deliver robust growth. In addition, during MUJI Good Price Festival (July 3-13), selected seasonal items were offered at special prices, contributed to sales growth, resulting in all products categories outperforming YoY. There was no impact from differences in the number of weekend or public holiday days compared with the previous year.

Businesses Outside Japan

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

East Asia business

	LFL Directly Managed Stores + Online Store		All Directly Managed Stores + Online Store	
		Mainland China		Mainland China
Sales	114.8	116.5	123.2	123.7
Number of Customers	121.5	-	130.1	-
Sales per Customer	94.5	-	94.7	-

Southeast Asia & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	106.9	119.5
Number of Customers	-	113.5
Sales per Customer	-	105.2

Europe & North America Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	116.7	122.5
Number of Customers	-	115.4
Sales per Customer	-	106.1

Number of Stores by Business Segment

East Asia business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	580
Number of New-opening Stores	-	4
Number of Closed Stores	-	2

Southeast Asia & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	134
Number of New-opening Stores	-	1
Number of Closed Stores	-	0

Europe & North America 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	-	1

Store openings (region)

MUJI SHENZHEN YITIAN HOLIDAY PLAZA (Mainland China, DM)

MUJI SAIHAN WANDA PLAZA (Mainland China, DM)

MUJI FORUM 66, SHENYANG (Mainland China, DM)

MUJI LIHPAO MALL (Taiwan, DM)

MUJI AEON MALL THANHKHE DANANG (Vietnam, 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
国内事業

Monthly sales trend
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	9ヶ月	6月	7月	8月	第4Q	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
衣服	Apparel	102.7	123.1	89.7	105.0	93.3	105.9	101.7	99.1	102.5	102.5	104.7	112.8	106.5	104.0	87.6	112.8				103.3
生活	Household	96.7	110.3	80.3	95.6	94.5	101.8	104.9	100.0	97.5	103.8	101.6	109.1	104.6	100.3	93.4	108.7				100.4
食品	Food	99.2	118.2	99.1	106.4	95.0	100.0	105.2	99.7	103.1	105.5	104.6	106.3	105.5	104.0	96.9	104.4				103.5
直営既存店 + オンラインストア LFL Directly managed stores (MUJI) + Online store		98.9	115.8	86.3	100.3	94.2	102.6	104.2	99.6	100.0	103.7	103.1	110.0	105.3	102.0	91.9	109.5				101.8
衣服	Apparel	112.6	134.0	97.8	114.4	99.7	113.5	108.7	105.9	110.7	108.8	109.3	117.2	111.7	111.1	91.5	117.7				109.8
生活	Household	104.9	119.9	87.6	103.8	100.9	108.8	111.5	106.6	105.1	109.4	105.3	112.4	109.1	106.6	96.9	112.7				106.3
食品	Food	111.2	130.5	109.0	117.6	102.7	108.7	114.0	108.0	112.8	111.4	108.3	109.4	110.0	111.8	101.5	109.4				110.7
直営合計・オンラインストア Directly managed stores total (MUJI) + Online store		108.2	126.2	94.4	109.4	100.7	110.2	111.4	106.7	108.2	109.6	107.1	113.5	110.0	108.9	95.7	113.9				108.2

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	100.3	106.0	95.3	100.0	94.9	99.0	98.1	97.2	98.7	100.8	98.4	103.0	100.8	99.5	90.1	101.9			98.9
客単価	Sales per Customer	100.6	109.2	90.5	100.3	99.2	103.6	106.2	102.5	101.4	102.9	104.8	106.7	104.5	102.5	101.9	107.4			102.9

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

客数	Number of Customers	107.0	114.8	102.4	108.2	100.7	105.4	104.3	103.3	105.8	105.9	102.4	106.1	104.9	105.5	93.8	105.8			104.5
客単価	Sales per Customer	101.1	110.0	92.1	101.2	100.0	104.6	106.8	103.3	102.3	103.5	104.6	107.0	104.8	103.2	102.0	107.7			102.9

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	690	695	701	701	702	700	700	700	700	710	710	708	708	708	725	725			725
当月出店数	Number of New-opening Stores	7	5	8	20	1	0	0	1	21	11	0	1	12	33	17	0			50
当月退店数	Number of Closed Stores	0	0	2	2	0	2	0	2	4	1	0	3	4	8	0	0			8

チャネルについて

- 直営既存店：前年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 LFL Directly managed stores (MUJI) + Online store	中国大陸 Mainland China	113.3	123.1	117.9	118.4	98.7	99.4	134.1	108.1	113.2	112.9	118.4	121.6	117.8	114.9	119.9	114.8				115.4
		113.1	124.3	116.3	118.3	100.5	97.7	133.1	107.9	113.2	112.2	114.3	122.4	116.4	114.5	125.8	116.5				116.0
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store	中国大陸 Mainland China	119.2	129.8	122.6	124.1	104.9	107.4	145.5	116.4	120.1	121.5	127.6	130.1	126.7	122.4	126.2	123.2				122.8
		121.5	132.4	121.4	125.1	107.1	106.8	145.3	117.1	121.1	120.3	123.1	131.2	125.4	122.6	132.2	123.7				123.7

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	112.7	121.0	119.4	117.8	104.8	103.0	125.3	110.1	114.3	113.2	117.6	121.1	117.4	115.5	120.8	121.5			116.7
客単価	Sales per Customer	100.5	101.7	98.7	100.5	94.2	96.5	107.0	98.1	99.0	99.8	100.7	100.5	100.4	99.5	99.3	94.5			98.9

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

客数	Number of Customers	119.6	129.5	125.5	125.0	112.3	112.6	136.6	119.5	122.5	122.7	127.3	130.5	127.0	124.0	127.8	130.1			125.0
客単価	Sales per Customer	99.7	100.2	97.7	99.2	93.4	95.4	106.5	97.3	98.1	99.0	100.2	99.7	99.8	98.7	98.8	94.7			98.2

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	561	560	564	564	578	577	580	580	580	574	571	574	574	574	578	580			580
当月出店数	Number of New-opening Stores	11	2	5	18	14	3	3	20	38	2	1	3	6	44	6	4			54
当月退店数	Number of Closed Stores	7	3	1	11	0	4	0	4	15	8	4	0	12	27	2	2			31

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 LFL Directly managed stores (MUJI) + Online store	105.0	110.2	112.6	109.4	107.4	107.8	108.8	107.9	108.7	109.5	108.8	109.7	109.4	108.9	102.7	106.9				108.1
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store	127.8	131.8	129.8	129.8	128.1	123.3	128.8	126.7	128.1	120.9	117.7	118.4	119.0	124.8	107.7	119.5				122.6

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

客数	Number of Customers	129.8	130.2	126.3	128.7	125.7	123.1	123.3	124.2	126.2	115.1	112.9	114.6	114.2	122.1	102.8	113.5			119.3
客単価	Sales per Customer	98.4	101.2	102.7	100.9	101.9	100.2	104.4	102.0	101.5	105.0	104.3	103.3	104.2	102.2	104.7	105.2			102.8

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	124	130	130	130	131	131	131	131	131	132	132	132	132	132	133	134			134
当月出店数	Number of New-opening Stores	1	6	1	8	1	0	0	1	9	1	0	0	1	10	1	1			12
当月退店数	Number of Closed Stores	1	0	1	2	0	0	0	0	2	0	0	0	0	2	0	0			2

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	114.7	111.2	109.6	112.3	106.3	109.6	110.4	108.5	111.4	117.8	113.0	111.3	111.3	116.7				111.8
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store	108.7	111.4	116.1	112.3	112.0	113.8	108.3	111.6	112.0	111.6	114.8	121.7	116.3	113.4	117.4	122.5				114.6

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

客数	Number of Customers	106.6	109.7	111.1	109.2	109.7	113.7	105.8	109.9	109.5	107.4	114.6	114.1	112.0	110.3	111.9	115.4			110.9
客単価	Sales per Customer	102.0	101.6	104.5	102.8	102.1	100.1	102.3	101.5	102.2	103.9	100.2	106.7	103.8	102.8	104.9	106.1			103.3

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	48	48	48	48	49	49	49	49	49	50	50	49	49	49	50	49			49
当月出店数	Number of New-opening Stores	0	0	0	0	1	0	0	1	1	1	0	0	1	2	1	0			3
当月退店数	Number of Closed Stores	0	0	0	0	0	0	0	0	0	0	0	1	1	1	0	1			2

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	1,423	1,433	1,443	1,443	1,460	1,457	1,460	1,460	1,460	1,466	1,463	1,463	1,463	1,463	1,486	1,488			1,488
当月出店数	Number of New-opening Stores	19	13	14	46	17	3	3	23	69	15	1	4	20	89	25	5			119
当月退店数	Number of Closed Stores	8	3	4	15	0	6	0	6	21	9	4	4	17	38	2	3			43