

Monthly Sales Trend for Dec 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	94.2	100.7
Number of Customers	94.9	100.7
Sales per Customer	99.2	100.0

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	93.3	99.7
Household	94.5	100.9
Foods	95.0	102.7

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	501	702
Number of New-opening Stores	-	1
Number of Closed Stores	-	0

Store openings

MUJI500 MEITETSU ICHINOMIYA

Sales trends

In December 2025, LFL Directly Managed Stores + Online Store sales were 94.2% YoY and sales at All Directly Managed Stores + Online Store were 100.7% YoY. MUJI Online Store was fully restored on December 15, but the suspension had a negative impact of over 3%. Sales at LFL Directly Managed Stores were negative YoY, as winter items struggled due to the mild winter and the downturn caused by the last year's additional demand driven by TV appearance, despite strong performance of MUJI Good Price Festival (December 26–January 5), which offered seasonal recommended products at special prices. In addition, 1 fewer weekend/holiday compared to the previous year had a negative impact of about 2% 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	Mainland China	All Directly Managed Stores + Online Store	Mainland China
Sales	98.7	100.5	104.9	107.1
Number of Customers	104.8	-	112.3	-
Sales per Customer	94.2	-	93.4	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	107.4	128.1
Number of Customers	-	125.7
Sales per Customer	-	101.9

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	109.6	112.0
Number of Customers	-	109.7
Sales per Customer	-	102.1

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	578
Number of New-opening Stores	-	14
Number of Closed Stores	-	0

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	131
Number of New-opening Stores	-	1
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	-	1
Number of Closed Stores	-	0

Store openings (region)

MUJI HAIKOU MIXC (Mainland China, DM)

MUJI KUNMING PARK 1903 (Mainland China, DM)

MUJI ZHONGGUANCUN ARTPARK DARONGCHENG (Mainland China, DM)

MUJI CHONGQING LONGFOR LUJA PARADISE WALK (Mainland China, DM)

MUJI FENGLAN INTERNATIONAL SHOPPING CENTER (Mainland China, DM)

MUJI SHANGHAI QIANWAN MEGA (Mainland China, DM)

MUJI SUZHOU MIXC WORLD (Mainland China, DM)

MUJI LIVAT BEIJING (Mainland China, DM)

MUJI SHENYANG TIEXI MIXC ONE (Mainland China, DM)

MUJI CENTURY LINK TOWER (Mainland China, DM)

MUJI NEW ERA TAICHUNG (Taiwan, DM)

MUJI STARFIELD VILLAGE UNJEEONG (Korea, DM)

MUJI LOTTEMALL GWANGMYEONG (Korea, DM)

MUJI STARFIELD MARKET GYEONGSAN (Korea, DM)

MUJI HANOI CENTRE (Vietnam, DM)

MUJI HARVARD SQUARE (United States, 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

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
衣服 Apparel		102.7	123.1	89.7	105.0	93.3															101.9
生活 Household		96.7	110.3	80.3	95.6	94.5															95.4
食品 Food		99.2	118.2	99.1	106.4	95.0															103.2
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															98.8
衣服 Apparel		112.6	134.0	97.8	114.4	99.7															110.4
生活 Household		104.9	119.9	87.6	103.8	100.9															103.2
食品 Food		111.2	130.5	109.0	117.6	102.7															113.4
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															107.3

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	98.3	106.0	95.3	100.0	94.9																98.7
客単価 Sales per Customer	100.6	109.2	90.5	100.3	99.2																100.1

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	108.3	100.7																106.2
客単価 Sales per Customer	101.1	110.0	92.1	101.2	100.0																101.0

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																702
当月出店数 Number of New-opening Stores	7	5	8	20	1																21
当月退店数 Number of Closed Stores	0	0	2	2	0																2

チャネルについて

・直営既存店：前年同期から期末まで通常で稼働した店舗

※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

直営既存店+オンラインストア LFL Directly managed stores (MUJI) + Online store	113.3	123.1	117.9	118.4	98.7																112.9
中国大陸 Mainland China	113.1	124.3	116.3	118.3	100.5																113.7
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store	119.2	129.8	122.6	124.1	104.9																118.6

中国大陸 Mainland China

直営合計+オンラインストア Directly managed stores total (MUJI) + Online store	121.5	132.4	121.4	125.1	107.1																120.3
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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																114.4
客単価 Sales per Customer	100.5	101.7	98.7	100.5	94.2																98.7

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																121.5
客単価 Sales per Customer	99.7	100.2	97.7	99.2	93.4																97.6

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																578
当月出店数 Number of New-opening Stores	11	2	5	18	14																32
当月退店数 Number of Closed Stores	7	3	1	11	0																11

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

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																108.9
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																129.2

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																127.7
客単価 Sales per Customer	98.4	101.2	102.7	100.9	101.9																101.2

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

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																110.7
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																112.2

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	