

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		All Directly Managed Stores + Online Store	
		Mainland China		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 ART PARK DARONGCHENG (Mainland China, DM)
MUJI CHONGQING LONGFOR LUJIA 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 UNJEONG (Korea, DM)
MUJI LOTTE MALL GWANGMYEONG (Korea, DM)
MUJI STARFIELD MARKET GYEONGSAN (Korea, DM)
MUJI HANOI CENTRE (Vietnam, DM)
MUJI HARVARD SQUARE (United States, DM)

Fiscal Year ending August 31, 2026

Monthly sales trend
Japan

<p>チャネルについて</p> <ul style="list-style-type: none"> ● 直営既存店舗：前年期首から期末まで通年で継続した店舗 ※同期間に30日以上継続して休業した店舗を除く <p>前年比数値について</p> <ul style="list-style-type: none"> ● 直営数値：店舗売上高（売価ベース）前年同月比 	<p>Definition of Sales Channel:</p> <ul style="list-style-type: none"> ● LFI (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. <p>Definition of figures:</p> <ul style="list-style-type: none"> ● DM: Store sales as percentage of the same month prior fiscal year.
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