

Monthly Sales Trend for Feb 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	104.2	111.4
Number of Customers	98.1	104.3
Sales per Customer	106.2	106.8

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	101.7	108.7
Household	104.9	111.5
Foods	105.2	114.0

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	498	700
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Store openings

None

Sales trends

In February 2026, LFL Directly Managed Stores + Online Store sales were 104.2% YoY, and sales at All Directly Managed Stores + Online Store were 111.4% YoY. Driven by the membership campaign of "Furniture 10% Off" (held January 23–February 2), sales of Household goods performed well, and Food sales also increased due to exposure on a TV show. Both LFL stores and the online store exceeded last year's results. There was no impact from the number of weekends and holidays.

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	134.1	133.1	145.5	145.3
Number of Customers	125.3	-	136.6	-
Sales per Customer	107.0	-	106.5	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	108.8	128.8
Number of Customers	-	123.3
Sales per Customer	-	104.4

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	106.3	108.3
Number of Customers	-	105.8
Sales per Customer	-	102.3

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	580
Number of New-opening Stores	-	3
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	-	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 LONGFUSI BEIJING (Mainland China, DM)

MUJI NANJING JIANGNING GOLDEN EAGLE (Mainland China, DM)

MUJI XI'AN WEST CHINA MIXC (Mainland China, 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 in 2025 and February 17 in 2026.

