Monthly Sales Trend for Oct 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	108.9	112.4
Number of Customers	106.0	109.0
Sales per Customer	102.7	103.1

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	96.8	100.4
Household	118.6	121.8
Foods	105.9	110.1

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	562	731
Number of New-opening Stores	-	5
Number of Closed Stores	-	0

Store openings

MUJI AEONMALL TOKI
MUJI MALLAGE SHOBU
MUJI COOP SAPPORO SUNAGAWA
MUJI500 LUSCA ATAMI
MUJI500 RAIRIA KURUME

Sales trends

In October 2026, LFL Directly Managed Stores + Online Store sales were 108.9% YoY and sales at All Directly Managed Stores + Online Store were 112.4% YoY. While there was a rebound from the suspension of the Online Store in the previous year, LFL Directly Managed Store sales alone also exceeded the previous year. MUJI Week performed strongly and there were positive impacts of approx. 6% due to having one more day on weekends and holidays and one more day of MUJI Week in October compared with the previous year. By product category, Apparel declined YoY as warmer temperatures weighed on demand for winter items, while Household Goods recorded strong growth, led by Health and Beauty, and Food also performed steadily.

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	116.3	119.3	125.0	128.6
Number of Customers	118.1	-	128.4	-
Sales per Customer	98.5	-	97.4	-

Southeast Asia & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	107.5	119.5
Number of Customers	-	115.1
Sales per Customer	-	103.8

Europe & North America Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	113.8	119.0
Number of Customers	-	117.3
Sales per Customer	-	101.4

Number of Stores by Business Segment

East Asia business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	589
Number of New-opening Stores	-	4
Number of Closed Stores	-	4

Southeast Asia & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	136
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	-	1
Number of Closed Stores	-	0

Store openings (region)

MUJI JINING TAIBAILU WANDA PLAZA (Mainland China, DM)
MUJI CHUBAO PLACE BY MIXC (Mainland China, DM)
MUJI GUANGZHOU TIANHE HOPSON ONE (Mainland China, DM)
MUJI SHINSEGAE CHEONAN ASAN (Korea, DM)
MUJI THE LOOP IPH (Vietnam, DM)
MUJI FAUBOURG ST.ANTOINE 2 (France, DM)

2027年8月期 月別売上・客数・客単価昨比（速報値） **Fiscal Year ending August 31, 2027**

月次概況 **Monthly sales trend**

国内事業 **Japan**

LFL = Like for Like	9月 Sep	10月 Oct	11月 Nov	第1Q 1Q	12月 Dec	1月 Jan	2月 Feb	第2Q 2Q	上期 1H	3月 Mar	4月 Apr	5月 May	第3Q 3Q	9ヶ月 9M	6月 Jun	7月 Jul	8月 Aug	第4Q 4Q	下期 2H	年間 Full Year
衣服 Apparel	111.6	96.8																		101.4
生活 Household	113.7	118.6																		116.7
食品 Food	106.0	105.9																		105.9
直営既存店＋オンラインストア LFL Directly managed stores (MUJI) + Online store	111.6	108.9																		109.8
衣服 Apparel	116.1	100.4																		105.3
生活 Household	117.2	121.8																		120.1
食品 Food	110.9	110.1																		110.4
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store	115.8	112.4																		113.6

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	101.8	106.0																	104.2
客単価	Sales per Customer	109.7	102.7																	105.4

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

客数	Number of Customers	105.2	109.0																	107.4
客単価	Sales per Customer	110.0	103.1																	105.8

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	726	731																	731
当月出店数	Number of New-opening Stores	3	5																	8
当月退店数	Number of Closed Stores	0	0																	0

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

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 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.

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 Sep	10月 Oct	11月 Nov	第1Q 1Q	12月 Dec	1月 Jan	2月 Feb	第2Q 2Q	上期 1H	3月 Mar	4月 Apr	5月 May	第3Q 3Q	9ヶ月 9M	6月 Jun	7月 Jul	8月 Aug	第4Q 4Q	下期 2H	年間 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	124.6	116.3																		119.9
中国大陸 Mainland China	126.6	119.3																		122.4
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store	135.9	125.0																		129.7
中国大陸 Mainland China	138.2	128.6																		132.7

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	132.9	118.1																	124.9
客単価	Sales per Customer	93.7	98.5																	96.0

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

客数	Number of Customers	145.8	128.4																	136.3
客単価	Sales per Customer	93.2	97.4																	95.2

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	589	589																	589
当月出店数	Number of New-opening Stores	12	4																	16
当月退店数	Number of Closed Stores	2	4																	6

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	107.6	107.5																		107.5
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store	121.1	119.5																		120.3

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

客数	Number of Customers	114.3	115.1																	114.7
客単価	Sales per Customer	106.0	103.8																	104.9

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	135	136																	136
当月出店数	Number of New-opening Stores	0	1																	1
当月退店数	Number of Closed Stores	0	0																	0

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	118.4	113.8																		116.0
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store	121.9	119.0																		120.4

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

客数	Number of Customers	115.5	117.3																	116.4
客単価	Sales per Customer	105.5	101.4																	103.4

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

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	1,498	1,505																	1,505
当月出店数	Number of New-opening Stores	15	11																	26
当月退店数	Number of Closed Stores	3	4																	7