

Isetan Mitsukoshi Holdings Monthly Sales Report February 2024

Domestic Department Store Business



■We have applied revenue recognition standard since FY2021. The disclosure of the Department Store Business sales by store remains on conventional standard.

Isetan Mitsukoshi Ltd. Stores Sales (Tokyo Metropolitan area)

Store	YoY (%)	Total FY2023
Isetan Shinjuku Main store	126.6%	114.6%
Mitsukoshi Nihombashi Main store	120.4%	110.6%
Mitsukoshi Ginza store	148.1%	136.7%
Isetan Tachikawa store	104.3%	107.3%
Isetan Urawa store	100.2%	104.2%

	YoY (%)	Total FY2023
Sub Total (Isetan Mitsukoshi) (A)	125.5%	115.5%

Domestic Regional Companies Sales

Company	YoY (%)	Total FY2023
Sapporo Marui Mitsukoshi Ltd.	118.3%	110.9%
Hakodate Marui Imai Ltd.	101.7%	102.3%
Sendai Mitsukoshi Ltd.	108.0%	101.8%
Niigata Isetan Mitsukoshi Ltd.	102.5%	101.6%
Shizuoka Isetan Co., Ltd.	92.4%	97.3%
Nagoya Mitsukoshi Ltd.	111.9%	108.0%
Hiroshima Mitsukoshi Ltd.	101.8%	97.1%
Takamatsu Mitsukoshi Ltd.	110.8%	103.8%
Matsuyama Mitsukoshi Ltd.	97.7%	95.1%
Iwataya Mitsukoshi Ltd.	121.0%	113.2%

	YoY (%)	Total FY2023
Sub Total (Regional Stores) (B)	112.9%	107.6%

	YoY (%)	Total FY2023
Sub Total (Isetan Mitsukoshi group) (A + B)	121.2%	112.6%

Merchandise Category

unit : %

	Isetan Shinjuku Main store		Mitsukoshi Nihombashi Main store		Mitsukoshi Ginza store		Total of Flagship Stores		Isetan Mitsukoshi Ltd.		Group Total	
	Feb	Total FY2023	Feb	Total FY2023	Feb	Total FY2023	Feb	Total FY2023	Feb	Total FY2023	Feb	Total FY2023
Men's clothing	117.8	113.6	119.8	114.2	157.7	134.1	120.3	114.9	119.0	113.9	117.6	112.6
Women's clothing	138.0	121.6	114.8	114.2	153.9	137.3	135.8	122.4	132.9	120.5	126.1	115.8
Children's clothing	119.1	115.6	112.1	107.0	144.4	154.7	117.0	116.0	116.5	112.4	109.9	107.3
Kimono, bedding, others	102.5	103.5	99.9	100.2	126.0	111.3	103.3	103.2	101.1	101.5	104.8	99.9
Clothing Total	128.8	117.7	114.3	112.5	153.4	136.9	128.3	118.8	125.9	116.9	121.6	113.6
Accessories, Handbags, etc.	131.1	124.5	124.4	123.8	167.1	155.1	136.1	130.2	131.6	127.3	129.8	123.5
Cosmetics	134.2	124.6	122.0	118.3	161.4	155.7	139.4	130.7	137.2	129.6	129.9	122.5
Arts, Jewelry, Precious Metals, etc.	136.7	113.2	143.1	111.7	176.7	141.2	144.6	117.0	143.8	116.8	138.1	115.8
Other General goods	114.5	99.6	133.4	133.7	161.8	169.6	120.0	109.4	115.5	108.4	113.4	106.8
General goods Total	132.9	115.5	140.1	113.6	169.5	147.7	140.8	120.3	138.9	119.9	133.2	117.3
Household goods	109.0	111.2	101.9	94.9	135.9	115.1	108.0	105.3	107.5	104.4	103.9	101.1
Foods	106.7	106.8	108.8	103.3	106.9	109.5	107.3	106.0	106.1	105.7	105.7	103.8
Restaurants & Cafés	118.3	122.7	116.7	125.7	132.3	121.7	118.1	123.2	114.1	118.8	113.6	118.2
Services	91.6	42.3	109.7	134.0	109.2	117.5	97.1	54.3	97.6	58.3	97.3	63.1
Others	311.5	109.3	91.6	101.8	111.1	111.1	139.1	104.7	136.6	104.9	115.9	101.8
Total	126.6	114.6	120.4	110.6	148.1	136.7	128.2	116.7	125.5	115.5	121.2	112.6
Operating Days unit:days	29	334	29	334	29	334	—	—	—	—	—	—

February Overview

■Sales of high-value-added products continued to drive sales, especially at the Isetan Shinjuku Main Store, Mitsukoshi Nihombashi Main Store, and Mitsukoshi Ginza Store, with year-on-year sales growth of 125.5% for the total of Isetan Mitsukoshi Ltd. and 121.2% for the total of domestic department stores. In addition, both main stores and the Mitsukoshi Ginza Store have outperformed fiscal 2018 for the seventh consecutive month.

■Due to warmer temperatures compared to previous years, sales of spring outerwear such as jackets and blousons were strong, especially for luxury and designer brands. Sales of handbags, wallets and other small leather goods, cosmetics, etc. also increased significantly, as in the past months. In addition, various unique events held at each store also attracted customers. In addition, various unique events held at each store attracted customers and drove sales.

■Tax-free sales in total (existing stores) of domestic department stores remained high, although the figure was down slightly from December. Similar to the overall trend, interest in high-value-added products such as luxury brand handbags, wallets, jewelry, watches, and cosmetics was high.

March Current Overview

■Sales of high-value-added products such as luxury and designer brands' handbags, small leather goods, and jewelry were the main drivers of cumulative in-store sales through the 14th. Although, unlike last month, there is not boosting effect of Chinese New Year on the present tax-free sales, they are trending in line with the current trend. Sales YtoY comparison were 110.5% for Mitsukoshi Isetan and 105.7% for domestic department stores, exceeding the previous year's results.

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