



# Retailer Runway

Miniso



# Life Is For Fun

Bringing joy to the world



Aaron Luna  
Real Estate Manager

# About Us

## It all started in 2013...

MINISO Group is a global value retailer offering a variety of trendy lifestyle products featuring IP collection store (intellectual property) with brand's collaborations with iconic names like Sanrio, Disney, Care Bears, Peanuts, Barbie, We Bare Bears, Pixar, and more. The Company serves consumers primarily through its large network of MINISO stores, and promotes a relaxing, treasure-hunting and engaging shopping experience full of delightful surprises that appeals to all demographics. Aesthetically pleasing design, quality and affordability are at the core of every product in MINISO's wide product portfolio, and the Company continually and frequently rolls out products with these qualities. Since the opening of its first store in China in 2013, the Company has built its flagship brand "MINISO" as a globally recognized retail brand and established a massive store network worldwide.

MINISO operates its global business under its brand slogan "Life is for fun". Today, MINISO has successfully entered over **111 countries** and regions and opened approximately **7,000 stores** around the world, covering the core business districts of world-renowned cities such as New York, Los Angeles, Paris, London, Dubai, Sydney, and Istanbul. MINISO will continue creating joyful and high-quality life experiences for hundreds of millions of consumers around the world.



A photograph of a MINISO store opening celebration. The scene is filled with colorful confetti falling from the ceiling. In the center, a group of people are gathered, some holding a red banner with the MINISO logo. To the left, a large blue and white penguin mascot stands prominently. The background shows the store's interior with shelves of products and a large window display featuring cartoon characters. The MINISO logo is visible in a red square at the top center and on the right side of the image.

# 106

**NEW STORES**

**In 2024**

(as of 9/16/24)





226

TOTAL STORE COUNT

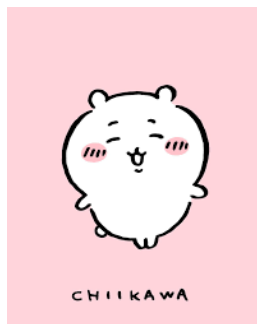




BT21



Global IP Collection Store  
**MINISO × IP**



**Retail Category:** Variety store specializing in toys, plush, blind boxes, snacks, cosmetics, fragrances, and brand collaborations (IP).

**Typical Size:** 4,000-6,000 sq ft

**Location Type:** Malls, Power Centers, Community Centers, Lifestyle Centers, Outlets

**Current Number of Stores:** 225

**Growth Markets:** All major MSA's in USA

**Number of New Stores:** 225+ in 2025

**Co-Tenants:** Target, Trader Joe's, Bath & Body Works, Sephora, Ulta, Claire's, Haidilao, Din Tai Fung 85c, Meet Fresh, Kura Sushi, Marugame Udon, Happy Lemon, Gen BBQ, Somi Somi

**Additional Requirements:** Heavy foot traffic, Gen Z core customer



## 3<sup>rd</sup> Street Promenade, Santa Monica – Grand Opening



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