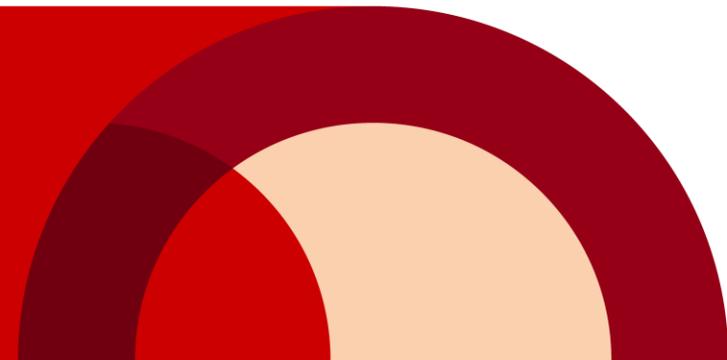


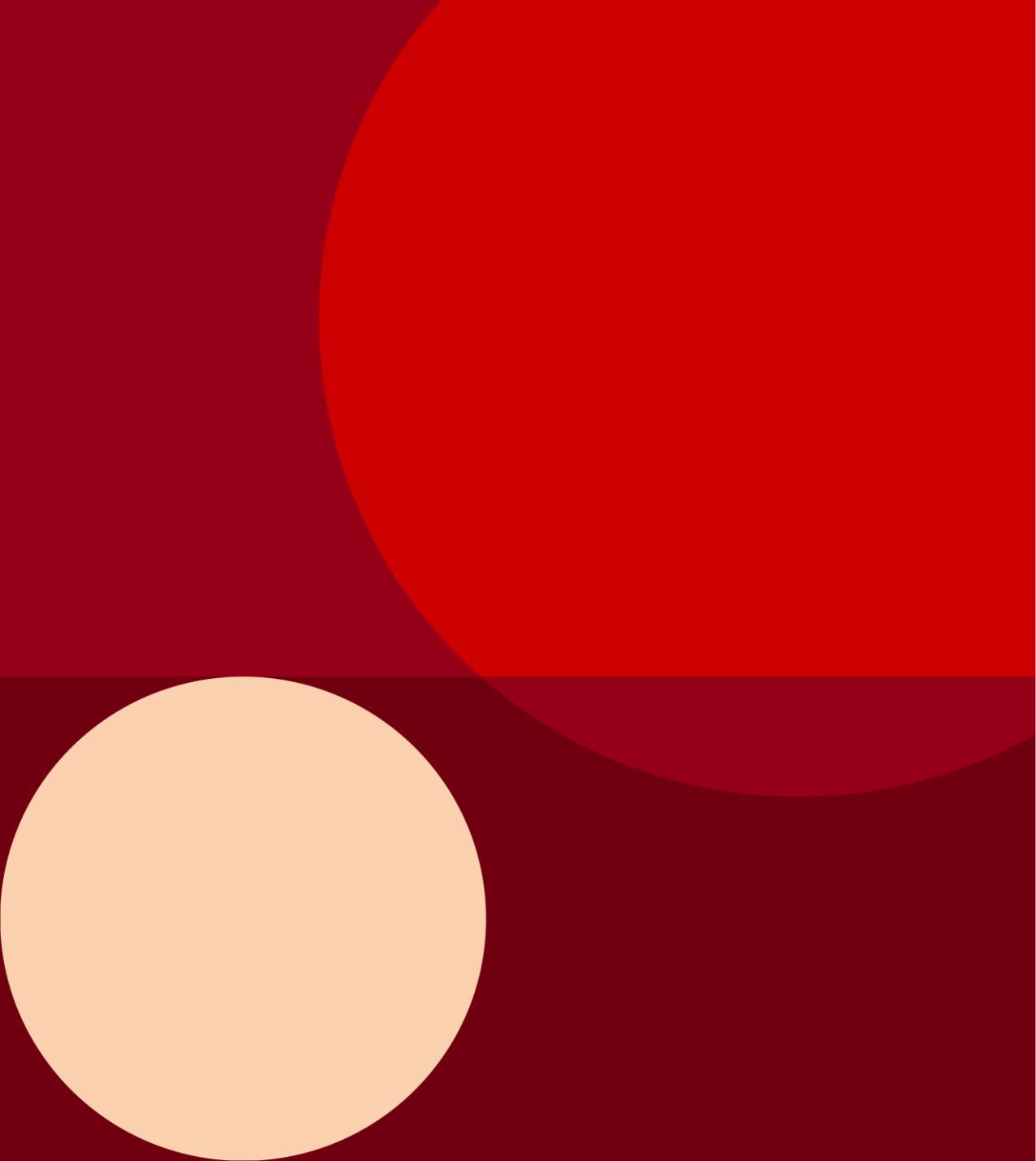
# Christina Hennington

Executive Vice President and  
Chief Growth Officer



We're leaning into core strengths,  
capabilities and differentiators.





# Outlook on the Consumer

# Consumer Spending And Retail Health Into 2024 Remains Anyone's Guess

Nikki Baird Contributor

I focus on the digital consumer's impact on retail.

Follow



Jan 29, 2024, 08:30am EST



Predicting consumer spending and retail health in 2024 is almost as hard as in

# Why Americans Are So Down on a Strong Economy

Many feel their long-term financial security is vulnerable to wide-ranging social and political threats



BULLETIN College basketball may be more lucrative than turning pro for Caitlin Clark →

Home > Economy & Politics > Economic Report

Economic Report

# Consumer confidence falls for the first time in four months as anxiety about politics rises

Last Updated: Feb. 27, 2024 at 10:40 a.m. ET

First Published: Feb. 27, 2024 at 10:02 a.m. ET

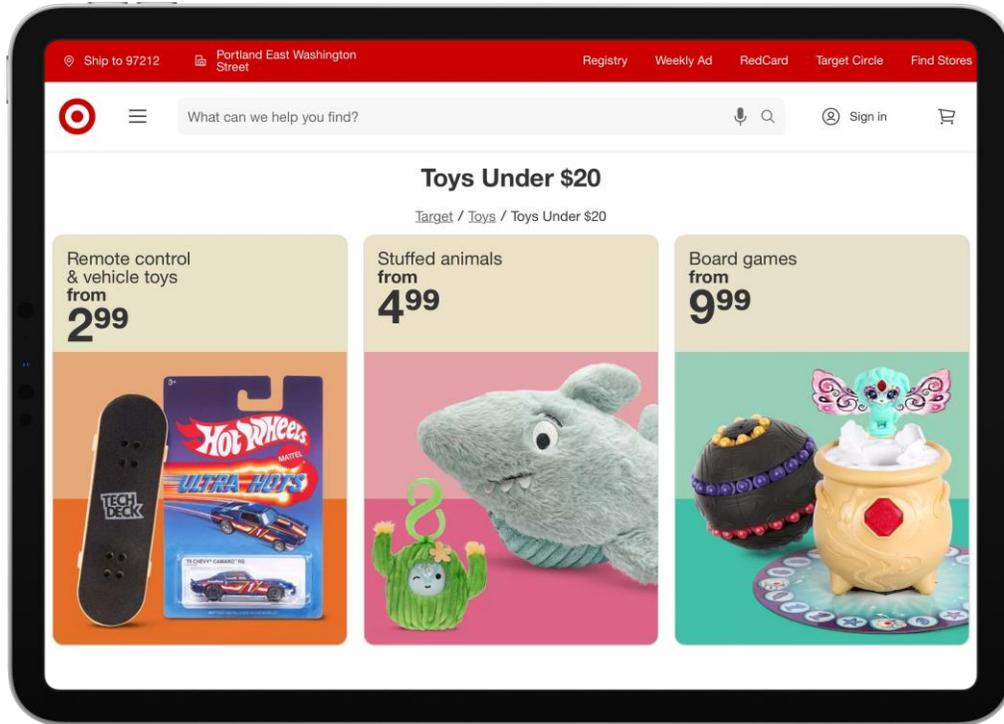
By Jeffrey Bartash [Follow](#)

Americans worry about labor market, U.S. presidential election

# Uptick in Discretionary Category Performance



# Remain Highly Value -Conscious

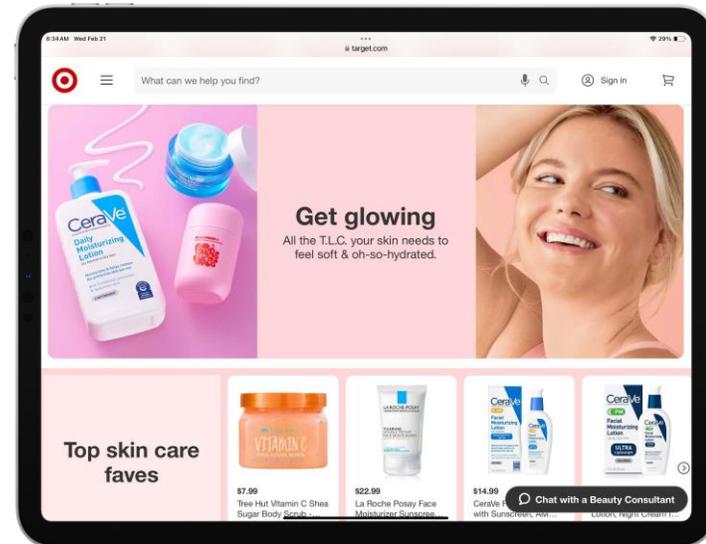


Consumers are craving **stability**  
and small doses of **everyday joy** .

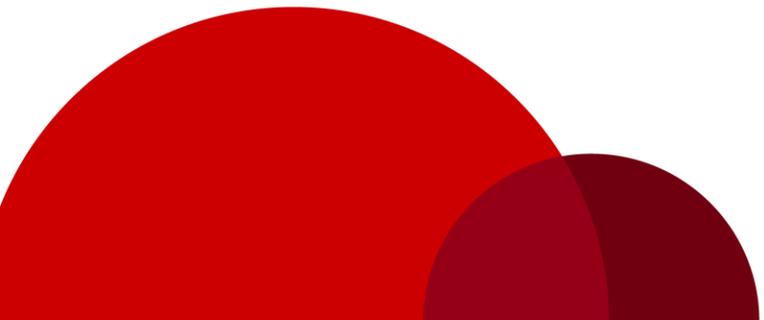


Help all families discover  
the joy of everyday life.





Consumers view Target as an  
omnichannel powerhouse.



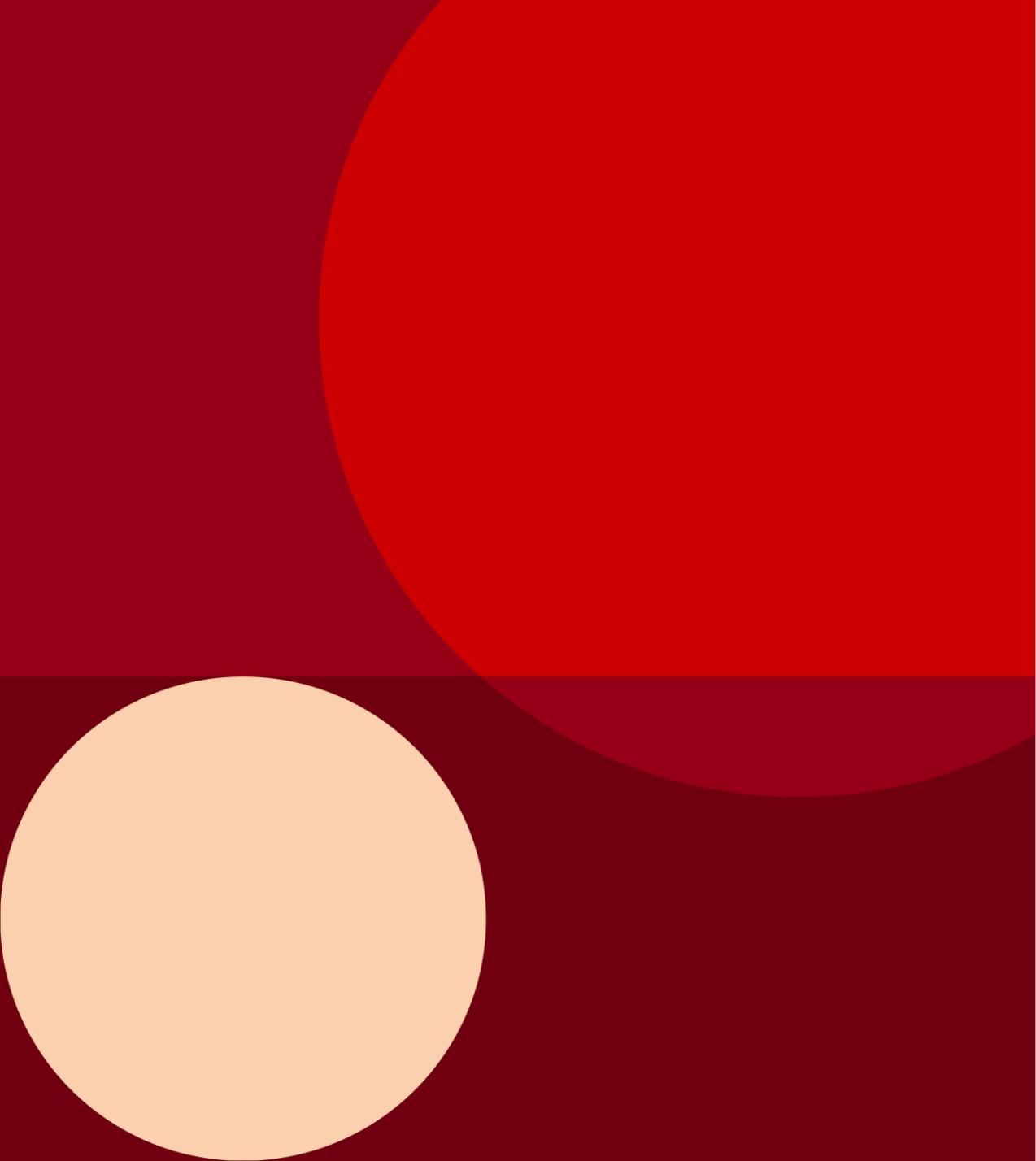
Design

Curation

Balanced Assortment

Outstanding Value

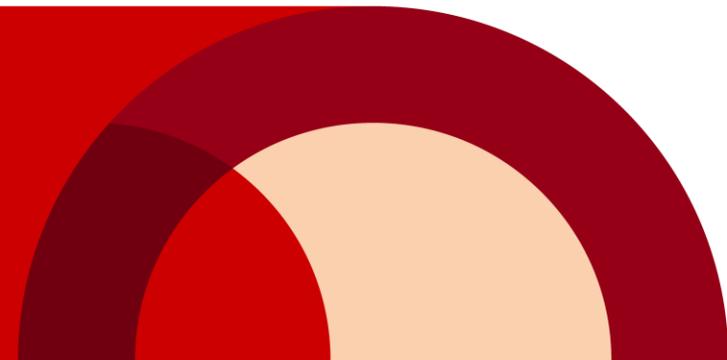




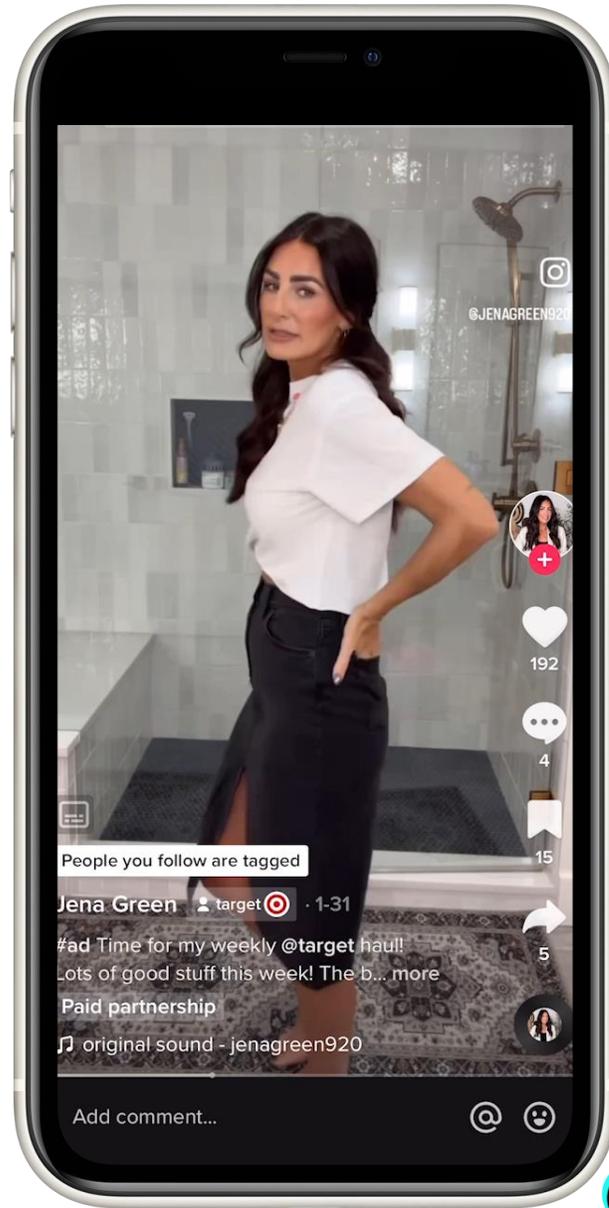
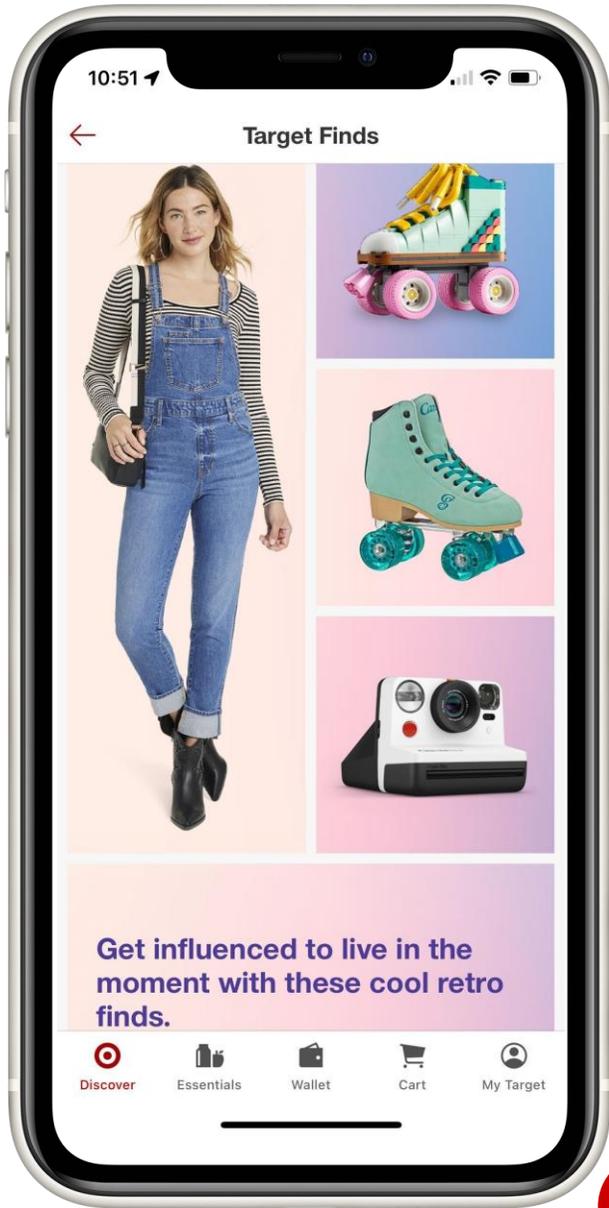
# Omnichannel Discovery



This is how we **set ourselves  
apart** from our competitors.

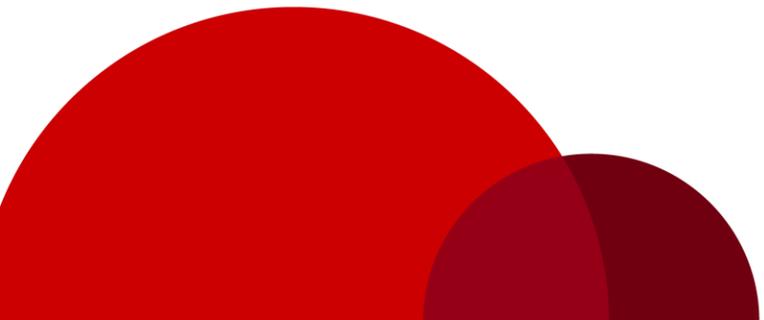








Meet Consumers Where They Are  
So *All Paths Lead to Target*

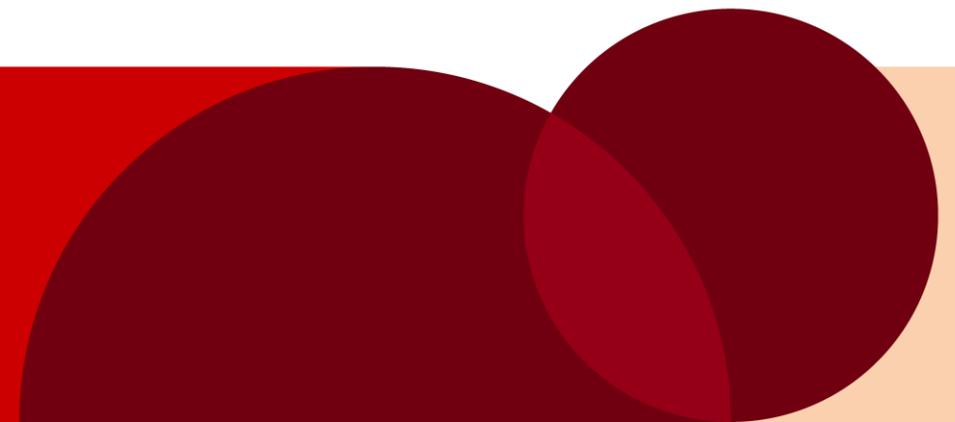






MENU

Sometimes, less is truly **more**.





What can we help you find?



Hi, Jeanne



**finds**

Bringing the latest trends and ideas to life.



Trends



Ideas



Spotlight



Gift Ideas

[Target](#) / [Finds](#) / [Trends](#)

## Trend Watch 2024

### Can't-miss trends taking off in 3... 2... 1...

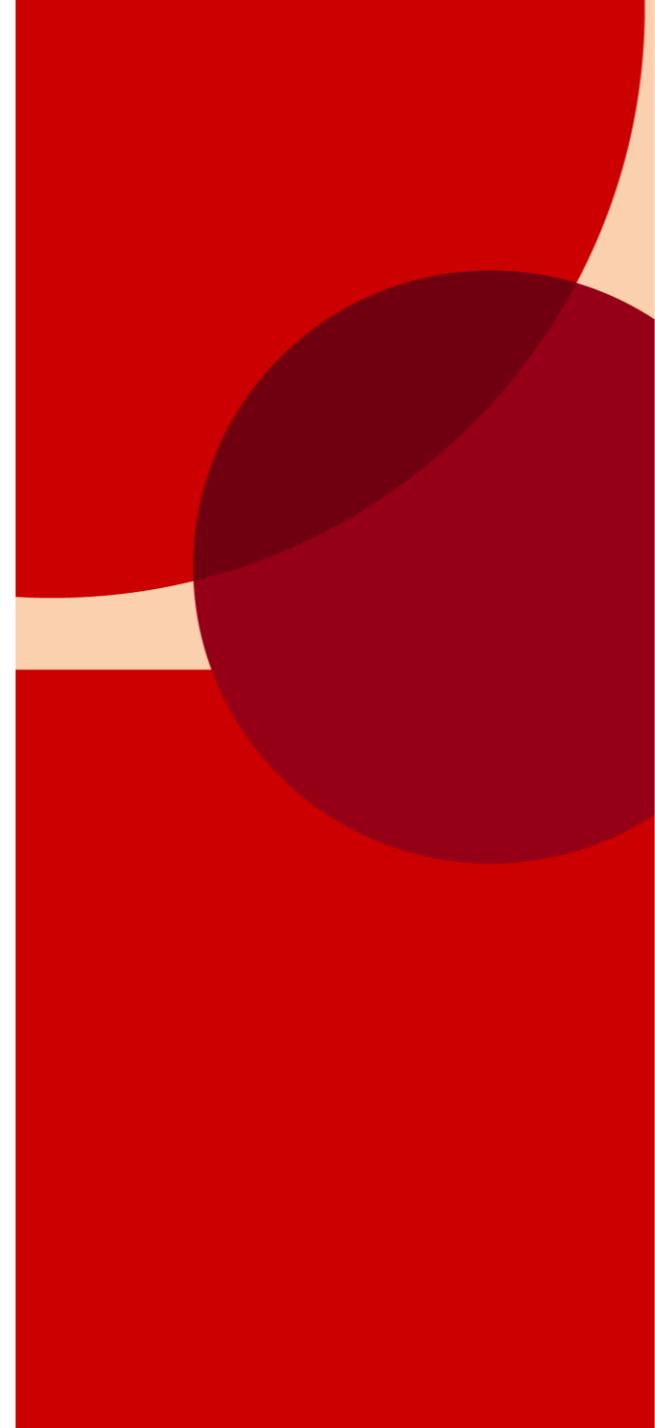
Self-care rest stops, bright blue beauty looks and kitschy-cute home decor is on the way in so you can let your individuality out all year long.

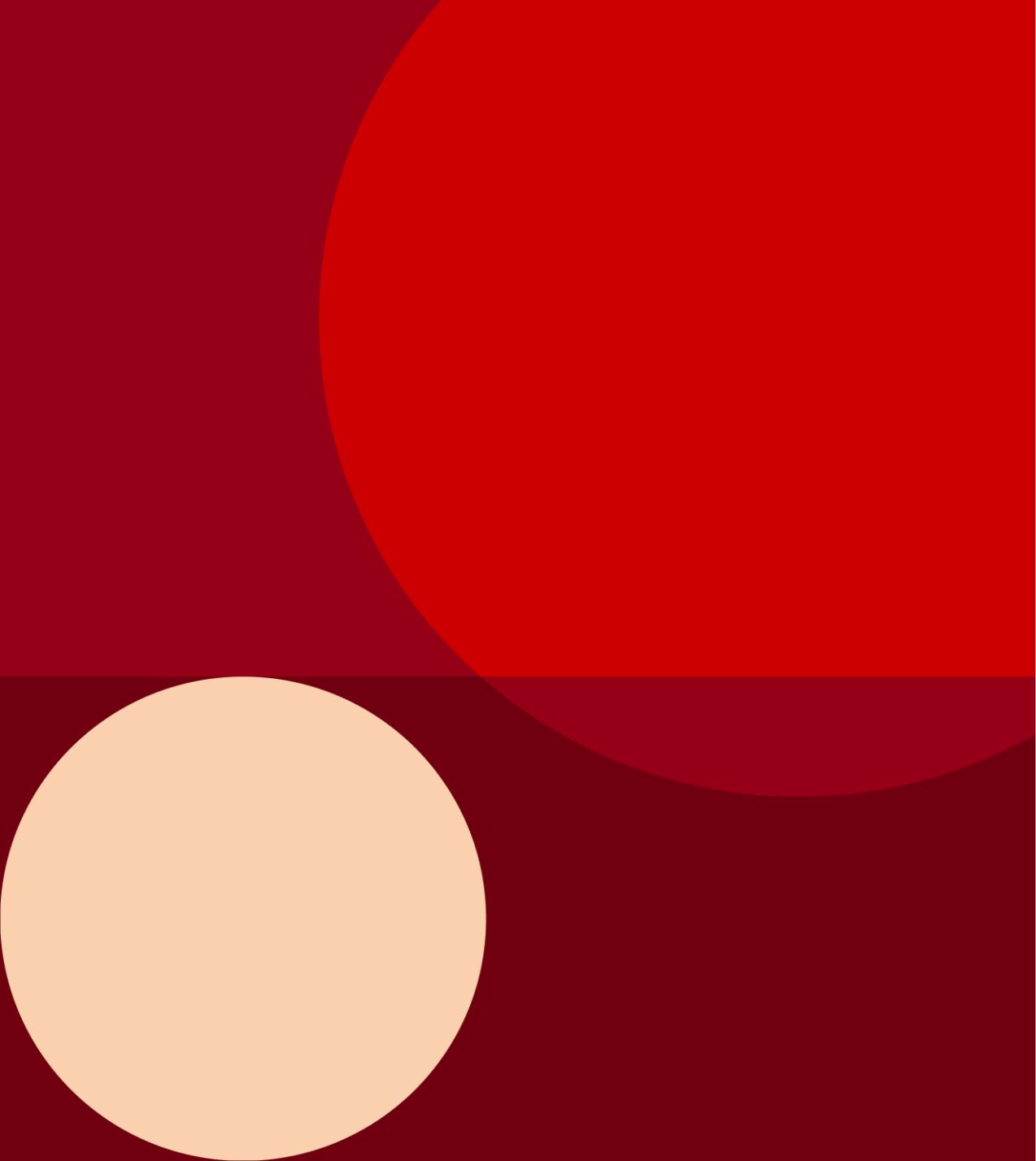
#### Western gothic getup

Owned Brands

National Brands

Partnerships





# Owned Brands



CASALUNA



sonia kashuk



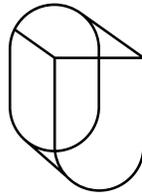
a  
• new  
day



SHADE & SHORE



Embark



Original Use



AVA  
&  
VIV

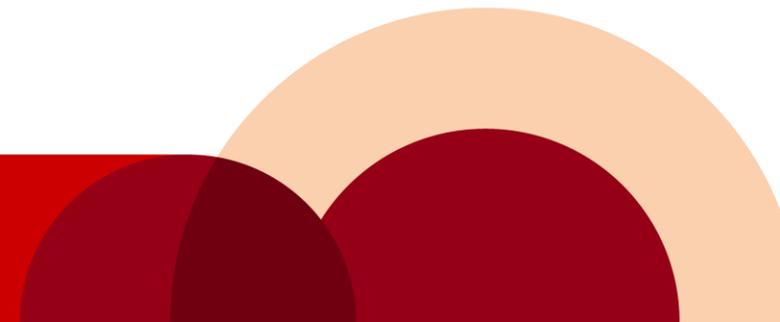


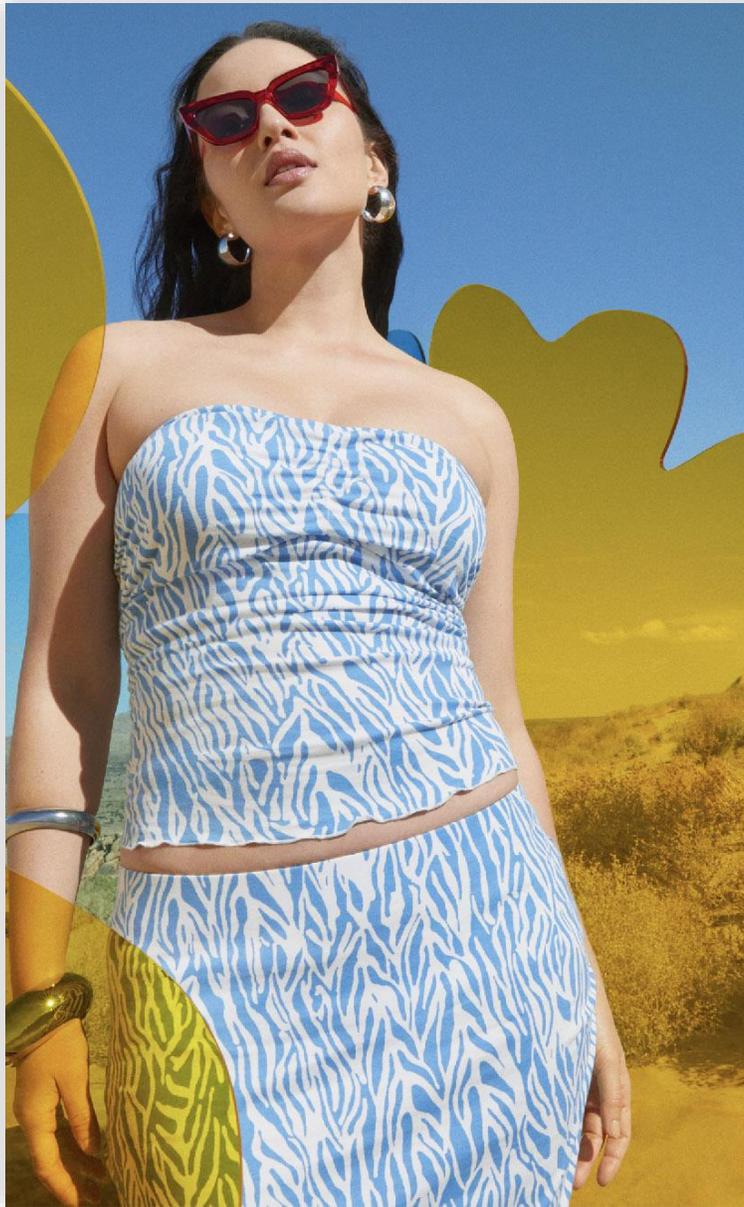
stars  
above





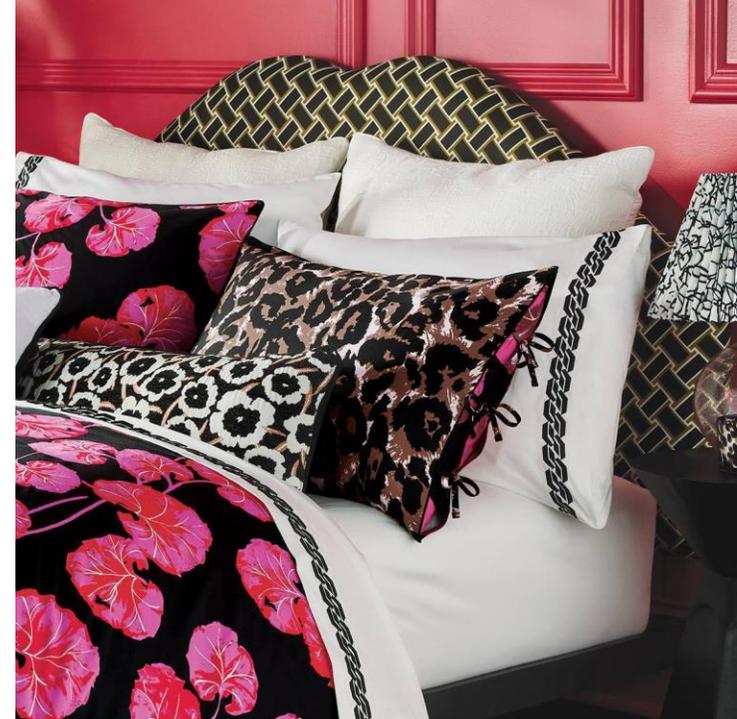
Our differentiated capabilities  
make us an attractive partner.

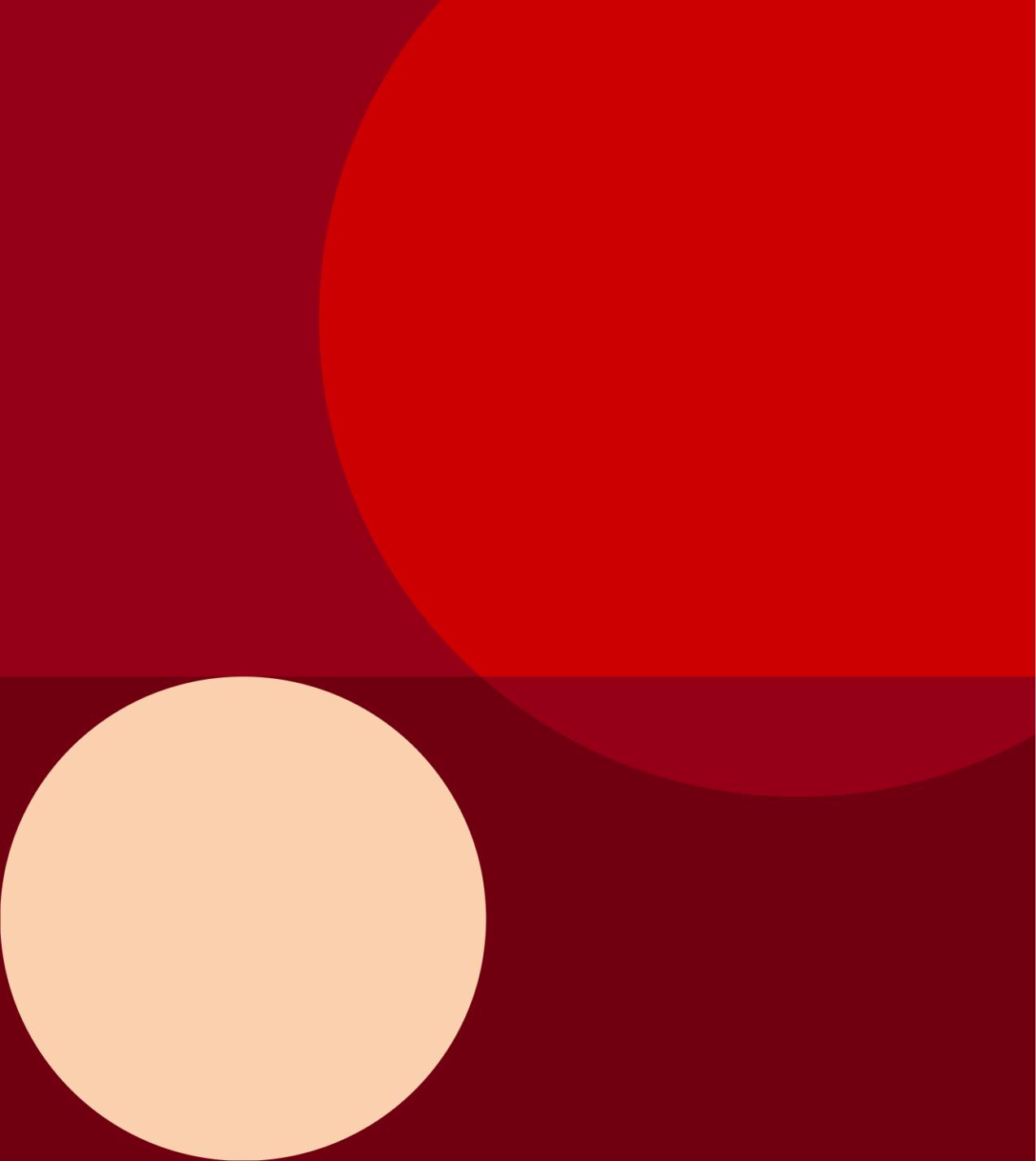




**DIANE VON  
FURSTENBERG**



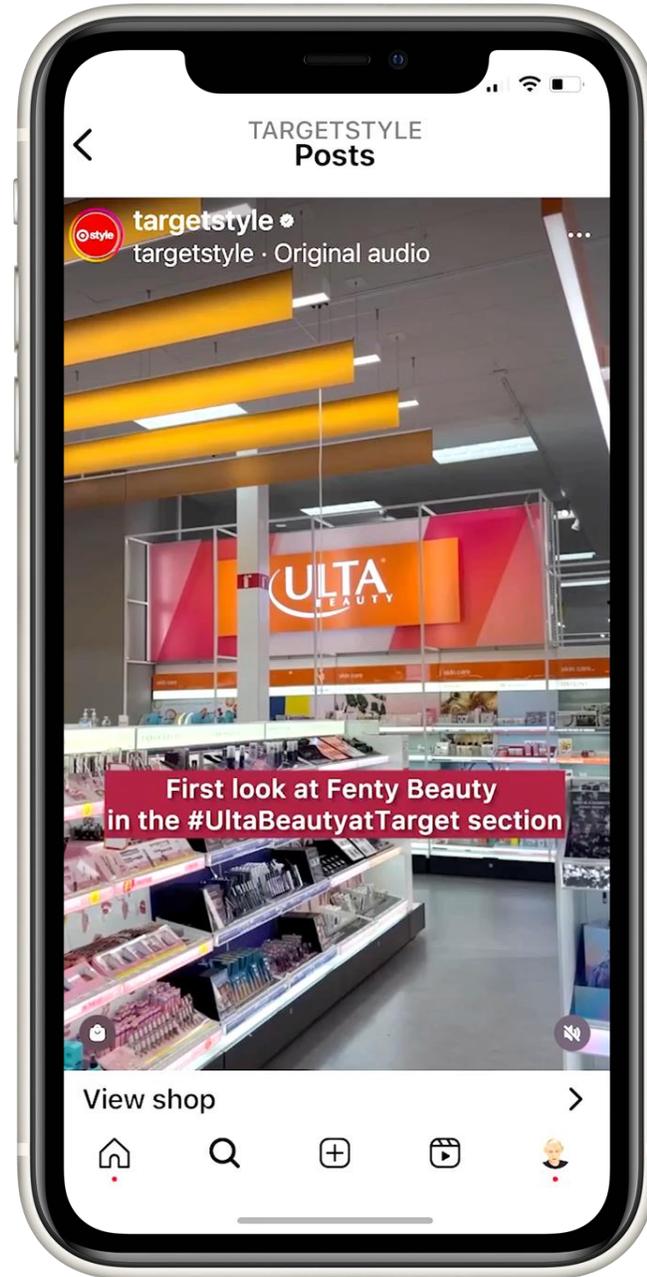
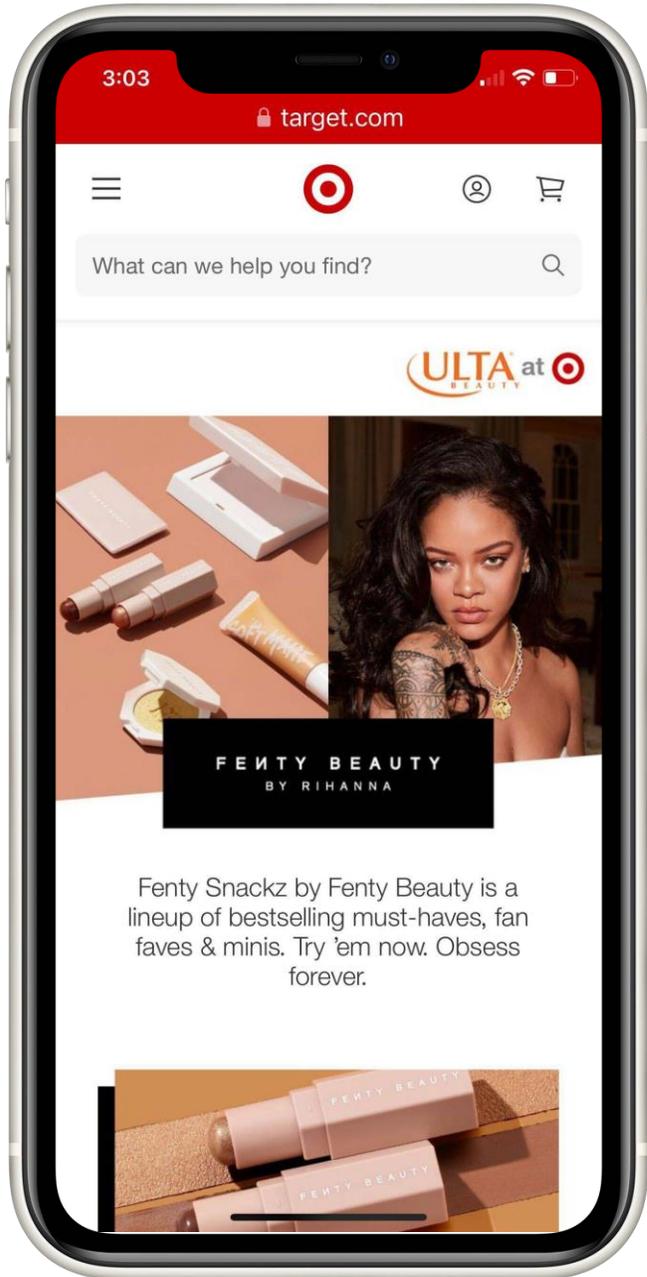




# National Brands

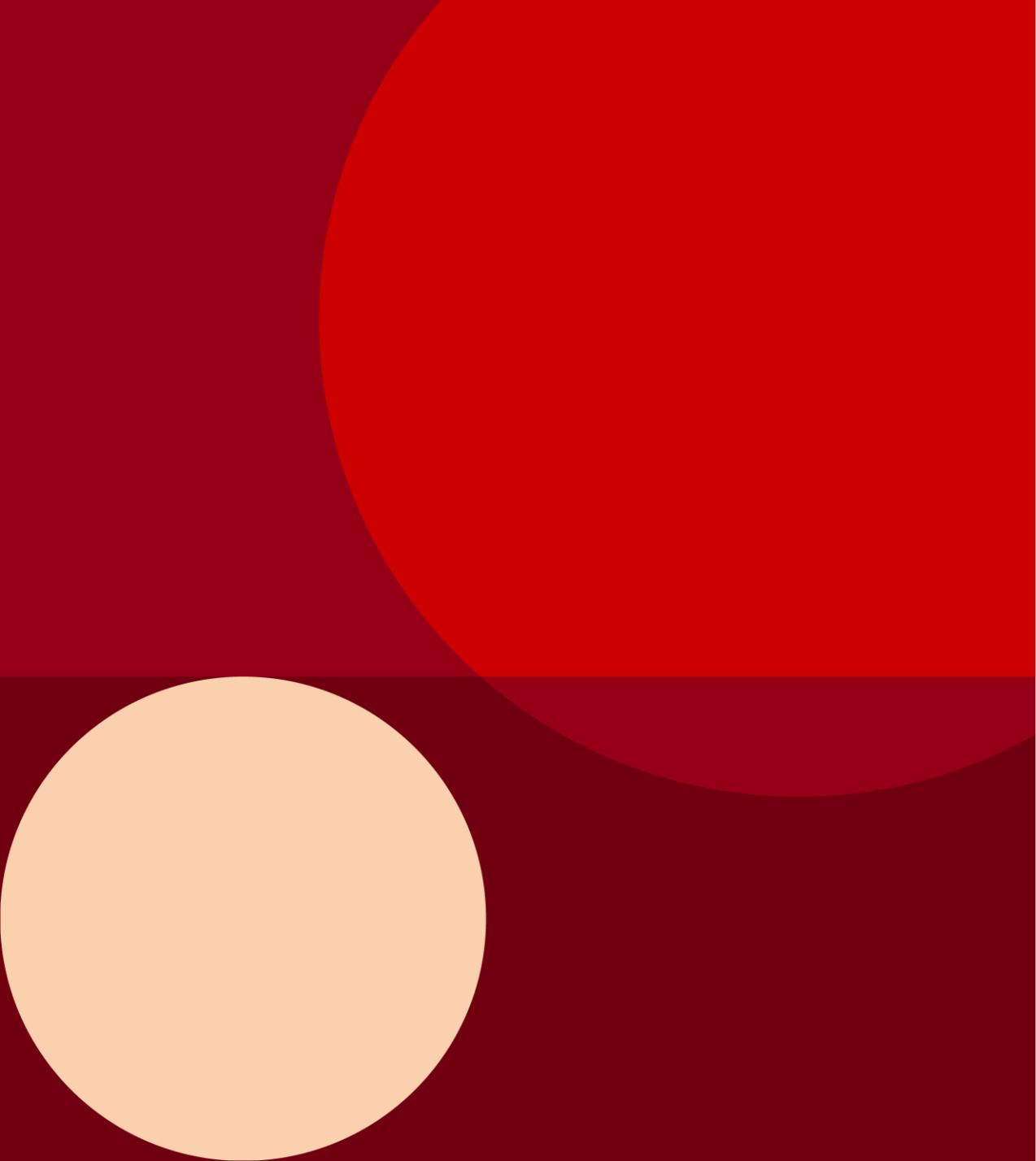












# Partnerships



beauty that's  
*best in class*

ULTA  
BEAUTY

Discover  
more to love

The Flawless benefit URBAN DECAY

tarte MORPHE ANASTASIAN BEAUTY LAB

btcosmetics bareMinerals MAC

eyes  
top picks for long-lasting, 4K color

face  
most-loved makeup that makes the grade

skin  
fan favorites for a healthy glow

skin care sets skin perfecting  
skin care sets skin perfecting  
skin care sets moisture replenishing  
skin care sets smoothing + brightening

ULTA  
BEAUTY

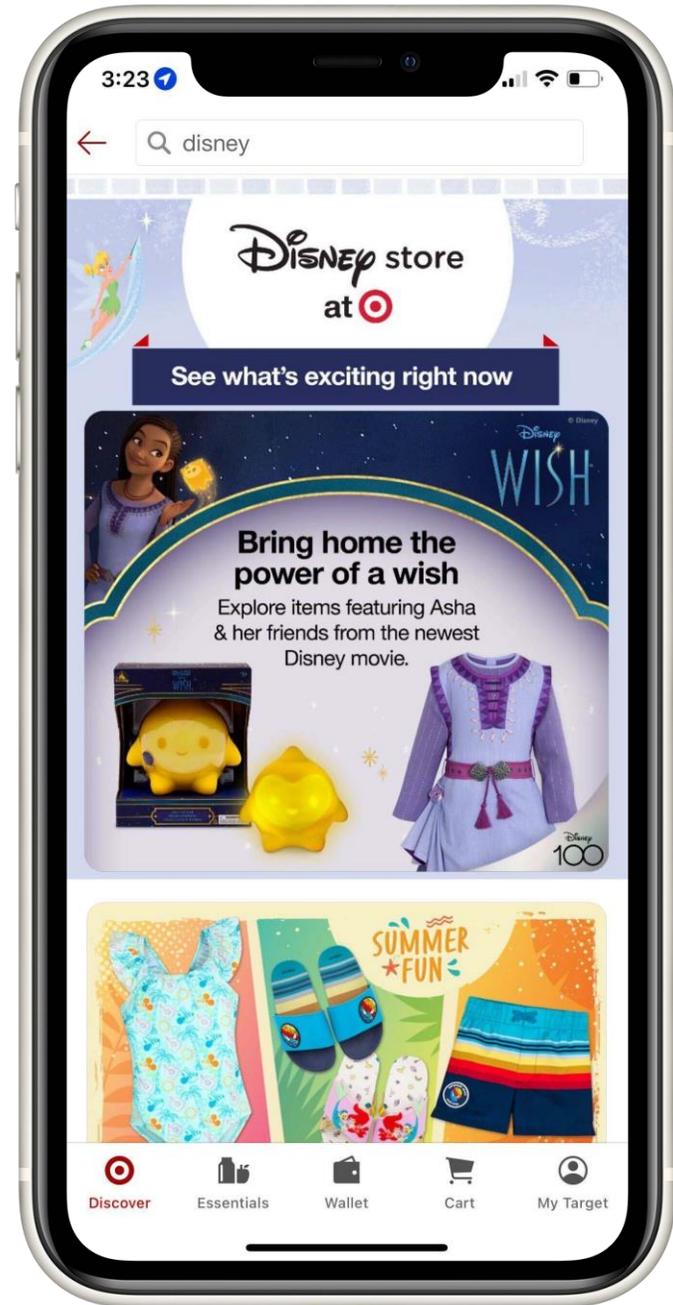
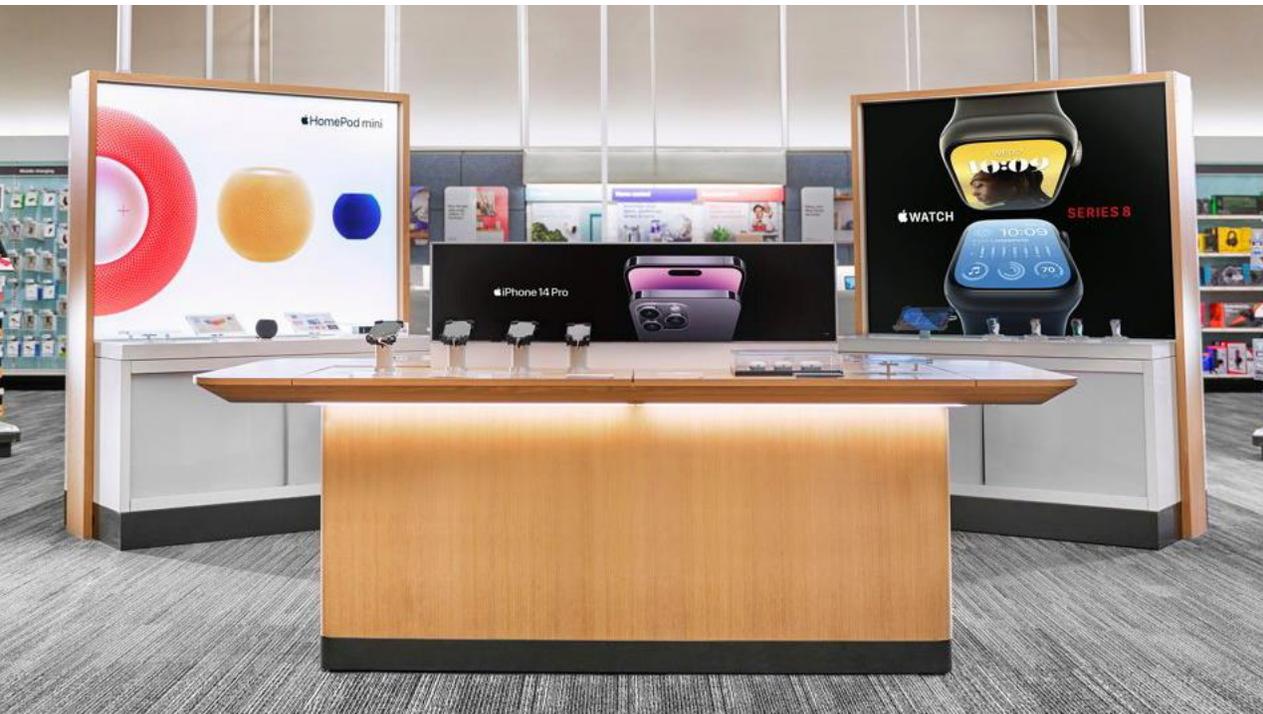
Virtual try-on

How you can try on select lip color, blush and eyeshadow.

1. Scan the product barcode with the Ulta App. 2. In the "try it on!"

Need personalized beauty advice?

Ulta Beauty





Categories

Deals

New & Featured

Pickup & Delivery

What can we help you find?



Hi, Jeanne



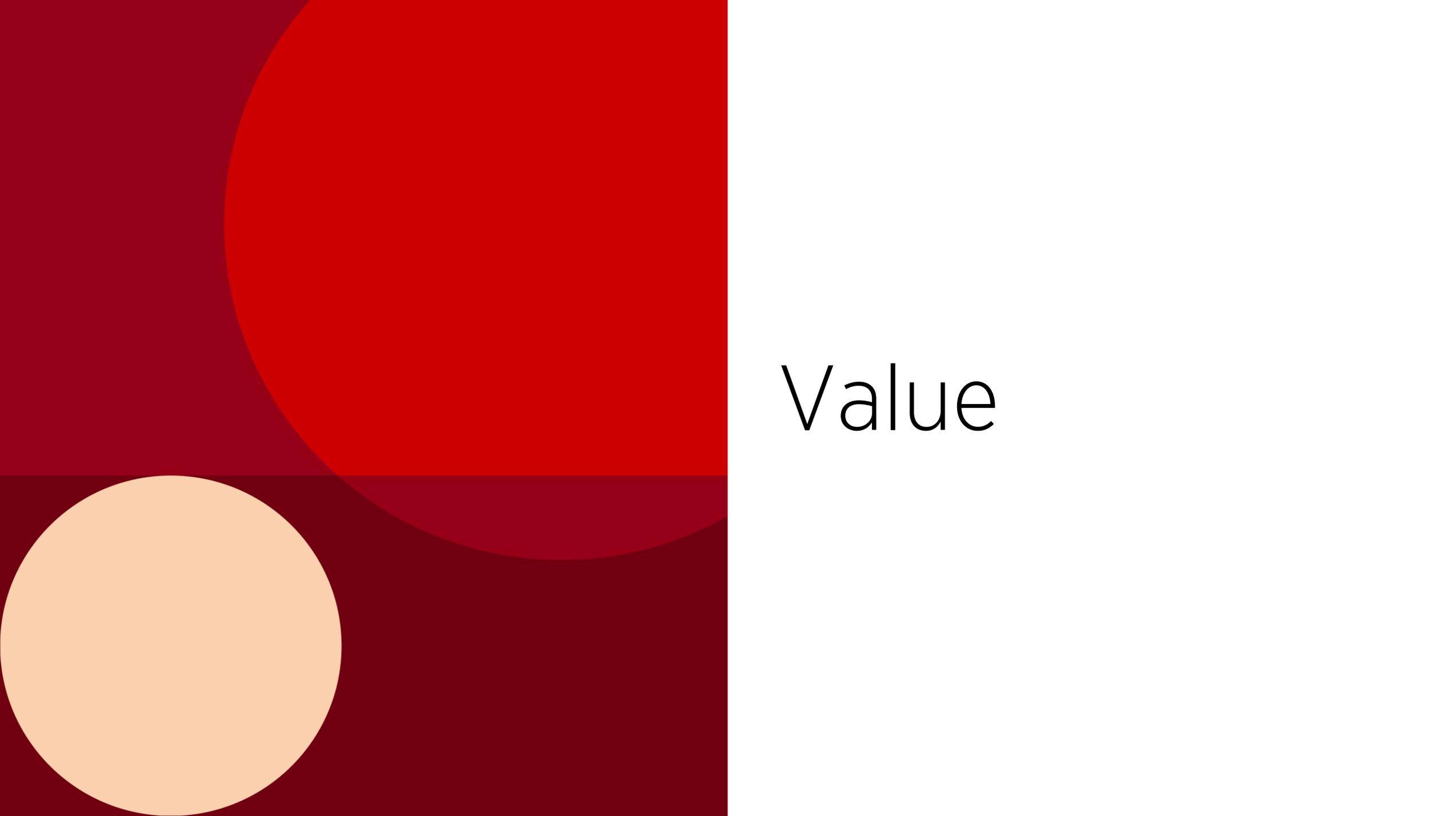
# Kendra Scott x Target

Target / Ways to Shop / Brand Experiences / Kendra Scott x Target



## Shining bright, doing good

Family, fashion & philanthropy are at the heart of Kendra Scott, a brand known for quality, affordable, luxury pieces.

The image features a vertical split background. The left side is a dark red gradient with two overlapping circles: a large red one at the top and a smaller light orange one at the bottom. The right side is white. The word "Value" is centered on the white background.

Value



Lunch essentials  
from  
**2.99**

### Tasty picks for breakfast & lunch



**\$2.59**  
Premium Grape



**\$3.79**  
Sun Beams Mandarin



**\$2.49**  
Uncured Ham &



**\$2.99**  
Low-Moisture Part-



**\$2.49**  
Frozen Buttermilk



**\$7.99**  
100% Pure Maple



Expect  
More.  
Pay Less.

\$10.00



Sale!

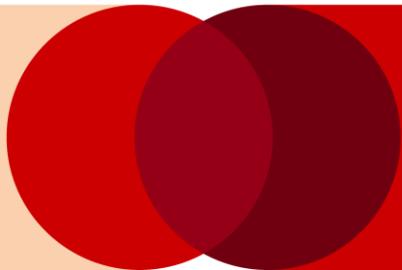
\$3.79

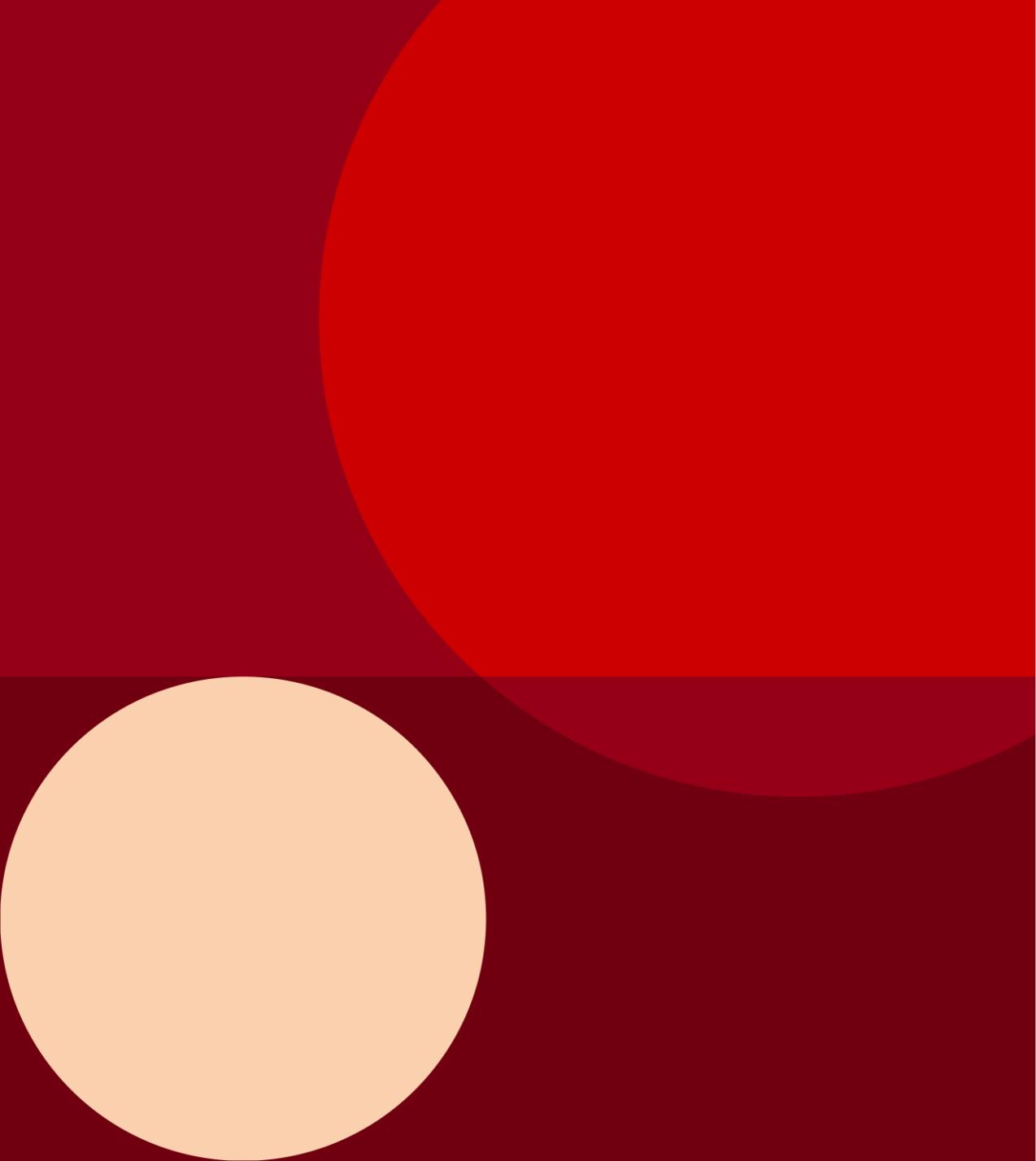


Sale!  
Entenmann's Little Bites muffins 8.25-oz.  
Reg. \$3.99  
3.79  
Save 20¢

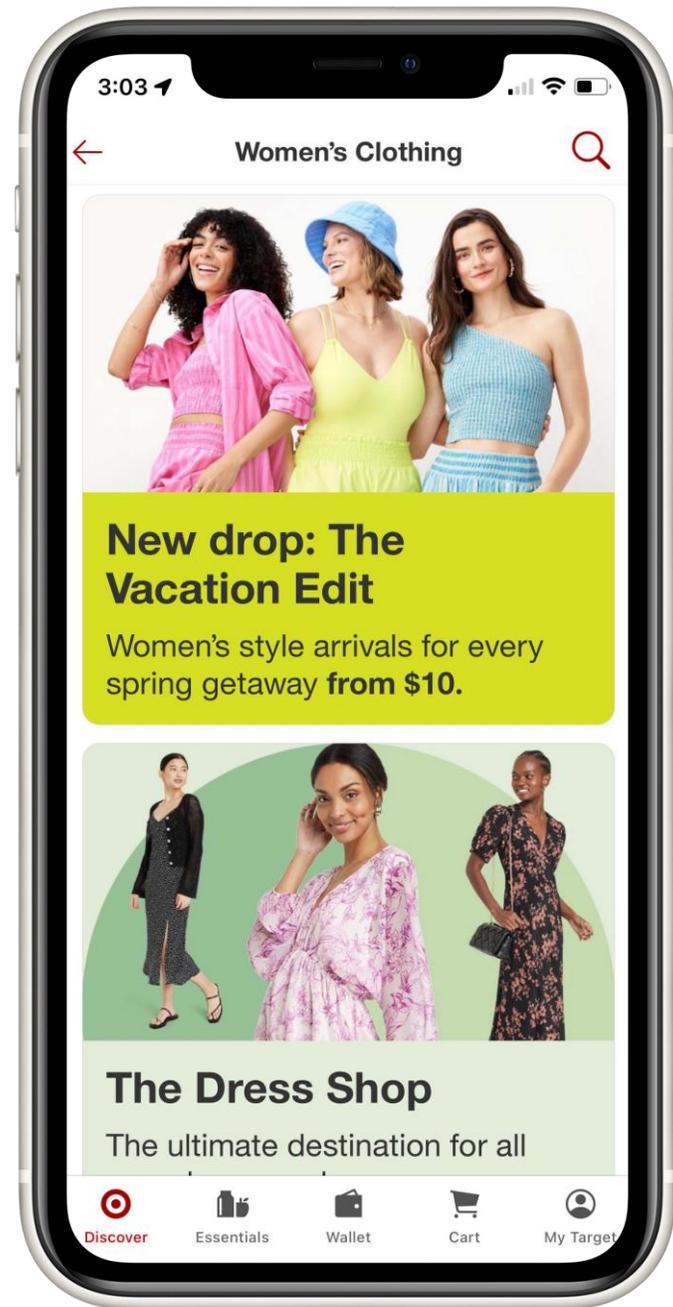


We've **sharpened** price points  
across our assortment.





# Retail Fundamentals





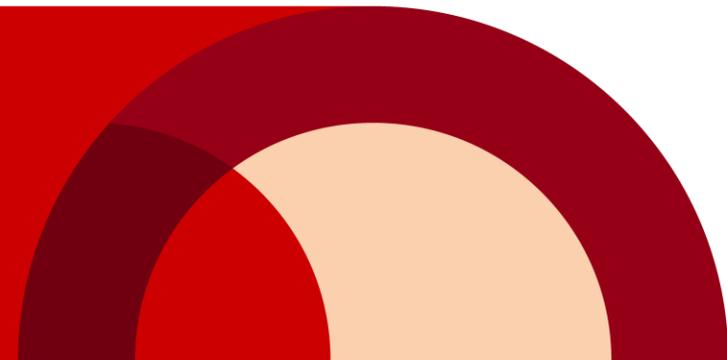
~ 2,000

stores enabled for  
shopping + fulfillment





A Leaner + Healthier  
Inventory Position

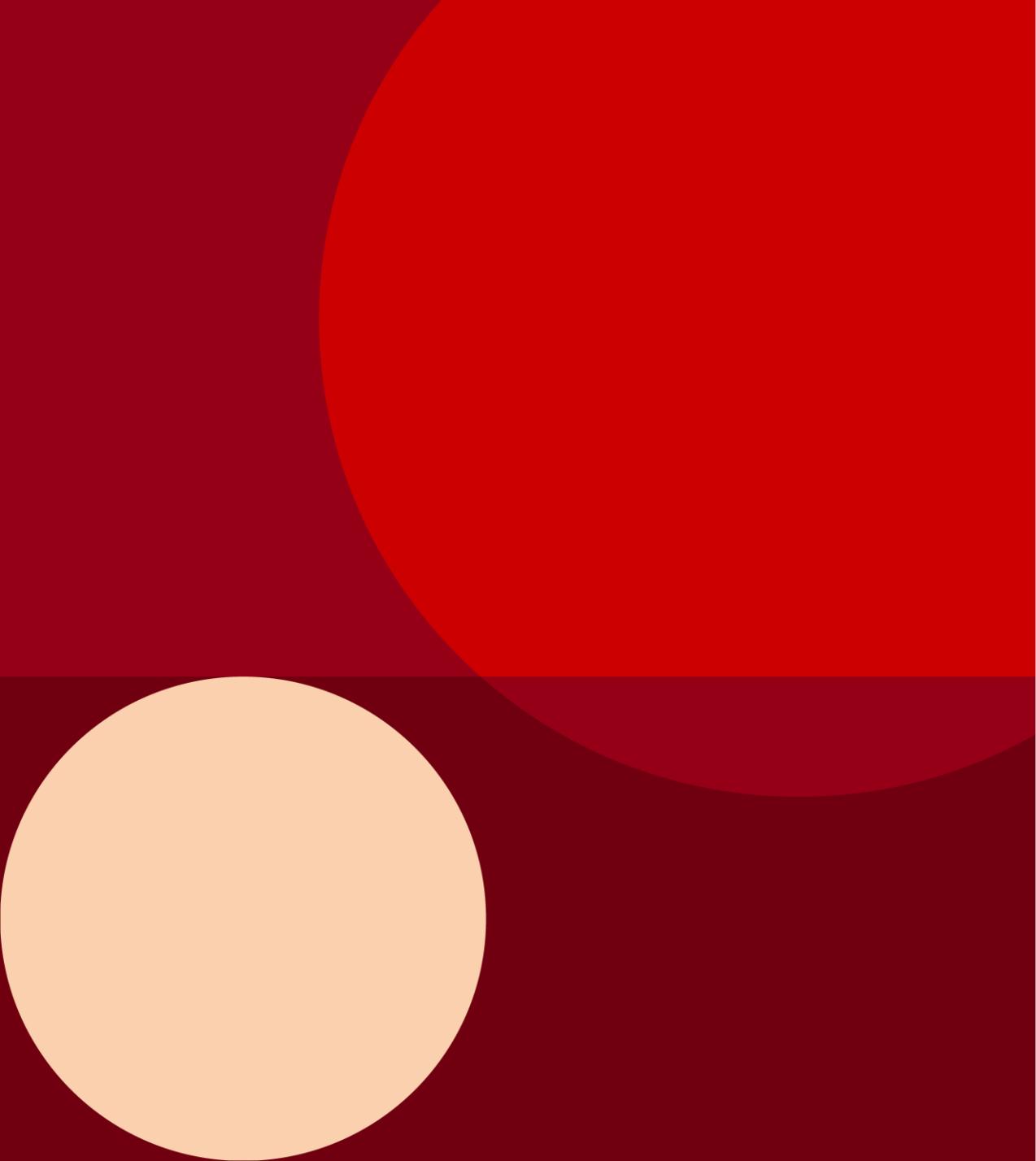


Stronger Profit Outcomes

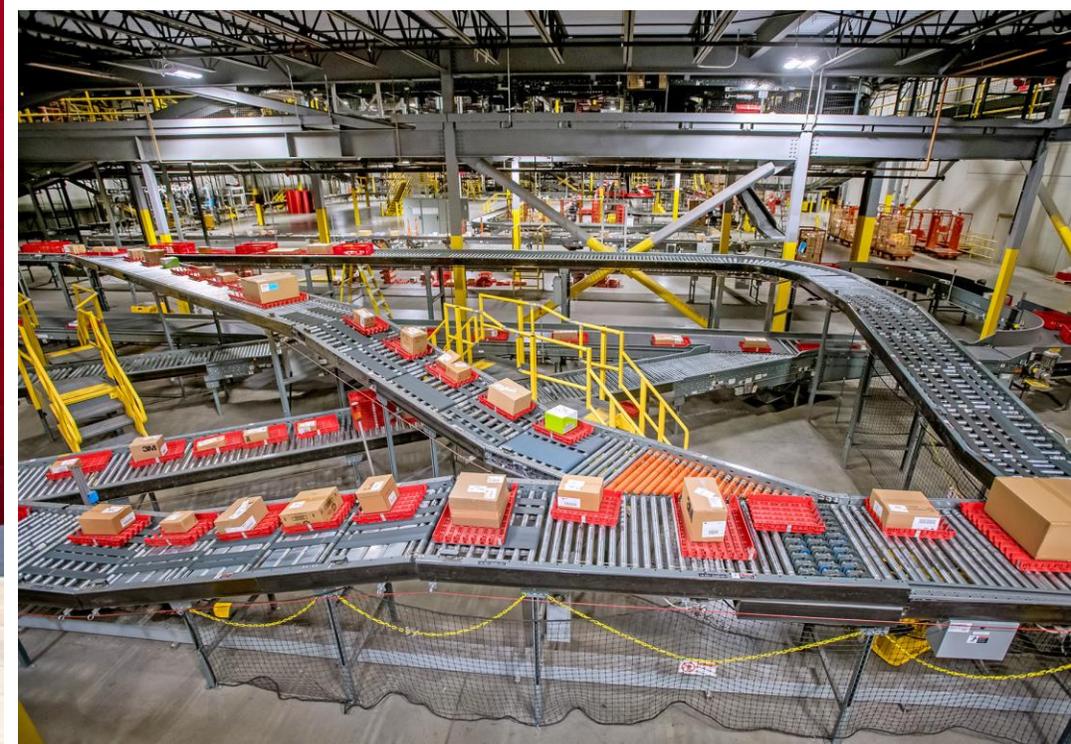
Improved In-Stocks

Increased Flexibility





# Technology Investments





ship-from-store

order pickup

same day  
delivery

drive up

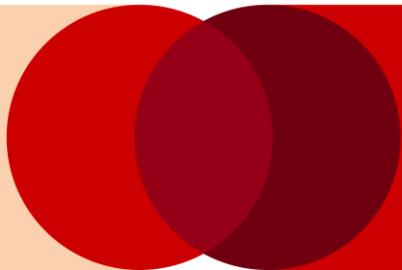


# Human Connection Remains at the Center



Stores **AND** Digital

Technology **AND** Team



# Segmentation + Personalization



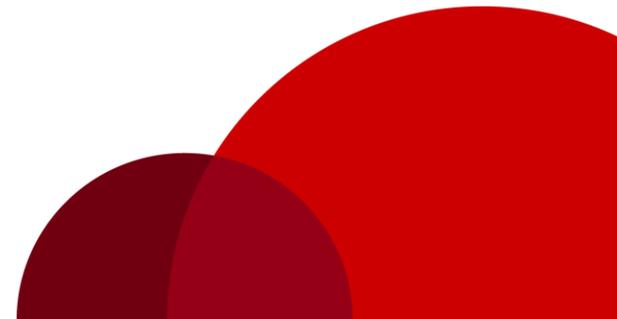
**“This is *my* Target”**

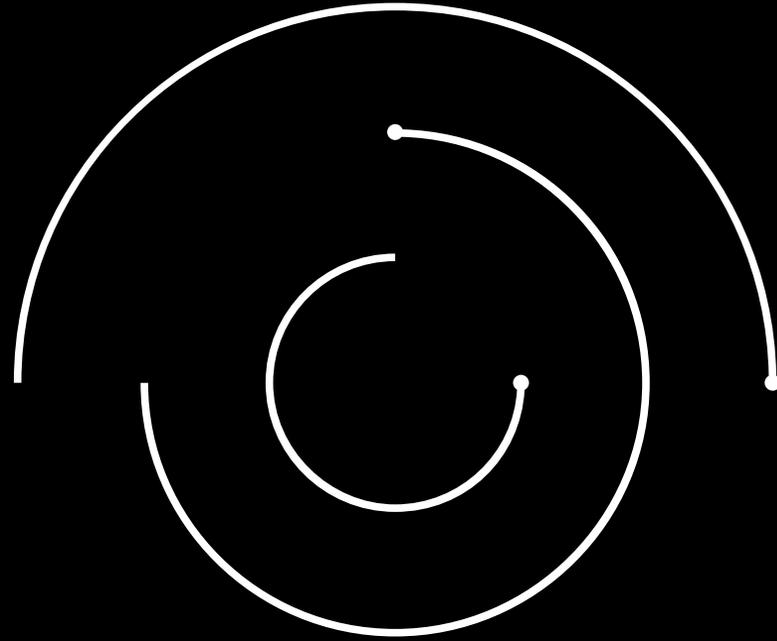


**“This was made  
just for me”**



Our balance of **scale** and  
**personalization** is unique.

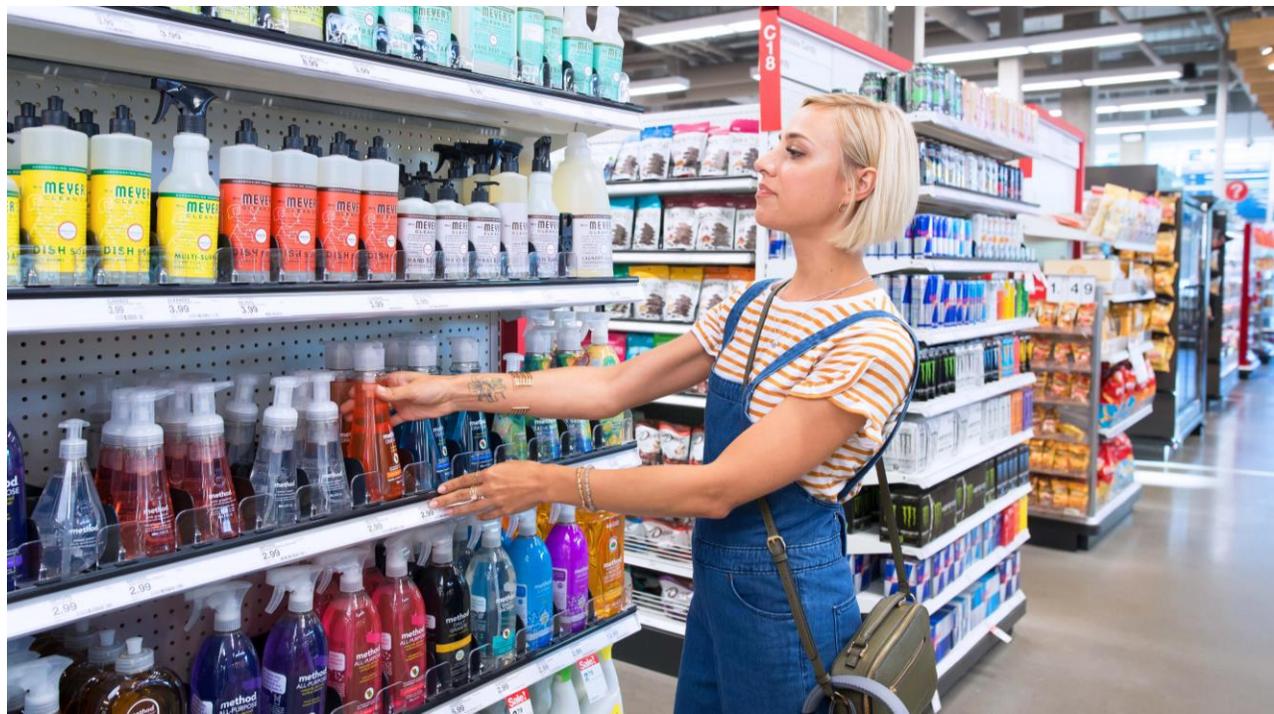




Roundel™

Media designed by 









# STARBUCKS COFFEE

Restrooms  
Starbucks

GRAB SOMETHING GOOD  
Our favorites curated just for you.

Starbucks menu boards featuring categories: CAROLINA YUM, DRINK HAPPY TOGETHER, PARADISE WITH ICE, FRAPPACCINO, and ESPRESSO & COFFEE. Includes sub-sections for TEA & SUPERNOBLES.

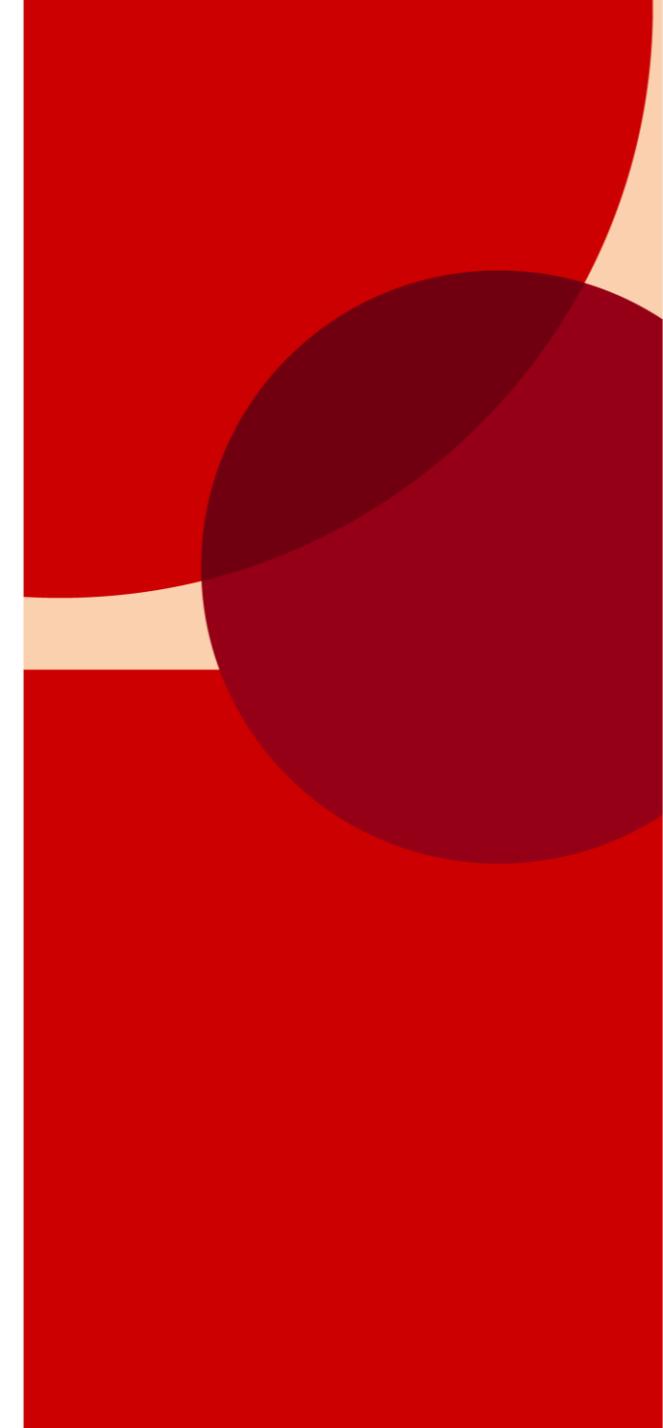


Strategies

Assortment

Experience

Capabilities



**We**'re positioning Target to  
play a **unique role in retail** .

