

# net sales

qtd, fiscal 2024 to present



(millions) (unaudited)	2026		2025				2024			
	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1	
Apparel & accessories	\$ 3,846	\$ 4,100	\$ 3,838	\$ 4,086	\$ 3,711	\$ 4,344	\$ 4,003	\$ 4,261	\$ 3,897	
Beauty	3,398	3,484	3,232	3,396	3,101	3,444	3,226	3,384	3,119	
Food & beverage	6,263	6,638	6,008	5,588	5,902	6,520	5,917	5,538	5,853	
Hardlines ("Fun 101")	3,522	6,016	3,190	3,522	3,074	6,150	3,152	3,322	3,160	
Home furnishings & décor	3,239	4,819	3,908	3,662	3,220	5,087	4,185	3,908	3,519	
Household essentials	4,570	4,695	4,542	4,422	4,357	4,786	4,715	4,564	4,549	
Other merchandise sales	56	88	34	43	40	97	30	44	46	
Merchandise sales	24,894	29,840	24,752	24,719	23,405	30,428	25,228	25,021	24,143	
Advertising revenue <sup>(a)</sup>	246	295	241	217	163	190	167	162	130	
Credit card profit sharing	130	127	119	134	141	142	148	144	142	
Other	173	191	158	141	137	155	125	125	116	
<b>Net Sales</b>	<b>\$25,443</b>	<b>\$30,453</b>	<b>\$25,270</b>	<b>\$25,211</b>	<b>\$23,846</b>	<b>\$30,915</b>	<b>\$25,668</b>	<b>\$25,452</b>	<b>\$24,531</b>	

<sup>(a)</sup> Primarily represents revenue related to advertising services provided via the Company's Roundel digital advertising business offering. Roundel services are classified as either Net Sales or as a reduction of Cost of Sales or Selling, General, and Administrative (SG&A) Expenses, depending on the nature of the advertising arrangement.

Source: Target's Consolidated Financial Statements as filed with the U.S. Securities and Exchange Commission.



# net sales

ytd, fiscal 2024 to present

(millions) (unaudited)	2026		2025				2024			
	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1	
Apparel & accessories	\$ 3,846	\$15,737	\$11,635	\$ 7,797	\$ 3,711	\$16,505	\$12,161	\$ 8,158	\$ 3,897	
Beauty	3,398	13,214	9,729	6,498	3,101	13,173	9,729	6,503	3,119	
Food & beverage	6,263	24,136	17,499	11,490	5,902	23,828	17,308	11,391	5,853	
Hardlines ("Fun 101")	3,522	15,800	9,786	6,597	3,074	15,784	9,634	6,482	3,160	
Home furnishings & décor	3,239	15,608	10,789	6,880	3,220	16,699	11,612	7,427	3,519	
Household essentials	4,570	18,017	13,321	8,779	4,357	18,614	13,828	9,113	4,549	
Other merchandise sales	56	205	117	83	40	217	120	90	46	
Merchandise sales	24,894	102,717	72,876	48,124	23,405	104,820	74,392	49,164	24,143	
Advertising revenue <sup>(a)</sup>	246	915	621	379	163	649	459	292	130	
Credit card profit sharing	130	522	395	275	141	576	433	286	142	
Other	173	626	435	279	137	521	367	241	116	
Net Sales	\$25,443	\$104,780	\$74,327	\$49,057	\$23,846	\$106,566	\$75,651	\$49,983	\$24,531	

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