net sales

qtd, fiscal 2024 to present

	2026		2025				2024			
(millions) (unaudited)	Q2	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1
Apparel & accessories	$ 4,090	$ 3,846	$ 4,100	$ 3,838	$ 4,086	$ 3,711	$ 4,344	$ 4,003	$ 4,261	$ 3,897
Beauty	3,639	3,398	3,484	3,232	3,396	3,101	3,444	3,226	3,384	3,119
Food & beverage	5,991	6,263	6,638	6,008	5,588	5,902	6,520	5,917	5,538	5,853
Hardlines ("Fun 101")	3,894	3,522	6,016	3,190	3,522	3,074	6,150	3,152	3,322	3,160
Home furnishings & décor	3,668	3,239	4,819	3,908	3,662	3,220	5,087	4,185	3,908	3,519
Household essentials	4,617	4,570	4,695	4,542	4,422	4,357	4,786	4,715	4,564	4,549
Other merchandise sales	48	56	88	34	43	40	97	30	44	46
Merchandise sales	25,947	24,894	29,840	24,752	24,719	23,405	30,428	25,228	25,021	24,143
Advertising revenue [(a)]	279	246	295	241	217	163	190	167	162	130
Credit card profit sharing	139	130	127	119	134	141	142	148	144	142
Other	174	173	191	158	141	137	155	125	125	116
Net Sales	$26,539	$25,443	$30,453	$25,270	$25,211	$23,846	$30,915	$25,668	$25,452	$24,531

[(a)] 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.

Last Updated: 8/19/2026

net sales

ytd, fiscal 2024 to present

	2026		2025				2024			
(millions) (unaudited)	Q2	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1
Apparel & accessories	$ 7,937	$ 3,846	$15,737	$11,635	$ 7,797	$ 3,711	$16,505	$12,161	$ 8,158	$ 3,897
Beauty	7,037	3,398	13,214	9,729	6,498	3,101	13,173	9,729	6,503	3,119
Food & beverage	12,255	6,263	24,136	17,499	11,490	5,902	23,828	17,308	11,391	5,853
Hardlines ("Fun 101")	7,415	3,522	15,800	9,786	6,597	3,074	15,784	9,634	6,482	3,160
Home furnishings & décor	6,906	3,239	15,608	10,789	6,880	3,220	16,699	11,612	7,427	3,519
Household essentials	9,187	4,570	18,017	13,321	8,779	4,357	18,614	13,828	9,113	4,549
Other merchandise sales	104	56	205	117	83	40	217	120	90	46
Merchandise sales	50,841	24,894	102,717	72,876	48,124	23,405	104,820	74,392	49,164	24,143
Advertising revenue [(a)]	525	246	915	621	379	163	649	459	292	130
Credit card profit sharing	269	130	522	395	275	141	576	433	286	142
Other	347	173	626	435	279	137	521	367	241	116
Net Sales	$51,982	$25,443	$104,780	$74,327	$49,057	$23,846	$106,566	$75,651	$49,983	$24,531

[(a)] 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.

Last Updated: 8/19/2026