Delivering growth
In 2022, our team built on the substantial gains we’ve made since 2019, demonstrating the overall strength of our strategy despite a difficult operating environment.

$3 billion
in total sales growth in 2022

2.1%
increase in traffic

+2.2%
Same-store sales growth on top of +2.7% in FY 2021

+2.5%
Digital sales growth on top of 35.3% in FY 2021

+1.5%
US GAAP EPS

$5.98
in US GAAP EPS

$6.02
in Adjusted EPS

~$400 million
in revenue growth during Q4 compared to 2021

Spreading joy with value, inspiration and ease
Our multi-category assortment and industry-leading same-day services delivered on guests’ needs and wants, reflecting the relevancy of our differentiated shopping experience.

Positioned for long-term growth
In 2022, we invested more than $9 billion in our strategy to support long-term growth.

We continued to advance our Target Forward sustainability strategy, fueling our growth potential while helping better the world, including:

Opening Target’s first store designed to be net zero energy

Launching Target Zero, featuring products and packaging designed to reduce waste

We reached new guests with 23 new stores.

We created a fresh guest experience with 140 full-store remodels, plus investments in hundreds of other stores to enhance fulfillment capabilities and build Apple, Ulta Beauty and Disney shop-in-shops.

We fueled growth while speeding up deliveries and reducing costs with six new sortation centers, bringing our total to nine facilities operating across the country.

3 of Target’s owned brands made Numerator’s list of the fastest-growing owned brands of 2022. We’re the only retailer to have more than one.

Our more-than-$30-billion owned brand portfolio continued growing faster than overall sales in 2022.

In 2022, we expanded our Drive Up enhancements, piloting Starbucks orders at select locations, building even more ease and delight into this industry-leading same-day service.

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