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

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

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

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
Sometimes, less is truly more.
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
Our differentiated capabilities make us an attractive partner.
National Brands
Fenty Snackz by Fenty Beauty is a lineup of bestselling must-haves, fan faves & minis. Try 'em now. Obsess forever.
Partnerships
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.
Value
Lunch essentials from $2.99

Tasty picks for breakfast & lunch

- Premium Grape: $2.59
- Sun Beams Mandarin: $3.79
- Uncured Ham & Cheese: $2.49
- Low-Moisture Part-Skim String Cheese: $2.99
- Frozen Buttermilk Pancakes: $2.49
- 100% Pure Maple Syrup: $7.99
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
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.
Strategies
Assortment
Experience
Capabilities
We’re positioning Target to play a unique role in retail.