Christina Hennington
Chief Growth Officer
finanical community meeting
I’ve seen a lot in our business.
I’ve never seen anything like last year.
We Leveraged Our Multi-Category Assortment

- Apparel
- Home
- Beauty + Essentials
- Food + Beverage
- Hardlines
Target is **better than ever.**
It’s about improving on what worked, and staying relevant.
It’s about positioning Target to drive growth.
Reasons for Our Success
Target is a destination and a happy place for our guests.
same day delivery
order pickup
drive up
ship-to-home

Triple-Digit Growth
in our digital sales
Broad Assortment

Single View of Inventory

Teams Leading Across All Channels
We were able to move with **speed and agility** to meet our guests’ needs.
A Rapidly Changing Environment
Guests Stocked-Up
Study from home
Find all the supplies, gadgets, furniture & more to help get into a remote learning routine.

Contactless shopping options
We've enhanced Drive Up & Same Day Delivery with your safety in mind.

drive up
Always free. No signature required. We'll load your trunk for you, too. Only available in the Target App. Download the app.

same day delivery
Free with membership or $9.99/order. Your shopper will now leave your order right at your doorstep. Start your order.

Trending at-home learning items
- $0.49 Pencil Sharpener 2 Hole 1st Color Vary - up & up®
- $1.19 #2 Wood Pencils 24ct - up & up®
- $4.99 Five Star Stand 'N Store Pencil Pouch
- $9.79 U Brands 16" x 20" Magnetic Dry Erase Board Aluminum Frame
Activities for kids 5–7

Make a driving school
Use chalk and cones to create a driving course on the sidewalk or driveway. Let the kids refine their skills on all kinds of wheels. You could even add in a few obstacles.

Set up a science lab
Make it a STEM day with different lab stations and experiments for your camper to try. Let them have some fun and discover the differences between chemistry, biology and other kinds of science.
Our guests turned to Target to meet their needs.
VIDEO
Easter 2020 (no audio)
Our decisions were shaped by what was happening in the world.
Happy Mother’s Day

There’s still time to get gifts today with Order Pickup.

Find something for every Mom

Gift Ideas

Free $5 gift card when you spend $20 on beauty products*

Women’s new arrivals under $25.

Apple Watch Series 5 save $100* + more tech deals.

Give her something you know she’ll love
Send an e-gift card to her phone or email.
Multi-Category Assortment
Curation

Partnerships

Product Design + Development
Creating

Designing

Maintaining
They’re brands our guests trust and love.
15,000 guests interviewed

65 fitness instructors consulted
Guests shop Target because they love our brands.
National Brand Partners
Target is a place where national brands thrive.
Explore Apple products

Apple Watch
The future of health is on your wrist.

iPhone
There's an unlocked iPhone or one on the AT&T network just for you.

iPad
Easy to use. Easy to love.

AirPods
Magic runs in the family.
We’re taking the work we’ve done and making it even better.
Be More Relevant for Black Guests
There was an opportunity to do more.
A legacy of success
Learn more about the Black-owned or founded beauty & personal care brands building economic success.
Black-Owned Beauty Brands

Glow big
Find products for skin & hair as unique as yours from emerging brands.
We’re committed to doing even more in key categories.
Building a legacy of success
by investing in Black creators and brands.

Jena Holliday
Founder of Spoonful of Faith
Illustrator & Creative Mama

“The beauty of our differences always makes us stronger.”

Explore Jena’s inclusive and uplifting designs inspired by the women around her.

HBCU Design Challenge

Aisha, Isaiah & Keshawn
2021 HBCU Design Challenge Winners

Recognizing rising art students at Historically Black Colleges and Universities and giving them access to empower their imagination.

Shop the winning assortment
Bring Joy to All Families
What It Takes to Win
Durable Business Model

Close Connection to Guests

Ability to Flex to Meet Changing Needs
Target is poised for continued growth in the years ahead.