

Oct. 7-8, 2025

Target Virtual Event

Rebuilding relevance: Winning with the modern Target guest

Key data/facts



Target is navigating tariffs, inflation, and more selective spending in 2025. With value under pressure, brands have a role to play in helping Target offer meaningful, affordable choices that resonate with today's guest.

62%

of Target shoppers say they are willing to pay more for brands that reflect their values, according to Q4 2024 ShopperScape® data. With tariffs adding \$500 million in costs, Target will lean on brand partners to help justify price and protect loyalty.



While Target's digital sales rose 4.7% in Q1 2025, in-store comps dropped 5.7%, tightening margins and challenging store productivity. Brands that drive value across both stores and same-day delivery will be key to sustaining growth.

Target is at a turning point as it tries to "meet the moment" in a grocery-dominant, high-cost environment. As guest expectations evolve, Target is working to rebuild trust, deliver greater value, and create experiences that resonate, both functionally and emotionally.

This event explores how brands can partner with Target to grow in a world where innovation, connection, and adaptability matter more than ever.

You'll leave this event with:

- Clarity on how Target's evolving value, digital, and loyalty strategies will impact your business in 2025 — and where your brand can lead, not just follow
- A sharper understanding of shifting shopper dynamics — from high-income returners to middle-income retreaters — and how to better position your portfolio to meet their needs
- Actionable insights into Target's competitive playbook across grocery, private label, and omnichannel, so you can optimize your presence across shelf, app, and seasonal moments margin growth, shopper loyalty, and health and wellness engagement in a highly dynamic market

Virtual Event

Listen live or consume later

Live:

Day 1 | Noon-3:15 PM CT

Day 2 | Noon-3:15 PM CT

Presenters



Taylre Stumpf
Lead Analyst,
Retail Insights



Doug Hermanson
Principal Economist,
Retail Insights



Mary Brett Whitfield
Senior Vice President,
Shopper Insights



Anna Brennan
Principal Analyst,
Retail Insights



Karen Kelso
Vice President,
Retail Insights



Charlotte Harris
Principal Analyst,
Retail Insights



Ross Cloyd
Director, Retail
Insights

Registration

Register today by emailing
events@kantarc consulting.com
or visiting our [event website](#).

Day 1: Oct. 7 | Resetting the foundation

Noon-12:10 PM CT

Welcome and introduction

Taylre Stumpf, Lead Analyst, Retail Insights

12:10-1:00 PM CT

Meeting the moment: Target's turning point

Doug Hermanson, Principal Economist

Taylre Stumpf, Lead Analyst, Retail Insights

- Get a breakdown of what is really impacting Target's traffic and comps.
- Uncover how macro disruptions (boycotts, tariffs, pricing perception) are reshaping shopper behavior.
- Explore how brands need to rethink their roles in the Target ecosystem.

1:00-1:30 PM CT

What happens if Target misses the bullseye?

Mary Brett Whitfield, Senior Vice President, Shopper Insights

- Learn how Target's share of wallet and shopper preference is being challenged.
- Understand where — and why — guests are shifting their shopping.
- Review implications for loyalty, trip drivers, and basket building.

1:30-2:00 PM CT

From fulfillment to loyalty: The Circle 360 opportunity

Anna Brennan, Principal Analyst, Retail Insights

- Examine how Circle 360 stacks up against other membership ecosystems.
- Gain insights into what makes Target's loyalty model unique.
- Discover opportunities for brands to activate across fulfillment touchpoints.

2:00-2:15 PM CT | **BREAK**

2:15-3:00 PM CT

Target's private label: A path to building loyalty

Karen Kelso, Vice President, Retail Insights

- Review where Target's owned brands win and where they fall short.
- Evaluate what's missing for core, value, and high-income shoppers.
- Assess competing best-in-class private labels and why they are successful.

3:00-3:15 PM CT

Day 1 wrap-up

Taylre Stumpf, Lead Analyst, Retail Insights

Day 2: Oct. 8 | Reimagining the guest experience

Noon-12:10 PM CT

Welcome and introduction

Taylre Stumpf, Lead Analyst, Retail Insights

12:10-12:50 PM CT

The power of fun commerce at Target

Charlotte Harris, Principal Analyst, Retail Insights

- Learn what is drawing \$100K+ households back to Target.
- Understand the role of wellness, discovery, and design.
- Find out how brands can win with upgraded formats and storytelling.

12:50-1:30 PM CT

How Target can win in grocery

Ross Cloyd, Director, Retail Insights

Taylre Stumpf, Lead Analyst, Retail Insights

- Compare how Target stacks up against its top grocery competitors.
- Understand who is leading in perimeter, pantry, and impulse.
- Identify the white-space opportunities where brands can differentiate themselves and drive growth.

1:30-1:45 PM CT | **BREAK**

1:45-2:10 PM CT

How Target is driving excitement in the new economy

Taylre Stumpf, Lead Analyst, Retail Insights

- Review how perma-angst is reshaping Target guests' behavior.
- See how Target will create FOMO and message "I have to have it" to guests.
- Find out what to expect from Target's seasonal resets in 2025 and beyond.

2:10-2:40 PM CT

Can Target win with today's value shoppers?

Mary Brett Whitfield, Senior Vice President, Shopper Insights

- Learn what today's budget-conscious shoppers prioritize at the shelf.
- Identify the factors driving store choices, brand loyalty, and perceived affordability.
- Explore how Target can meet value expectations without compromising the guest experience.

2:40-3:00 PM CT

Target's path to 2026

Karen Kelso, Vice President, Retail Insights

- Review key assumptions and potential risks influencing Target's 2025 holiday and 2026 planning.
- Evaluate how Target must adapt its merchandising, pricing, and media strategies in response to guests' shifting behavior.
- Discover ways to stay agile as Target redefines value, volume, and emotional loyalty.

3:00-3:15 PM CT

Day 2 wrap-up

Taylre Stumpf, Lead Analyst, Retail Insights