

2026 Target Virtual Event

What drives growth at Target when the retail landscape is changing?



Target's traditional formula of value, style, and discovery continues to face challenges as competitors copy its strengths and shoppers redefine their priorities. As retail boundaries blur and discovery increasingly happens outside the store, the question is whether Target can remain meaningfully different.

Kantar's 2026 Target Virtual Event explores the forces reshaping retail, the evolving Target shopper, and the growth opportunities that will define Target's next chapter.

You'll leave this event with:

- A clearer understanding of how retail convergence is changing the competitive landscape and Target's plans to maintain a distinctive position in the market
- Actionable insights into the changing Target shopper, emerging growth opportunities, and the categories most likely to drive future performance
- A strategic road map for aligning with Target as social commerce, AI, loyalty, and evolving shopping behaviors redefine the path to growth

Virtual Event

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Live:

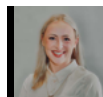
Day 1 | Sept. 15 9:00 AM-12:30 PM CT

Day 2 | Sept. 16 9:00 AM-12:15 PM CT

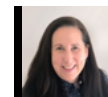
Registration

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

Presenters



Taylre Stumpf
Lead Analyst



Karen Kelso
Vice President,
Retail Insights



Julie Craig
Vice President,
Shopper Insights



Erica Smith
Associate Research Manager,
Shopper Insights



Kate McGee
Partner, Syndicated
Retail Platforms



Gina Logan
Associate Director,
Category Insights



Barry Thomas
Senior Retail Commerce
Thought Leader



Amar Singh
Senior Director,
Retail Insights

Day 1: Sept. 15

The Target identity crisis

9:00-9:10 AM CT

Welcome and introduction

9:10-10:15 AM CT

How Target is shaping the retail reset

Taylre Stumpf, Lead Analyst, Retail Insights

- What happens when every retailer has the same customer proposition?
- Explore the forces behind "The Great Retail Convergence" and the implications for Target.
- Consider how the future retail landscape will shift as Target reconsiders its ability to win new shoppers and dominate new categories.

10:15-10:45 AM CT

The changing Target shopper

Erica Smith, Associate Research Manager, Shopper Insights

- Are Target shoppers fundamentally different from how they were five years ago?
- Are Target shoppers prioritizing convenience over discovery?
- Has social media changed how Target shoppers find products?

10:45-11:00 AM CT | **BREAK**

11:00-11:30 AM CT

Target's identity crisis: The report card and road map

Taylre Stumpf, Lead Analyst, Retail Insights

- Evaluate Target's position in today's landscape and identify where the brand is losing ground.
- Understand the tension between Target's historical strengths and today's shopper expectations for value and convenience.
- Examine the strategic choices Target must make to rebuild relevance.

11:30 AM-12:15 PM CT

The new Target ecosystem: Data, discovery, and growth

Karen Kelso, Vice President, Retail Insights

- Explore how Target is connecting loyalty, first-party data, digital experiences, stores, and retail media to create a more integrated guest ecosystem.
- Examine how discovery is evolving beyond the shelf and how Target can influence shoppers earlier in the path to purchase.
- Understand how Circle, Roundel, AI, and omnichannel capabilities can work together to drive more personalized and relevant shopping experiences.

12:15-12:30 PM CT

Day 1 recap

Day 2: Sept. 16

Solving for tomorrow

9:00-9:10 AM CT

Welcome and introduction

9:10-9:40 AM CT

The state of paid memberships and where Target lands

Julie Craig, Vice President, Shopper Insights

Kate McGee, Partner, Syndicated Retail Platforms

- Learn how membership and loyalty programs are converging.
- Understand the influence of membership on shoppers' planning and purchasing.
- Look ahead to which programs are likely to survive and thrive and the implications for Target.

9:40-10:10 AM CT

Target, AI, and the next category growth engines

Gina Logan, Associate Director, Category Insights

Barry Thomas, Senior Retail Commerce Thought Leader, Retail Insights

- Review how growth is shifting from where Target won yesterday to where shoppers will be spending tomorrow.
- What categories will be most impacted by AI and what are the implications for Target?
- Explore whether Target has the right to win in the categories in which it wants to win.

10:10-10:45 AM CT

What's next: Discovery at Target is moving off the shelf

Taylre Stumpf, Lead Analyst, Retail Insights

- What happens when discovery starts on TikTok?
- How is AI changing search, and are creators becoming merchants?
- What role will retail media play as discovery moves beyond Target's owned channels?

10:45-11:00 AM CT | **BREAK**

11:00-11:30 AM CT

The emotional advantage: Why guests choose Target

Taylre Stumpf, Lead Analyst, Retail Insights

- Understand the emotional drivers behind Target's strongest categories and experiences.
- Explore how discovery, trust, and inspiration influence shopper loyalty.
- Identify opportunities to rebuild differentiation in a marketplace built around convenience.

11:30 AM-Noon CT

Bringing holistic health to life at Target

Amar Singh, Senior Director, Retail Insights

- Explore the trends driving shoppers to embrace health and wellness.
- Review how Target is building an integrated approach to self-care for its guests.
- Consider partnership opportunities to drive holistic health and wellness programs at Target.

Noon-12:15 PM CT

Day 2 event recap