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Contacts: Target Media Hotline, (612) 696-3400, press@target.com

Target Lowers Prices on Nearly 2,000 Products, Offering Even More Style and Design at an Incredible Value

MINNEAPOLIS (Sept. 29, 2026) – **Target Corporation** (NYSE: TGT) is lowering prices on nearly 2,000 home and apparel & accessories items, helping busy families find even more affordable options as holiday shopping gets underway. The latest reductions build on the more than 10,000 prices Target has lowered over the past year, continuing to make it easier for families to afford the things that matter to them.

"Guests are looking for great products at an incredible value, and that's an important part of what we aim to deliver every day," said **Cara Sylvester**, executive vice president and chief merchandising officer, Target. "By continuing to lower prices across our assortment, we're making it even easier for busy families to create moments of joy this fall with the style, design, and exceptional value they can only find at Target."

Guests will see price reductions* across nearly 2,000 on-trend items and refreshed staples, including:

- **Apparel and shoes:** Lower prices across women's, men's, infant and toddler apparel and shoes for the entire family, with select items priced 20% or more lower than last year. Examples include:
 - Women's long-sleeve tees are now \$12, down from \$15
 - The average price of women's shoes is \$35, down from \$40 last year – with nearly 70% of new items priced below last year's styles
 - The average price of kids' rain and winter boots is down approximately 15% from last year

- **Home:** A fully refreshed bedding assortment, with prices 15% lower, on average, including:
 - Threshold queen comforters are now \$69, down from \$89
 - Room Essentials queen comforters are now \$40, down from \$50
 - Threshold performance queen sheets are now \$50, down from \$55

These price reductions offer additional value for busy families on top of Target's already low prices and weekly deals. Plus, guests can save even more during the upcoming [Target Circle Deal Days](#) from Oct. 6-7 as a member of Target Circle. Target Circle is free to join on [Target.com](#), via the [Target app](#) or in checkout lanes in stores.

*Pricing, promotions and availability may vary by location and at Target.com. This program excludes Alaska and Hawaii. Products mentioned may not be available at Target.com or in all stores.

About Target

[Target Corporation](#) (NYSE: TGT) brings together style, design and value to offer a distinct assortment and elevated shopping experience across more than 2,000 U.S. stores and online. Powered by more than 400,000 team members, Target serves millions of families each week and invests in the communities where they live and work to support growth and opportunity for all.

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