Target Investor Relations

Target Announces Black Friday Deals and Giveaways to Help Families Save Big on Gifts They'll Love to Give

- *The weeklong sales event begins Nov. 22*
- *Even more deals on top gifts drop Black Friday weekend*
- *Guests can score up to a $1,000 Target GiftCard when stores open on Black Friday*

MINNEAPOLIS, Nov. 17, 2026 /PRNewswire/ -- **Target Corporation** (NYSE: TGT) today announced its Black Friday sales event Nov. 22–29, featuring up to 50% off thousands of gifts plus new and exclusive drops from fan-favorite brands like **Pokémon** and **Topps** trading cards. On Black Friday, Nov. 27, the first 100 eligible guests at each Target store will receive a Target GiftCard, with one of the cards at each store valued at $1,000.

Key dates and details

- **Nov. 22-29:** Guests can save up to 50% on thousands of top gifts from national and only-at Target brands, like **Beats**, **Bose**, **Dyson**, **Hot Wheels**, **Barbie**, **Cuisinart** and **All In Motion** between Nov. 22–29.
- **Nov. 25:** Members of Target Circle 360, the retailer's paid membership tier, will enjoy 24 hours of early access to select deals starting Wednesday, Nov. 25 at 2 a.m. CT.
- **Nov. 26-29:** New Black Friday weekend deals will drop.
- **Black Friday (Nov. 27):** The first 100 eligible guests at every Target store on Black Friday, Nov. 27, will receive a Target GiftCard valued at either $25, $50 or $100, with one lucky guest at each store winning a $1,000 Target GiftCard.[1] Guests can also shop new and exclusive gifts from **POP MART**, a special **BTS** book, **Topps NBA** trading cards, and look out for a Black Friday drop featuring music, trading cards and more from a guest-favorite artist. For the first time, Target is bringing exclusive food and beverage drops to Black Friday from **GOODLES**, **Katjes** and **Backflip**.
- **Nov. 28: Pokémon** trading card game drop.

"Our guests are looking for ways to make their holiday budgets go further while still finding gifts they're excited to give," said **Cara Sylvester**, executive vice president and chief merchandising officer, Target. "That's why we're bringing together big savings on must-have gifts, exclusive product drops and fun surprises to make Black Friday shopping even easier, more affordable and inspiring. The combination of our style and design authority and elevated experience makes Black Friday a memorable part of the holiday season."

Incredible deals on must-have gifts

Weeklong Black Friday deals (Nov. 22–29) include:

- **Tech**:
  - Up to 50% off select headphones and speakers from brands like **Beats** and **Bose**
  - Save up to $100 on select **Apple** devices
  - Save on gaming including brands like **Nintendo**, **Nex** and **Meta Quest**
  - Up to 50% off select laptops and printers from brands including **HP and Acer**, plus office accessories from **Logitech** and **Razer**
  - Up to 30% off select TVs, soundbars and streaming devices from brands including **Samsung** and **Hiro**
  - Save on wearable technology from brands including **Oura Ring**, **Fitbit, Garmin** and **Ray-Ban Meta**
- **Toys**:
  - Up to 50% off select toys including **Hot Wheels, Barbie, Monster Jam, VTech** and more
  - Buy one, get one 50% off on select toys including **Marvel, Tonies**, **Melissa and Doug**, **Play-Doh** and **Paw Patrol**
  - $5 and $10 games
- **Apparel**:
  - 40% off performance apparel for the family including **All In Motion** and **JoyLab**
  - 40% off shoes and slippers for all
- **Home**:
  - Up to 50% off select small appliances and cookware including **Cuisinart**, **Keurig** and **GreenPan**
  - Up to 50% off select floorcare including **Dyson**, **Shark** and **Bissell**

Additional Black Friday weekend deals (Nov. 26–29) include:

- Up to 50% off select toys
- Up to 50% off all men's, women's, kids, toddler and baby apparel and accessories from brands including **Cat & Jack**, **A New Day**, **Goodfellow & Co**, **Universal Thread** and **Wild Fable**
- $5 pajama tees and pants for all from **Wondershop**
- Sweatshirts and sweatpants starting at $10 and sweaters at $15
- 40% off beauty and health gift sets, including **Byoma**, **Dossier** and beauty advent calendars, with gift sets starting at $6
- 50% off decorative pillows and throws
- 40% off all holiday trees
- Black Friday Deal of the Day 50% off pajamas for all *(Nov. 27 only)*

Visit the Target Weekly Ad for all deals and details.

Why it matters

This Black Friday and across the season, Target is helping families stretch their holiday budgets without compromising on the gifts they're excited to give.

Frequently asked questions

Q: Are Target stores open on Thanksgiving, and when do they open on Black Friday?

A: Target stores will be closed on Thanksgiving, Thursday, Nov. 26, and reopen at 6 a.m. local time on Black Friday, Nov. 27.

Q: When do Target's Black Friday deals start and how long do they last?

A: Target's Black Friday deals run Nov. 22–29, with new weekend deals available Nov. 26–29. Visit the Target Weekly Ad for deals and details.

Q: How can guests shop Target's Black Friday deals?

A: Guests can shop Black Friday deals in Target stores, on Target.com and through the Target app, with convenient fulfillment options including Order Pickup, Drive Up and same-day delivery. Visit the Target Weekly Ad for deals and details.

Q: How does Target's Black Friday GiftCard giveaway work?

A: The first 100 eligible guests at every Target store on Friday, Nov. 27, will receive a Target GiftCard valued at either $25, $50 or $100, with one lucky guest at each store receiving a $1,000 Target GiftCard.[1]

How it works:

- Prize redemption tickets will be given to the first 100 individuals in line at each Target store on Black Friday beginning approximately one hour before store opening and ending one hour after store opening, or while supplies last.
- Once stores open at 6 a.m. local time, guests can redeem their ticket at a Black Friday in-store event cart to receive their Target GiftCard.
- Tickets must be redeemed within the first hour after store opening or the guest will forfeit their right to receive a Target GiftCard.
- GiftCard values will be revealed on the GiftCard upon redemption of ticket at the in-store event cart.
- Guests can go on to shop and put the GiftCard toward holiday gifting, or save for future use.

Visit Target.com/BlackFridayGiveaway for official rules and details.

Q: What if the price on a gift goes lower later in the season?

A: If the price drops at Target on an eligible item later in the holiday season, Target will match its lower price through Dec. 24, 2026, under the Holiday Price Match Guarantee.

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.

[1] *No purchase necessary. Prize redemption tickets will be given out to first 100 customers in line outside a Target store 1 hour before opening on a "first-come, first-served," "while supplies last" basis. Void where prohibited by law. Must be 13 years or older. For full details, including odds disclosure and prize values, see Official Rules at Target.com/BlackFridayGiveaway Gift card terms and conditions apply. Sponsor: Target Enterprise, Inc*

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