

# Target July-25 Quarterly Results & Strategic Priorities from New CEO

By Claire McBride // August 20, 2025 // Briefings, Forecasts, Research

**TL;DR:** Target's top-line continues to decline. New leadership is pushing for urgent change, but with competitors still outperforming and the macro backdrop uncertain, sustained execution and bold merchandising will be critical to regain share.

8 minute read

Target's 2Q financial results reported this morning show sequential top-line improvement from 1Q although sales growth and comps were still negative, with worsening profitability year-over-year as well.

More interesting than the results themselves was the [announced](#) appointment of Michael Fiddelke, current Target COO, as Target's new CEO effective February 1. On Target's quarterly call with investors, Fiddelke spent the majority of the time discussing his key strategic priorities to return the company to profitable growth and a distinct leader in the retail market.

Keep reading for our take on the results and management commentary, including:

1. July-2025 quarter data and analysis
2. Updated 2025 outlook
3. Brand action items
4. Key charts
5. Strategic priorities to turn Target's business around

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