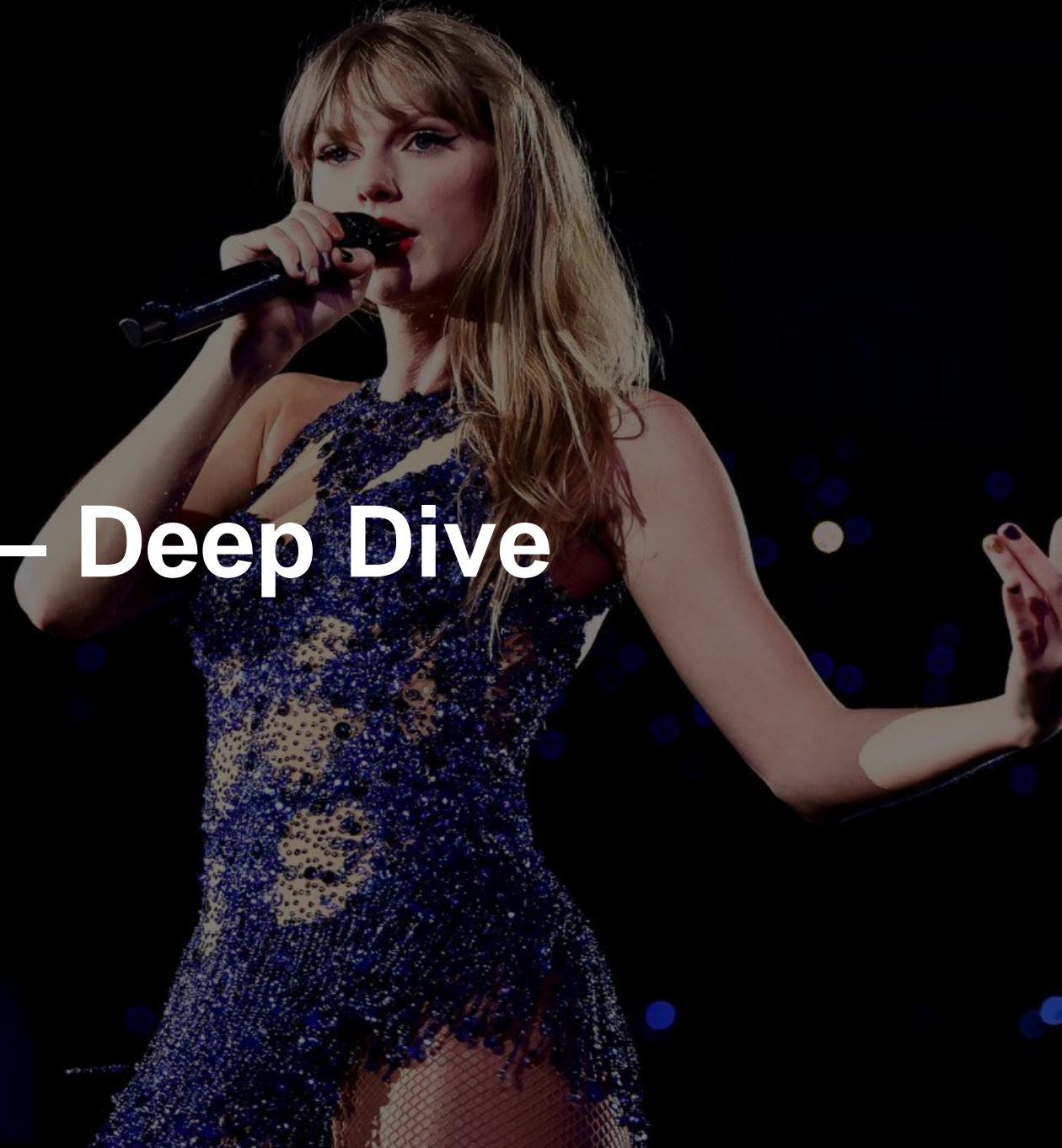PYXIS
BY BAIN & COMPANY

Taylor Swift at Target – Deep Dive
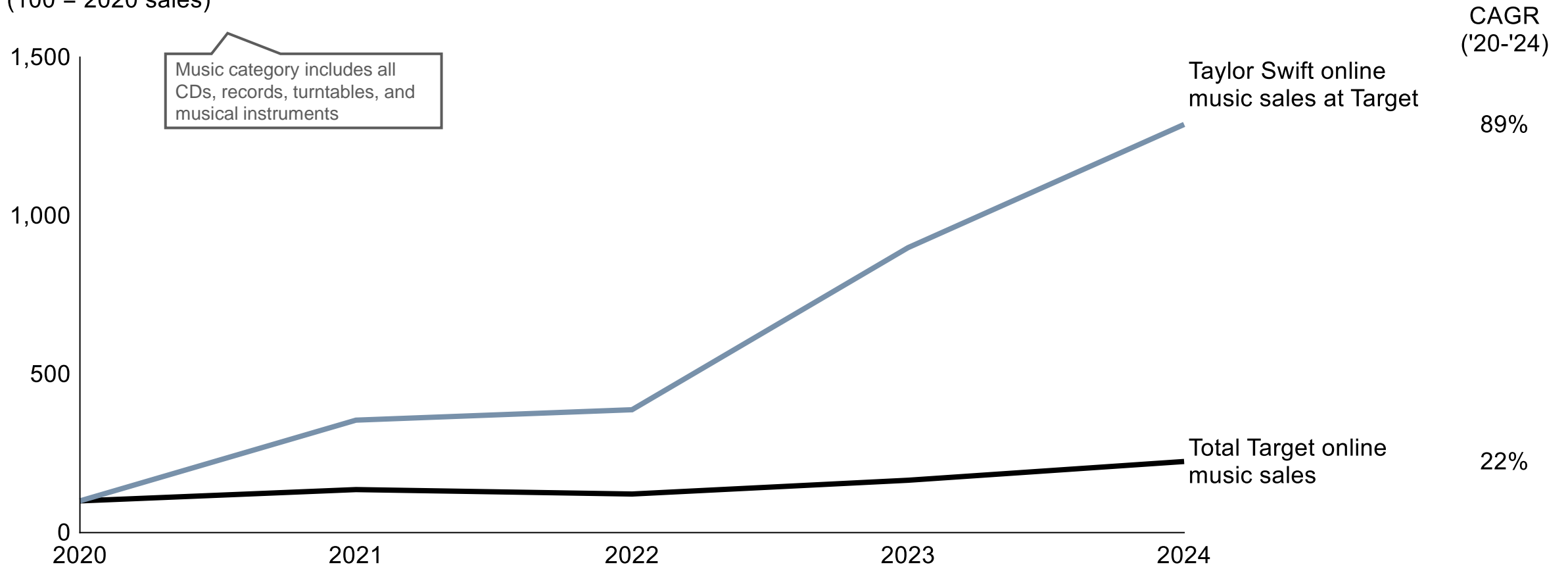
November 2025

Taylor Swift-related online music sales at Target have grown rapidly since 2020 (~90% p.a.), outpacing Target's broader online music sales growth

Indexed Target music category online sales (Taylor Swift-related items vs. general) 2020 - 2024
(100 = 2020 sales)

CAGR
('20-'24)

Music category includes all CDs, records, turntables, and musical instruments

Taylor Swift online music sales at Target

89%

Total Target online music sales

22%

Notes: Data above only reflets online sales captured via eReceipts – cash and offline sales are excluded | Source: Pyxis eReceipt data
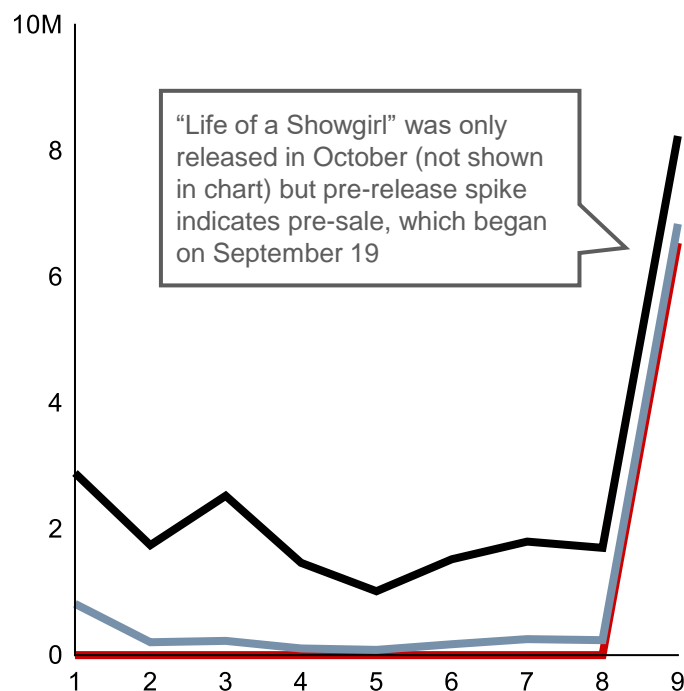
Target's music category sales have consistently spiked in line with each of Taylor Swift's last three album releases
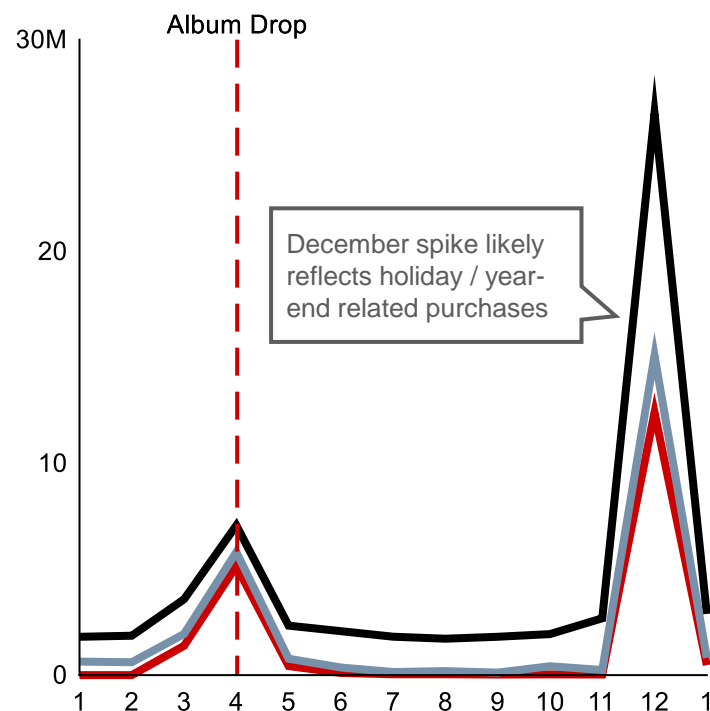
Life of a Showgirl (2025)

Music category online sales by month at Target by **Target Overall**, **TS Overall**, and **Album specific** (2025)

> "Life of a Showgirl" was only released in October (not shown in chart) but pre-release spike indicates pre-sale, which began on September 19
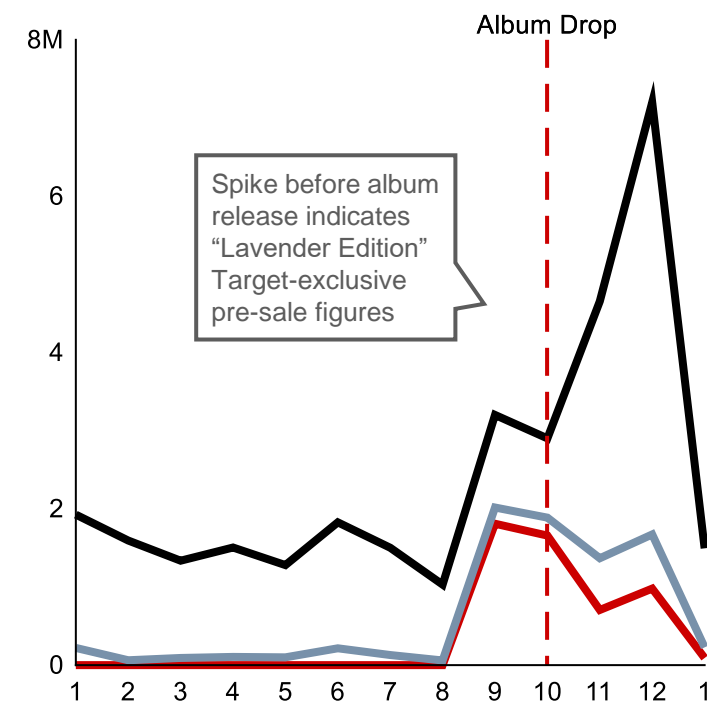

Tortured Poet's Department (2024)

Music category online sales by month at Target by **Target Overall**, **TS Overall**, and **Album specific** (2025)

> December spike likely reflects holiday / year-end related purchases

Midnights (2022)

Music category online sales by month at Target by **Target Overall**, **TS Overall**, and **Album specific** (2022)

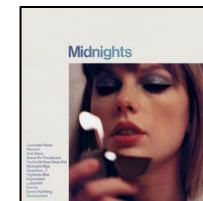> Spike before album release indicates "Lavender Edition" Target-exclusive pre-sale figures

Notes: Data above only reflets online sales captured via eReceipts – cash and offline sales are excluded | Source: Pyxis eReceipt data

Among Taylor Swift's albums sold at Target over the past ~5 years, *The Tortured Poets Department* (2024) outperformed all prior releases

Taylor Swift Online Album Sales at Target from 2020 - 2025 Sept.

"Taylor's Version" re-recordings are included for each respective album

Taylor Swift and *Reputation* albums were not re-recorded as "Taylor's Version", likely driving lower relative sales

Life of a Showgirl was only released in October – chart only reflects pre-sale figures until end of September

Chart categories (left to right):
Taylor Swift (2006), Fearless (2008), Speak Now (2010), Red (2012), 1989 (2014), Reputation (2017), Lover (2019), Folklore (2020), Evermore (2020), Midnights (2022), Tortured Poet's Department (2024), Life of a Showgirl (2025)

In order of earliest to latest album releases
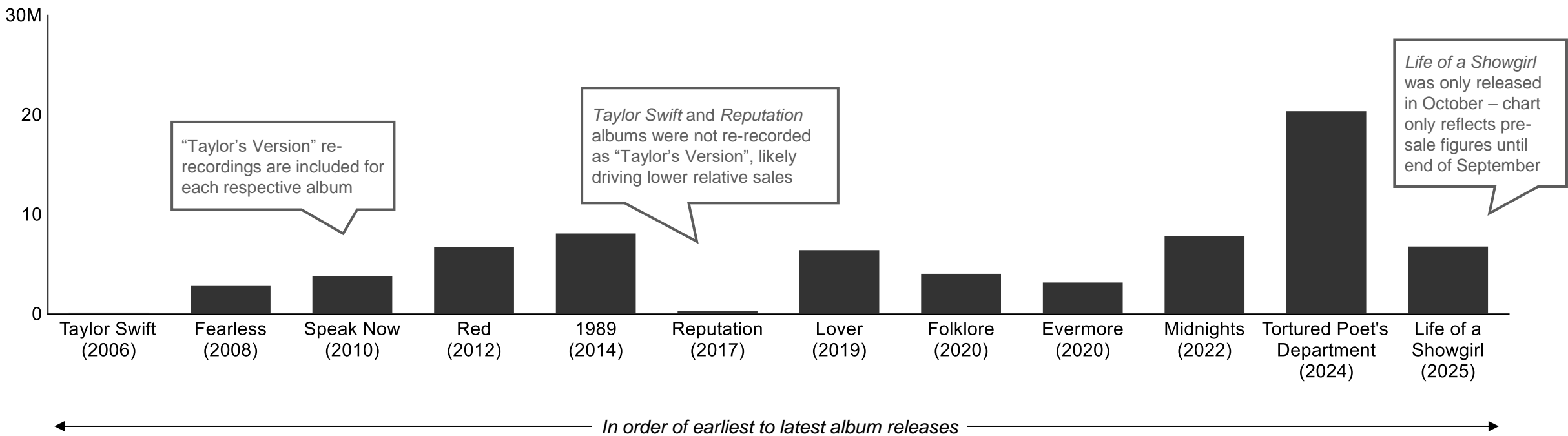
Notes: Data above only reflets online sales captured via eReceipts – cash and offline sales are excluded | Source: Pyxis eReceipt data

Our eReceipt panel data | Our eReceipt panel data can provide deep views into performance against competitors at the SKU-level

eReceipt panel data

Pyxis' panel

Raw data is structured through Pyxis' proprietary technology to enable high-quality analysis. This includes creating constant cohorts and removing outliers

Non-structured eReceipt data

Data is subject to biases caused by changes in the underlying panel.
For example, an influx of new users or the attrition of existing users can dilute actual trends

1.6M shopper panel covering 1,300+ online merchants

Emails of 1.6M users are scraped and covers ~1,300 online merchants at the SKU-level

Each user has a unique ID* and shoppers' transactions can be tracked during the duration of their inclusion in the cohort

A constant cohort with a representative panel enables deep customer insights

With Pyxis' proprietary data structuring, our eReceipt panel population is consistent with the distribution of the US population at the state level

- Share of wallet: What is my brand's share of wallet against competitors?

- Share gain / loss: From whom have I gained share? To whom am I losing share?

- Customer segmentation: What is my customer mix by demo, by purchase frequency?

- Top-selling SKUs: What are the top-selling SKUs? How much has been sold?

Best-in-class accuracy through ML tagging and continual cross-referencing

Best-in-class accuracy of SKU tagging to brands and subcategories

Continual cross-referencing with public data, internal data, and multiple 3P datasets

*The data set does not track any PII in compliance with all privacy and GDPR requirements