

Target Cuts Back on Pride Month Merchandise After Damaging Losses in 2023

Target is planning to scale back on this year's pride month celebration after suffering major financial losses in 2023.

This year, the major retailer will selectively choose which stores they will place pride merchandise in. Instead of putting pride items in all of their nearly 2,000 stores, they will carry pride items based on past sales records.

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As NBC News reported, Target plans on selling pride-themed adult apparel, food and household items. At this time, there are no plans for LGBTQ-themed children's clothing.

While the major chain plans on cutting back this year's pride merchandise, Target remains committed to supporting the LGBTQ community.

"Target is committed to supporting the LGBTQIA+ community during Pride Month and year round," a spokesperson for the company announced in a statement.

ABC News further received a statement that while the company will have a smaller selection of products in stores, they are planning to have a presence at pride festivals in the month of June.

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"Beyond our own teams, we will have a presence at local Pride

events in Minneapolis and around the country, and we continue to support a number of LGBTQIA+ organizations,” the spokesperson told ABC.

The decision to cut back on merchandise comes after major backlash from last year’s decision to include “tuck friendly” swimsuits for kids and pride-based children’s clothing. The company had commissioned a transgender, Satanist designer for their pride collection, which drew national attention and backlash from customers around the nation.

While Target is making it clear that their commitment is to the LGBTQ community, it appears as though they are trying to avoid the same issues they encountered last year. Businesses like Bud Light also faced significant financial losses as well after using transgender celebrity Dylan Mulvaney as its brand champion. In a world full of darkness, perhaps the message of “go woke, go broke” may finally be catching on for some businesses as they consider their marketing strategies.

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Abby Trivett is a marketing copywriter and coordinator for Charisma Media.