

Increasing the Market Basket

Ideas for Cross-Selling Merchandise

An infographic series from HRG



Do you have space available in your **Pain Relief** department? Consider adding items from other categories to encourage impulse purchases and boost sales.



PAIN RELIEF



HOME DIAGNOSTICS
& PATIENT AIDS FOR DAILY LIVING



HEALTH SUPPORTS



EYE & EAR CARE

Thermometers



Reason

Adding thermometers is convenient for shoppers who may be treating the flu or a fever

Elastic Bandages and Braces



Reason

In addition to treating an injury with a pain relief medication, health supports may help. Placing these in the department can generate impulse sales

Sleep Masks



Reason

Helps people struggling with sleep issues that may be taking a sleep aid or nighttime pain reliever

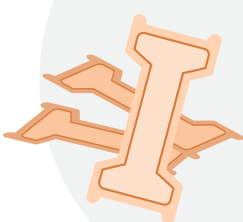


COLD & ALLERGY



HEALTH SUPPORTS

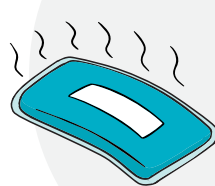
Snoring Nasal Strips



Reason

Helps people struggling with sleep issues that may be taking a sleep aid or nighttime pain reliever

Hot and Cold Therapy



Reason

These items can be effective at alleviating pain and having them handy will help build the market basket