

Increasing the Market Basket

Ideas for Cross-Selling Merchandise

An infographic series from HRG



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



FIRST AID



HEALTH SUPPORTS

Elastic Bandages

Reason

Some shoppers may expect to find these types of bandages in first aid so adding them will save them from looking further



COLD & ALLERGY

Allergy Products

Reason

Patients treating allergic reactions to stings will appreciate finding allergy relief products within reach



HEALTH SUPPORTS

Hot and Cold Packs

Reason

Hot and cold packs can provide symptom relief and having a few in this department may encourage impulse purchases



SKIN CARE

Cotton Balls

Reason

Can be used for application of alcohols and/or hydrogen peroxide



EYE & EAR CARE

Eye Wash

Reason

Shoppers needing an eye wash may head to the first aid department initially; provide convenience by stocking this item here



BABY CARE

Cotton Swabs

Reason

Can be used for application of ointments and creams



FOOT CARE

Wart Removers

Reason

Some shoppers may think it's a first aid treatment so having a secondary placement here speeds up their shopping trip