

# 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



COLD & ALLERGY

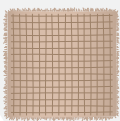


HEALTH SUPPORTS

### 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



### Allergy Products

#### Reason

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



### 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



EYE & EAR CARE



BABY CARE

### Cotton Balls

#### Reason

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



### Eye Wash

#### Reason

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



### 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

