

Increasing the Market Basket

Ideas for Cross-Selling Merchandise



An infographic series from HRG

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



FEMININE CARE



PAIN RELIEF

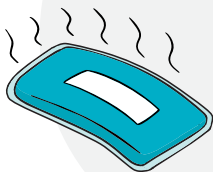


INCONTINENCE



FAMILY PLANNING

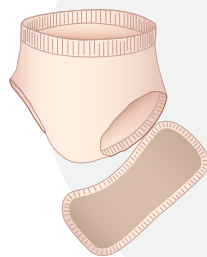
Hot and Cold Packs



Reason

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

Women's Incontinence



Reason

Women may use feminine care products instead of incontinence items. Including them can save shoppers time and embarrassment

Personal Lubricants



Reason

Some of your female shoppers may use lubricants for comfort. Adding them to this department offers easy access



WEIGHT MANAGEMENT & NUTRITIONAL FOODS

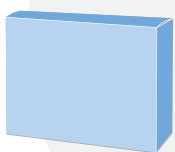


PAIN RELIEF



HOME DIAGNOSTICS & PATIENT AIDS FOR DAILY LIVING

Diuretics



Reason

Women may use diuretics during their menstrual cycle to help with symptom relief. Having them within reach can lead to an add-on sale

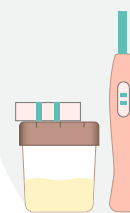
Internal and External Pain Relief



Reason

For further symptom relief, offer convenience by having internal and external pain relief products available

Testing Kits



Reason

With rising costs of medical treatments, customers continue to look for self-care options. Examples: STDs, HIV, fertility testing