

Increasing the Market Basket

Ideas for Cross-Selling Merchandise

An infographic series from HRG



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



COLD & ALLERGY



HOME DIAGNOSTICS & PATIENT AIDS FOR DAILY LIVING



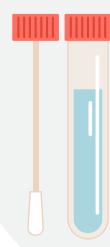
Thermometers

Reason

Often used when cold or flu symptoms are present to monitor for fever



HOME DIAGNOSTICS & PATIENT AIDS FOR DAILY LIVING



COVID-19 Test Kit

Reason

Many of the symptoms of the common cold are the same as COVID-19



SKIN CARE



Hand sanitizer

Reason

Great item for suggestive selling to help prevent the spread of germs



EYE & EAR CARE



Allergy eye drops

Reason

Found in eye & ear care, placing near other allergy products is convenient for allergy sufferers



GENERAL MERCHANDISE



Tissue

Reason

Typically needed by those suffering from cold or allergy symptoms