

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



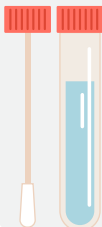
Reason

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



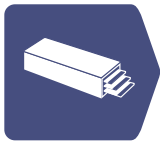
EYE & EAR CARE

Allergy eye drops



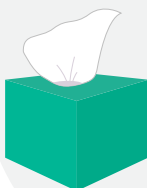
Reason

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