

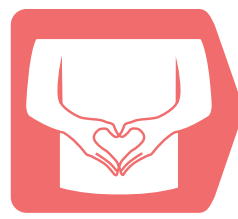
# Increasing the Market Basket

## Ideas for Cross-Selling Merchandise



An infographic series from HRG

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



DIGESTIVE HEALTH



FIRST AID

Finger Cots



Reason

Finger cots can be handy for application of certain medications in the digestive category, and helpful to have readily available



WEIGHT MANAGEMENT & NUTRITIONAL FOODS

General Oral Rehydration Therapy



Reason

Staying hydrated while fighting a digestive illness can be tough. Easy access to rehydration options provides convenience for shoppers



FIRST AID

Gloves



Reason

Gloves may also be used to apply some medications and it makes it easy on the shopper when they are nearby



BABY CARE

Electrolytes



Reason

Busy caregivers with ill children are grateful for fast shopping trips. Having this in the same department as treatment options is helpful