

Increasing the Market Basket

Ideas for Cross-Selling Merchandise



An infographic series from HRG

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



EYE & EAR CARE



BATTERIES

Hearing Aid Batteries



Reason

Shoppers of ear products will find it handy to have hearing aid batteries within reach



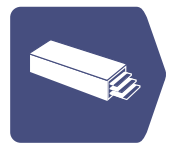
VITAMINS & DIETARY SUPPLEMENTS

Eye Vitamins



Reason

Those with eye health issues may also want to try eye vitamins. Placing them in this additional spot may generate add-on sales



GENERAL MERCHANDISE

Tissue



Reason

For shoppers suffering from watery eyes, it is helpful to have tissues available near eye OTCs



FIRST AID

Eye Patches



Reason

Eye patches may be useful to have in the department to aid in the treatment of certain eye ailments or injuries



COLD & ALLERGY

Allergy Products



Reason

If a shopper's eye issues are allergy-related, cross-locating these items here offers convenience



SKIN CARE

Hand Soap



Reason

It can be used before inserting drops/contacts into eyes