

Increasing the Market Basket

Ideas for Cross-Selling Merchandise



An infographic series from HRG

Do you have space available in your **Home Diagnostics & Patient Aids for Daily Living** department? Consider adding items from other categories to encourage impulse purchases and boost sales.



HOME DIAGNOSTICS
& PATIENT AIDS FOR DAILY LIVING



FIRST AID

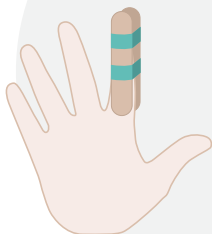


EYE & EAR CARE



MEDICAL/SURGICAL SUPPLIES

Finger Splints



Reason

This self-care option may be thought of as a daily living aid so placement here can streamline the shopping trip

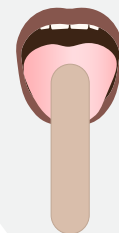
Magnifying Glass



Reason

Older adults who have a hard time seeing often need pill organizers. Placement here can encourage an add-on sale

Tongue Depressors



Reason

Thermometer shoppers may also have a need for this tool to assist in treatment