

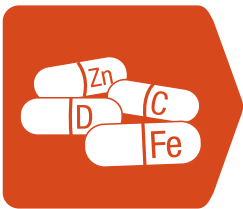
Increasing the Market Basket

Ideas for Cross-Selling Merchandise

An infographic series from HRG



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



VITAMINS & DIETARY
SUPPLEMENTS



WEIGHT MANAGEMENT
& NUTRITIONAL FOODS



WEIGHT MANAGEMENT
& NUTRITIONAL FOODS



HOME DIAGNOSTICS
& PATIENT AIDS FOR DAILY LIVING

Weight Management
Tablets & Capsules



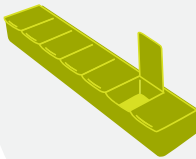
Reason
Vitamins & Dietary Supplements is a popular department for those looking to manage their health. This addition will spur impulse sales

Nutritionals



Reason
Shoppers using supplements may also use nutritionals to augment their diet and will appreciate the convenience of having these items within easy reach

Pill Reminders



Reason
For people that take multiple supplements each day