

Increasing the Market Basket

Ideas for Cross-Selling Merchandise

An infographic series from HRG



Do you have space available in your **Weight Management & Nutritional Foods** department? Consider adding items from other categories to encourage impulse purchases and **boost sales.**

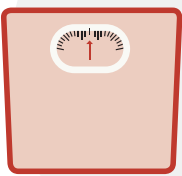


WEIGHT MANAGEMENT & NUTRITIONAL FOODS



HOME DIAGNOSTICS & PATIENT AIDS FOR DAILY LIVING

Scales



Reason

For those monitoring their weight, this is an invaluable tool and an easy cross-sale



VITAMINS & DIETARY SUPPLEMENTS

Vitamins



Reason

Vitamins can provide the minerals and nutrients that an individual's diet may not supply and will be helpful to have within reach



EXERCISE THERAPY

Activity Tracker



Reason

A key element in maintaining or losing weight is regular exercise. Placing these items within reach should build the basket



BABY CARE

Electrolytes



Reason

This is where adult electrolytes are found and people may assume children's will be in the same area



DIGESTIVE HEALTH

Probiotics



Reason

A popular item for those striving for health and wellness. Placing these in the department will provide easy access



HOME DIAGNOSTICS & AIDS FOR DAILY LIVING

Blood Pressure Monitors



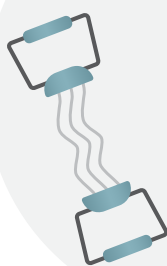
Reason

Individuals trying to lose weight may also have health issues like high blood pressure



EXERCISE THERAPY

Exercise Bands



Reason

For individuals who want to improve their health by becoming more active for increased flexibility and strength