

Increasing the Market Basket

Ideas for Cross-Selling Merchandise



An infographic series from HRG

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



HAIR CARE



FIRST AID



GROOMING NEEDS



BABY CARE

Lice Treatments/ Preventatives



Reason
Lice treatments and preventative products are used on the scalp so shoppers might expect to find these items in this department

Men's Hair Care/Color



Reason
Shoppers might assume these items would be located in this department

Baby Shampoo



Reason
Adding baby shampoo makes it easy for parents to find all their hair care needs in one spot



VITAMINS & DIETARY
SUPPLEMENTS

Specialty Supplements



Reason
There are supplements that support healthy hair, skin, and nails