

Increasing the Market Basket

Ideas for Cross-Selling Merchandise

An infographic series from HRG



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



SKIN CARE



SUN CARE



SHAVING & GROOMING



FIRST AID

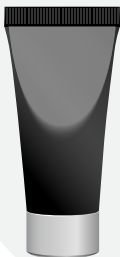
Popular Sun Care Items



Reason

Sun care products are a great complement to a skin care regimen. Incorporate the most popular sellers

Men's Skin Care Products



Reason

Shoppers may expect to find men's skin care items here, so incorporating a few SKUs increases convenience

Gloves



Reason

Some therapeutic items call for glove use in application, having them handy leads to an easy add-on sale



FIRST AID



SUN CARE



FOOT CARE

Burn Relief Products



Reason

Some consumers will look for topical burn relief creams and sprays in skin care, so include these items for a complete solution

Lip Balm with SPF



Reason

Lip balm with SPF is an excellent impulse item to have readily available in your skin care department

Foot Lotions & Creams



Reason

Shoppers may expect to find these items here. Brand block body and feet lotions so customers can easily grab both