



HOME » NEWS » RETAIL

BY



Isabelle Crossley

PUBLISHED

May 15, 2023

READING TIME

2 minutes

Voir Haircare partners with Cossouq to enter Indian market

Canadian haircare brand Voir Haircare has partnered with beauty marketplace Cossouq to enter the Indian market and the exclusive partnership launched on May 15.



Voir Haircare is now available in India with Cossouq - Voir Haircare- Facebook

"At Cossouq, we are persistently looking at the world for businesses that will attract consumer adoration for their values, innovation, and efficiency," said Cossouq's director of branding and marketing Meet Jatakia in a press release on May 15. "The growing awareness among the Indian audience has paved the way for a plethora of contemporary hair care products. Voir Haircare, as a cruelty-free vegan brand, recognises the acute demand for hair-nourishing products in the Indian market. Our aim with this partnership is to meet the needs of modern and trendsetting clientele who prefer internationally recognised cosmetics along with home-grown brands."

The collaboration is designed to enable Cossouq to leverage Voir Haircare's products to bolster its international brand selection and offer new options to its Indian customer base. Cossouq was launched by Parth Patel houses over 450 cosmetics, skincare, haircare, and personal care brands on its e-commerce platform including Star Struck by Sunny Leone, Khadi Essentials, T.A.C - The Ayurveda Co., and Vega among others.

"The forthcoming beauty industry and cultural diversity of India make it an appealing destination for international businesses," said Voir Haircare's vice president of global sales Amandeep Randhawa. "According to Statista's forecast for 2023, the beauty and personal care industry in India would rise by 3.86% each year with a 143% growth in volume, year-on-year. Cossouq was our best pick, as its brand vision aligns well with our global expansion plans. Our trusted vegan product ranges coupled with Cossouq's expertise in the Indian market will give us the initial boost we need to tailor our target group's preferences for hair care experience."

SHARE

DOWNLOAD



PRINT



TEXT SIZE

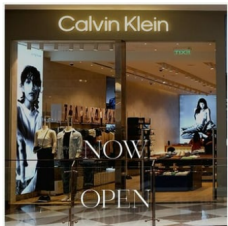
AA+

AA-

Copyright © 2023 FashionNetwork.com All rights reserved.

TAGS: BEAUTY COSMETICS AESTHETICS RETAIL

SEE ALSO



Calvin Klein opens exclusive brand outlet in Indore

3 days ago

RETAIL



Virat Kohli launches Wrogn Zero on Flipkart

3 days ago

RETAIL



Daniel Wellington unveils handbag line amid major strategic shift

3 days ago

RETAIL



Good Glamm Group plans large-scale international expansion

4 days ago

RETAIL

SITEMAP

NEWS
JOBS
VIDEOS
CATWALKS
GALLERIES
AGENDA

ABOUT
PARTNERS
ADVERTISE ON
FASHIONNETWORK.COM
CONTACT
PRIVACY POLICY & LEGAL
INFORMATION
GENERAL CONDITIONS OF
SALE

FOLLOW US



NEWSLETTER SUBSCRIPTION

Click here to see our latest newsletter

Enter an E-mail address

OK >