

Marketing

# Canadian haircare brand VOIR enters India in partnership with Cossouq

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Beauty marketplace Cossouq announced its exclusive partnership with the Canadian brand- Voir Haircare. The collaboration leverages Voir Haircare’s innovative and sensational products in alliance with Cossouq’s vision to deliver world-class products for consumers pan-India.

The Voir Haircare line combines thoughtful ingredients with artistic inspiration, drawn from Canada’s constantly shifting seasonal landscapes, just like India’s. As Cossouq is a one-stop shop for thoughtfully curated beauty and wellness products, it has now become the only Indian re-seller of Voir Haircare as its brand vision aligns with that of the marketplace.

Speaking about the exclusive contract, **Meet Jatakia, Director of Branding & Marketing at Cossouq** said, “At Cossouq, we are persistently looking at the world for businesses that will attract consumer adoration for their values, innovation, and efficiency. 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, recognizes 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 recognized cosmetics along with home-grown brands,” **Jatakia** added.

**Amandeep Randhawa, Vice President of Global Sales, Voir Haircare** said, “The forthcoming beauty industry and cultural diversity of India make it an appealing destination for international businesses. 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,” **Randhawa** added.

TAGS Amandeep Randhawa- Vice President of Global Sales- Voir Haircare Cossouq Meet Jatakia- Director of Branding & Marketing- Cossouq Voir Haircare

