

## Petrina O'Halloran

### *Mama's Boobie Box*



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Petrina O'Halloran, who is originally from Athenry in Co Galway, set up her online business, Mama's Boobie Box, which is based at her home in Tulla, Co Clare, in March 2021.

An accountant by profession, Petrina was working as a financial controller for Not On The High Street in London, and then remotely in Ireland, when she began to research creating her business.

Having already moved back to Ireland from London in August 2020, she decided the time was right to get out of finance and pursue the business on a full-time basis.

Mama's Boobie Box specialises in breastfeeding products and gifts for new mothers. Petrina was inspired to create the company after receiving inadequate breastfeeding advice from a young midwife after giving birth to her first child. She resolved to create a gift that would help new mothers to breastfeed should they wish to do so.

Mama's Boobie Box is an ecommerce business, that also manufactures and supplies its own range of breastfeeding products. The business has grown to over 20 stockists since 2024. The main vision of the business is to create and supply products that offer comfort, care and confidence to new breastfeeding mums.

Petrina says that the ACORNS programme gave her the focus to work on her business because goals were created in the first meeting and the participants were held accountable for them at every subsequent meeting. She says the support and feedback from other women in her ACORNS group was a great benefit.

The business focus for 2025-2026 is to increase its range of manufactured products, and bring them to more large retail stores in Ireland and source a distributor in Europe by 2026.

