

Kate Doyle

EcoKinly



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Kate Doyle, who is originally from Fethard-on-Sea in Co Wexford and now lives in Enniscorthy, set up EcoKinly at her home in April 2025 after identifying a gap in the market for reusable hygiene products.

Kate was already running The Nappy Market, an online retailer for reusable nappies, and an online health and fitness business with her husband. While The Nappy Market sells other brands, EcoKinly marked a move into manufacturing and wholesale with Kate's own brand.

EcoKinly is a challenger brand in the absorbent hygiene product space, designing premium reusable nappies, wipes and period products so consumers can move away from single use and save money.

Kate's inspiration came while standing in the baby aisle of a supermarket, where she felt cornered by the dominance of single-use plastic and saw an opportunity as consumers moved towards circular living.

To get started, she contacted her Local Enterprise Office and began with mentoring.

The business is headquartered at Kate's home, while distribution is managed from a rented industrial storage unit in Ferns.

In its first 12 months, EcoKinly has brought products to market, secured six independent retailers and is due to launch with a national retail chain. Kate works full-time in the business and has one part-time employee, who she hopes will become full-time in the next six months.

She cites securing a national retailer for reusable products, with the opportunity to have them on the shelf beside disposable products as a real challenge, as her biggest business milestone so far.

She says one of the most beneficial aspects of being on the ACORNS programme was peer networking with other female founders facing similar challenges.

Looking ahead, Kate plans to make EcoKinly a national leader in reusable hygiene and to expand into export markets across Europe and the US.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
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