

# Hoopsy celebrates significant progress after its first year on the market

*Awareness tops 300M and distribution expands to Amazon® as the pioneer in sustainable pregnancy tests builds for its second wave of growth*

LONDON, UK, June 14, 2023

/EINPresswire.com/ -- Buoyed by growth in distribution and awareness, UK company Hoopsy, maker of the world's first sustainable pregnancy test kit, is looking ahead to accelerated growth and progress in its second year.

Addressing the challenge of plastics that cause overflowing landfills as more than 12M pregnancy tests are sold each year in the UK, Hoopsy's materials are 99% paper while providing the same level of accuracy as legacy pregnancy test brands. [Hoopsy sustainable pregnancy tests](#) are also available through the widest possible range of channels, helping reduce the carbon footprint of consumers by reducing the number of car trips required to acquire a test.



“

I'm determined that Hoopsy be a model for reducing the use of plastics without compromising in quality for a wide range of personal care products, starting with sustainable pregnancy tests.”

*Lara Solomon*

“For hopeful mothers, their partners, and families, sustainable pregnancy tests offer a chance to have certainty of pregnancy and the confidence that use of tests is not contributing to a less habitable world for the children to inherit,” said Lara Solomon, founder, and CEO of Hoopsy. “I'm determined that Hoopsy be a model for reducing the use of plastics without compromising in quality for a wide range of personal care products, starting with sustainable pregnancy tests. With the rapidly growing awareness of our brand and availability of our tests, I'm confident that we're on a great path.”

Hoopsy sustainable pregnancy tests can be purchased directly from Hoopsy and also through

leading retail channels, including instore and online at [Superdrug®](#) and online via [Amazon](#). Hoopsy's medical advisors have ensured the same level of efficacy as traditional plastic tests, which will take over 30 years to degrade in landfills.

Lara Solomon

Hoopsy

+44 7749 702825

[email us here](#)

Visit us on social media:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[TikTok](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/639491933>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.