

The pink tax is a gender-based price discrimination problem where products marketed towards women cost more than comparable male products of the same quality. Many people are unaware or uneducated regarding the reasoning and persistence of this tax within society so therefore it is branded as a hidden tax. The pink tax is understood as the extra tax that women must pay within their daily lives as they consume products that are necessary in pursuance of society, seeing them as appealing and feminine. The goal is to regulate unjust price discrepancies out of existence. Despite numerous campaigns being created to take a strong stand against the pink tax, we have seen no sufficient progress or change. Women already earn less income, why should they pay more for equivalent products and services? Many women who are aware of the pink tax have simply begun buying products targeted to the male gender, but this is not a true solution. What can your country do to put an end to the pink tax? What steps can we take to ensure gender equality in contemporary society? How can your nation prevent gender-based price discrimination?

As pink has been outwardly regarded in society as the colour of femininity, most of these products consist of pink packaging or 'feminine' detailing and features. From the branding and marketing ploys of large corporations that continue to project gender expectations on all ages, to societal pressures on women to uphold certain physical characteristics in fear of the possibility of judgement, societal structures and norms are a huge contributing factor of this commonly accepted discrimination. Specific laws and trade policies, beginning with the importing of products from abroad, can also be blamed for the continuing economic strain and disparity for female consumers. The pink tax can be measured in terms of how much more money it is forcing a woman to spend if she chooses to buy products specifically targeted toward the needs of the female gender. These everyday items can include clothes, office supplies, self-care products or services such as hairdressing or dry cleaning. For example, women pay approximately 35% more than men for body wash, 10% more for deodorant, 59% more for facial moisturiser and 78% more for razors.

The pink tax can be understood as a selective consumption tax as it targets specific goods and services which allows and cultivates the placement of a discriminatory effect on a certain portion of the population. As the pink tax's validity has been proven, it is therefore regularly known that women are often pushed into purchasing products that are targeted to their gender. In doing so, female consumers end up paying far more for goods and services than those targeted to men. While the persistence of the pink tax has root in societal and cultural norms, it is businesses which are directly passing on the economic disparity to consumers. Brands are seizing the opportunity to overprice female products in a continuation of what has now been contrived as a norm of female consumption. Brands may want to charge more for comparable male products but realise that men simply will not pay.

Society has slowly created deep inherent biases that convince women such products are necessary, thus compelling women to be less price sensitive than men. Product differentiation is a common marketing strategy that sellers use when advertising their goods or services to a particular target market. In order to make such a distinction, the altering of a product, packaging and/or color will ultimately increase the cost of production. The choice to distinguish packaging amongst comparable items to target different genders through cultural stereotypes would increase the cost. This, as well as expectations from the media, are teaching women from an early age to believe that their natural appearance will not be good enough and the only way to be accepted is to purchase these pink products branded to them which goes hand in hand with gender pricing. The pink tax causes the creation of an unfair financial burden on women, as they end up spending more money on essential items and services compared to men. It affects women throughout their entire lives and yet it is so often ignored and viewed as a cultural norm.