



United Nations  
Entity for Gender  
Equality and the  
Empowerment of  
Women  
(UN WOMEN)



# Topic:

# Analyzing the Impact of ‘Pink taxes’ on Gender Equality and Women Economic

**Committee:** UN Women

**Topic:** Analyzing the impact of ‘Pink Taxes’ on Gender Equality and Women Economic Empowerment.

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## **I. Quorum**

- Argentina	-Ireland	-Singapore
-Australia	-Israel	-South Africa
-Brazil	-Italy	-Spain
-Canada	-Japan	-Sweden
-Chile	-Malaysia	-United Kingdom
-Finland	-Mexico	-United States
-France	-Netherlands	
-Germany	-New Zealand	
-Greece	-Philippines	
-India	-Portugal	

## **II. Committee Background**

The United Nations Entity for Gender Equality and the Empowerment of Women, known as UN Women, was established on July 2, 2010, as a result of the need for the same rights, many protests, and to accelerate progress on meeting their needs worldwide. This was created to promote gender equality and to increase leadership and participation in all areas for women regardless of their gender. Gender equality is one of the 17 sustainable goals that the committee is trying to solve before 2030.

The UN Women plays an important role in the UN, it supports countries around the world by working with governments and civil society to create laws, policies, programmes, and services needed to make sure that the standards are effectively implemented and that they truly benefit women and girls around the world.



UN Women has been implementing a wide variety of initiatives and programs focusing on achieving its strategic priorities. These include campaigns to end violence against women, initiatives to increase women's economic status, and programs to support women's leadership in peace and security.

### **III. History of Topic**

First, I would like for you to know what a 'Pink Tax' is. The pink tax isn't an actual government tax, it refers to discriminatory pricing that raises the cost of products aimed at women. Normally, the products associated with women's hygiene tend to be overpriced compared to the ones for men. This doesn't only apply to personal hygiene products, it also applies to health care services, toys, clothing, beauty services, and others. Although the price difference between the products for men and women may seem small, it sums up for those who use various women's items, especially for those countries who suffer economically. This makes the pink tax not only unfair but also frustrating and emphasizes the importance of fair pricing.

This may not seem like a big problem, but actually many countries have actually tried to remove the pink tax, such as the United States, the United Kingdom, Australia, Canada, and France. They have done campaigns trying to stop this problem. Also, they have started groups to educate consumers about the pink tax, making them more aware of the pricings, and various organizations have used social media to raise awareness about the pink tax, encouraging women to speak out about the unfair pricing.

According to a report made by the New York City Department of Consumer Protection, the average price of women's products is 7% higher than men's. Nowadays, in NYC, if you see price discrimination, you can report it to the local government. The pink tax has serious economic effects that many people might not realize. Women already make less money than men do, and the pink tax that is the extra costs make it harder for them to be financially good. If every product were priced the same, that extra money could be used for other important things.

The financial impact of the pink tax has been tested by research, which also shows how it affects women's lives. According to the National Centre of Economic research, these high prices can also result in women paying almost \$1,300 more annually just because of the pink tax.



#### **IV. Topic Information**

The pink tax is still one of the biggest global issues, though a lot of people know about it. As I mentioned before, women spend 7% more than men on day-to-day products, proving that they are still willing to pay the unfair price difference. This difference is between 10% and 20%.

Although some countries have started to try to solve the pink tax, these efforts are minimal. For example, New York has implemented policies that enable customers to report price discrimination affecting responsible companies. But those measures are not the perfect solution. There are no national laws or regulations to end the pink tax. Other countries have also tried to deal with the problem; the UK and Australia have recognized the problem through public awareness campaigns.

Despite all the challenges, organizations like UN Women keep raising attention to the effects pink taxes have to promote economic empowerment and gender equality. UN women have made gender equality a priority because of financial differences like the pink tax, which prevents women's ability to ensure economic independence and empowerment. The committee has a lot of international campaigns to deal with the problem and try to force legislative changes that would ensure fair and equal prices for men and women.

To address this issue globally, UN Women has marked the need for comprehensive legal frameworks. Even though local organizations in some countries have called for pricing transparency and equal treatment for female consumers. For example, in countries of the Middle East and South Asia where gender inequality is high, women may pay up to 20% more for products. These not only affirm gender stereotypes but also keep women from becoming economically empowered by bringing the price of necessities.



## **V. Current Issues**

### **France:**

In 2014, France implemented some laws promoting price transparency, making businesses justify any gender based price differences. Also, the country has implemented gender equality laws that include inspections on the gender pay gap and gendered pricing. Government campaigns have also been trying to make people notice the pink tax and raise awareness among them, encouraging them to avoid products with discriminatory pricing while they try to regulate the prices.

All the work they have done and keep doing has worked; prices have been reduced to equal of men, especially in personal care items. And the more people know about it, the more the campaigns grow, and the pink tax decreases.

### **United States:**

In recent years, more women from the United States have been paying attention or being more interested in the pink tax. At the start of 2024, several states, like Kentucky, Missouri, South Carolina, and many more, started to take actions on trying to remove this gender based discrimination. This led the United States Congress to start a move to end pink taxes.

On June 7, 2024, the legislation proposed to eliminate pink taxes on South Carolina, which was the only one that succeeded. But also, many cities and states like Florida, California, and New York have already authorized laws that prohibit gender-based price discrimination, showing a strong push toward economic equality for women across the country.

### **Canada:**

Canada has been taking effective steps in the pink tax issue by putting pressure on the government on gender based issues, and it has resulted in positive ways. In 2017, Ontario posted a review on gender based pricing, which made a lot of people know about this issue. Also, in 2018, the Pay Equity Act required federally regulated employers to ensure equal pay for equal work, helping them to get fair payments.



While these efforts have raised awareness and encouraged businesses to adjust their prices and remove their pink taxes, there is still no national law that says they will be banning gender based pricing.

In December 2023, Canada made another important step to support all of those women who suffer from a low economy, requiring that free menstrual products be available at federal workplaces across the country.

Despite these efforts, women continue to suffer from the financial problem of the pink tax.

### **Australia:**

In Australia, women pay more for health care than men do. The government is already taking its place in helping women with their advocacy groups. Organizations have called for the removal of gender based price differences, and some companies have taken steps to eliminate the pricing difference. Although progress is slow, these efforts take time and will have greater economic equality impacts for women in Australia.

## **VI. UN Actions**

UN Women is a committee that specializes in four main areas: promoting women's leadership and political participation, empowering women economically, ending violence against women, and supporting women's full and equal participation in peace processes and security efforts. The UN has become aware of the situation of the gender pay gaps and the low payments for women. The UN has called on countries to get rid of the pink tax so that women can have the same economic opportunities.

The UN has started advocacy and awareness campaigns to promote the understanding of how the pink tax unfairly increases costs for women through public campaigns, discussions, and publications. The UN Women also shares research on the pink tax to show the economic impact of the pink tax. They have collaborated with the government to try to remove the taxes on essential products.

The UN Women wants governments and businesses to help women stay in their jobs and have a fair chance to succeed. This means making workplaces better for women by solving issues like unequal pay, lack of childcare, or unfair treatment. They also want



more women in leadership roles so that both men and women are equally represented in important decisions.

## VII. Conclusion

In conclusion, the pink tax is a serious issue that continues to affect women around the world. It refers to the unfair price differences that make products marketed to women more expensive than those for men, even when the things are similar.

Although some countries like France, the U.S., Canada, and Australia have tried to solve this problem, progress has been slow. Some countries have passed laws or started awareness campaigns, but there's still no worldwide solution to eliminate the pink tax. UN women are very important since they have been trying to help women by encouraging governments and businesses to make changes.

The pink tax shows a big issue of gender inequality, where women already deal with some challenges like low payments and fewer opportunities for economic empowerment.

## VIII. Guiding Questions

1. Does your country suffer from pink taxes?
2. How is your country fighting this issue?
3. Is the UN doing something to help your country?
4. What does your country think is the best thing to do to solve the issue?
5. What other organizations are helping this issue worldwide?

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