

**Question for written answer
to the Commission**

Rule 138

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Subject: Pink tax

International studies highlight that women and girls have to pay more than men do for the same products. Prices for the female version of a hygiene, cosmetic and personal care product are higher than the version of the male counterpart. Despite the gender pay gap and the subsequent fact that women still earn less than men, women and girls are subject pay an unjustified 'pink' tax.

A study in the US found out that women could spend up to \$1,400 a year more than men because of these price differences. This has also contributed to the rise of gender marketing, which refers to the segmented marketing of similar products depending on the buyer's gender.

1. Is the Commission aware of the pink tax and gender marketing in the EU?
2. Is the Commission planning to develop additional instruments to remedy the unfair price discrimination against women and girls?
3. Does the Commission plan to conduct a study on the pink tax and the impact it has on the economic position of women, which is already negatively affected by the considerable gender wage gap?