

Pink Tax

International community debates around Pink Tax

By Juan Andrés Paz Feb 18, 2023, 12:00 pmCOL



https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.diariojuridico.com%2Fmexico-el-pink-tax-y-el-abuso-contra-las-mujeres-consumidoras%2F&psig=AOvVaw17FJZnEm1I3angqRF24IHx&ust=1676825781389000&source=images&cd=vfe&ved=0CB_AQjRxqFwoTCIDppPvEn_0CFQAAAAAdAAAAABAE

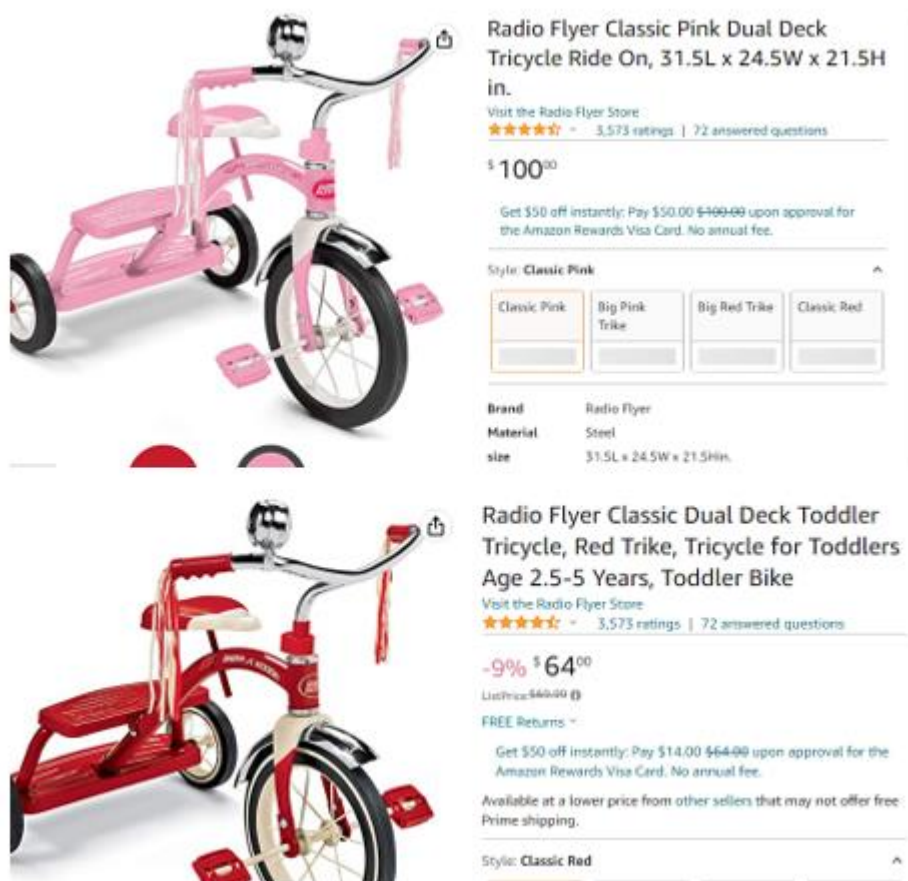
In a society that is governed by the market that initially arises as a necessity for everyone that has become a luxury, the big brands always try to get the greatest positive balance in profits from their products, thus taking advantage of a community of context to do so. Although the name is pink tax, this is not literally a tax established by the state, it is called that because it is an economical addition that is added to products called feminine or with a pink connotation. This added value can not only be interpreted as a result of inequality, but also implies the idea that it is more expensive to live as a woman than to live as a man.

Being born a woman makes life more expensive. This type of added value is found to a large extent in hygiene products because they are the easiest to differentiate which gender, they are aimed at; however, this added value is also present in different products, such as toys. The company interprets these pink products as being aimed at girls, and the price changes markedly depending on the gender the product is aimed at, being the female gender gradually affected.

The pink tax's very beginning was in 1991 According to a survey by California's Assembly Office of Research, 64% of retailers in various large cities paid more to wash and dry-clean a woman's blouse than a man's button-up shirt. The issue attracted widespread notice and had since sparked several attempts to enact legislation to abolish the pink tax. While the above is true, it is just the icing on the cake on this whole issue. Although it is formally said that this phenomenon began in 1991, it all goes back to a supposed image of inferiority that patriarchal society saw during the 20th century and that gradually disappeared but affected and continues to affect hundreds of women. Certain companies saw an opportunity to take advantage of a genre that only for that century had achieved the right to vote and seized their opportunity to increase prices in a completely irrational way. Although the disproportionate price difference between men and women is serious, the problem is not really an economic issue, since the pink tax is a feminist analogy that is used to refer to and demonstrate the gender inequality that has always been suffered, gender inequality that is obvious. in the great inequality of prices between the products of men and women. Price inequality continues to be a material value, however the root and the reason why it arises derives from various historical contexts where women have been unfairly seen as the weaker sex, the pink tax is just one example of this.



Statistics provided by the New York City Department of Consumer Affairs (DCA) reflect just how concerning this situation is becoming. The price of razor blades for women is 15% higher than the ones for men. In children's tricycles and skateboards the difference is usually around 50% increase for women.



Amazon.com: Radio Flyer Triciclo Rojo Clásico Con Doble Plataforma ... (n.d.). Retrieved January 20, 2023, from

<https://www.amazon.com/-/es/Radio-Flyer-Triciclo-cl%C3%A1sico-plataforma/dp/B01LYN03NM>

During Saturday's session in the women's commission, this controversial issue was raised. After extensive debate sessions it was found that the differences were not many. Although in terms of theory, various delegations such as China or the United States found that States were dismayed by this phenomenon, however, in practice their respective countries have a worrying situation regarding this phenomenon.

U.S: Currently, of the 50 states in its territory, 22 are free of the pink tax while the other 28 do have it.

China: In China the situation is more than peculiar, women's products fall into the category of "consuming" and are taxed at 13%. This becomes quite peculiar because products like cigarettes are considered in the same category as women's products, cigarettes and women's products are taxed at the same parameters in China.

Finally, in this problem the intention stands out but not the action.

Key words:

Economic additions,

Gender inequality,

Taxes.

