

# The Pink Tax

What is it and why does it exist?

**Kanagawa Gakuen Junior & Senior High School**

# Pink Tax Definition

Often, products marketed to women cost more than the same ones for men. This gender-based price discrepancy is known as the pink tax.

Women often pay more than men do just because they're women.

# From Cradle to Cane: The C♀ost of Being a Female C♀onsumer

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A Study of Gender Pricing in New York City



# THE PINK TAX

## WHAT COSTS MORE FOR WOMEN?



13% more for personal care products



8% more for adult clothing



7% more for toys and accessories



4% more for children's clothing



**A gender stereotype is a generalized view or preconception about attributes or characteristics, or the roles that are or ought to be possessed by, or performed by, women and men.**

**ohchr.org**

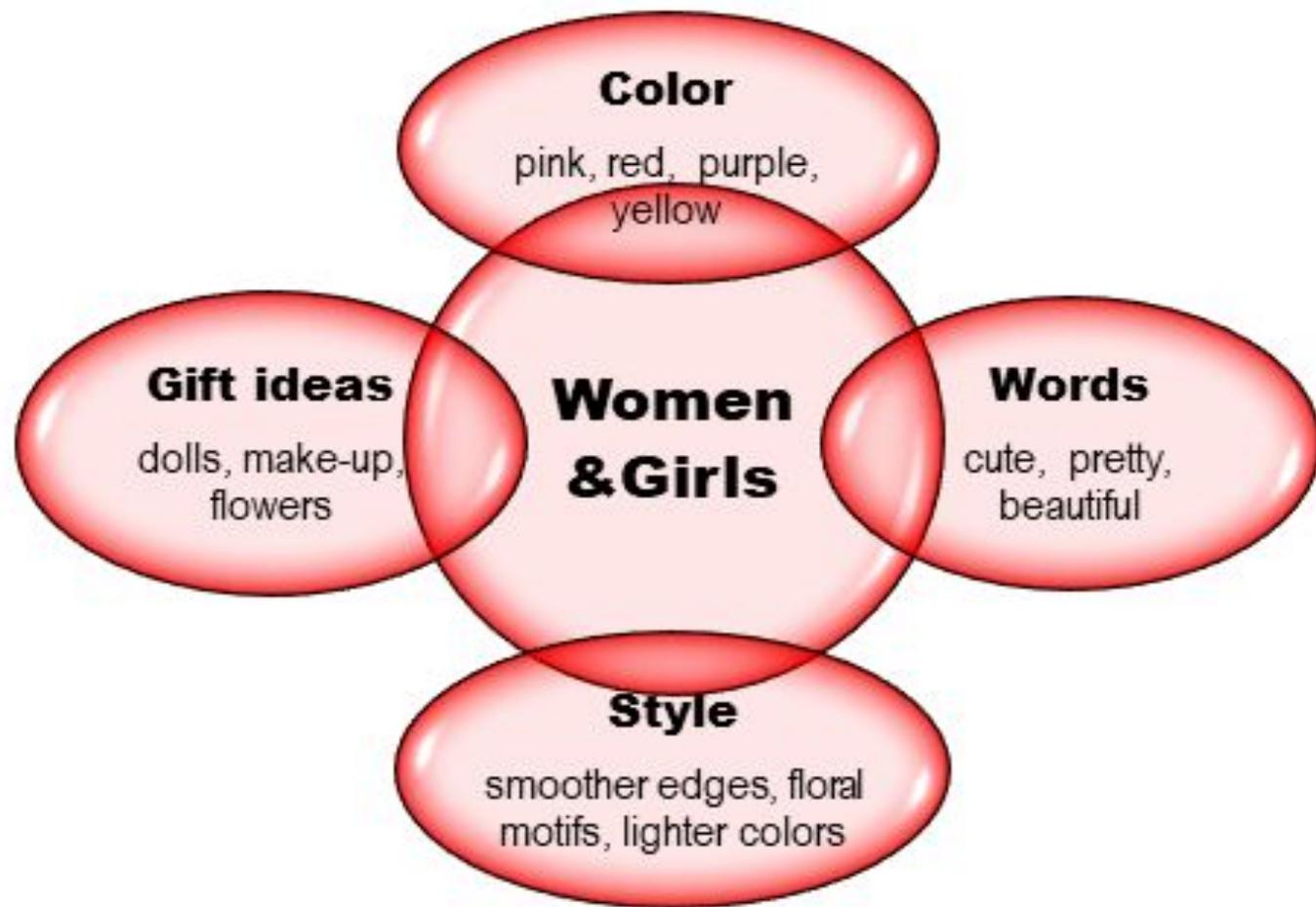
**Questionnaire:**

1. What colors do you associate with boys? Male / Female Age (+5 +10 +20 +30 +40) +50 +60 +70
2. What colors do you associate with girls? blue, black
3. What colors do you think are gender neutral? pink, black
4. Three words you would use to describe a girl? white, brown
5. Three words you would use to describe a boy? pretty, beautiful, smart
6. Does this lettering appeal to girls, boys, or is it gender neutral? brave, gentle, ambitious

**Font Choices**

- Arial
- Blackjack
- Bernhard
- Bodoni
- Bookman Old Style
- CASTELLAR
- Cool Dots
- COPPERPLATE
- Curlz
- Della
- Elastic
- girls are weird
- Freehand
- Kristen
- LEMONAID
- English Press GN
- Fabulous
- TANGERINE
- Sweetheart
- Scrap
- Print Clearly GN
- Scrap Rhapsody GN
- Dinko
- Grenouville
- Kayleigh
- my Sexy
- Lucida Bright
- Idolwild
- Inspiration GN





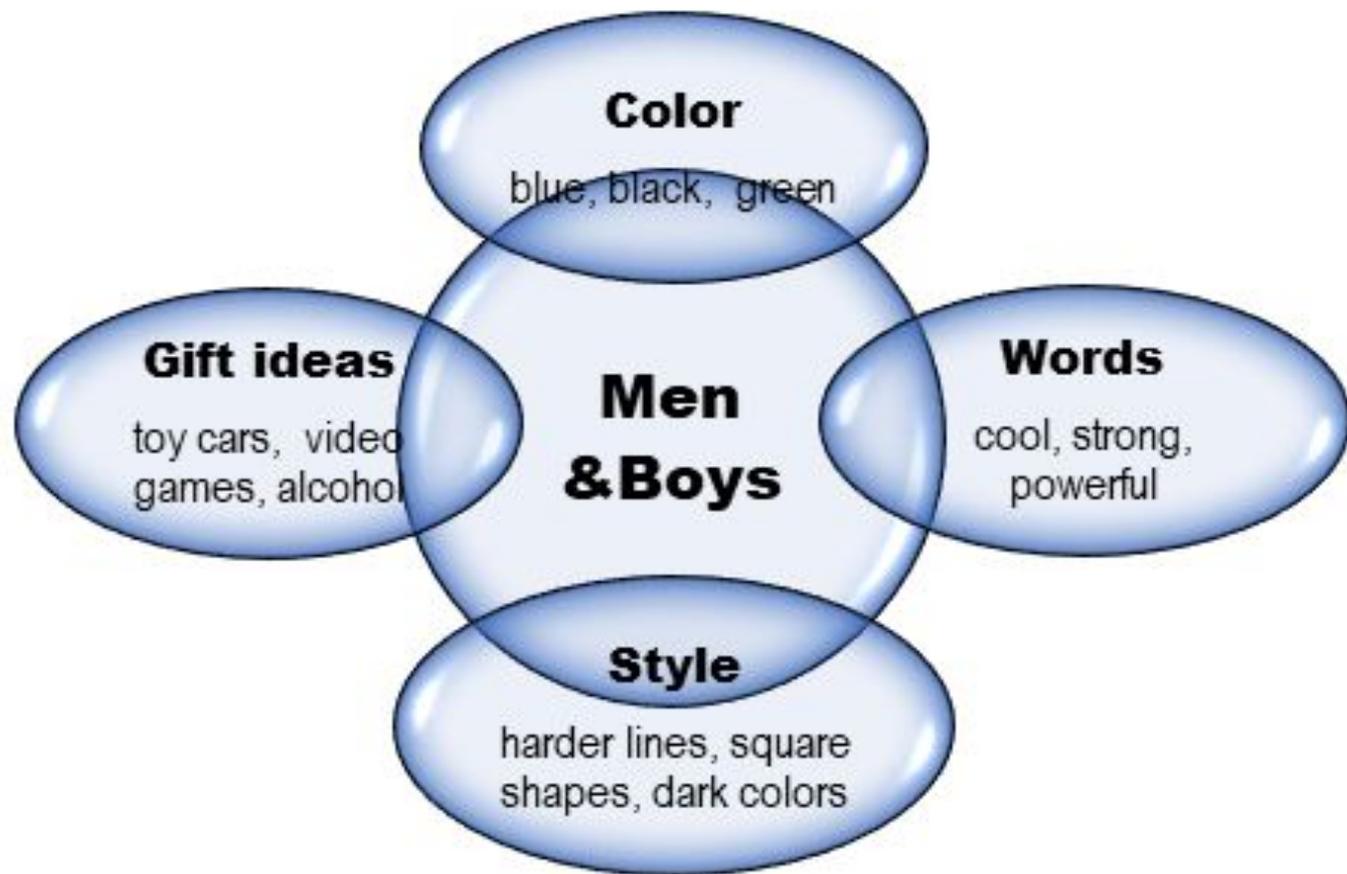
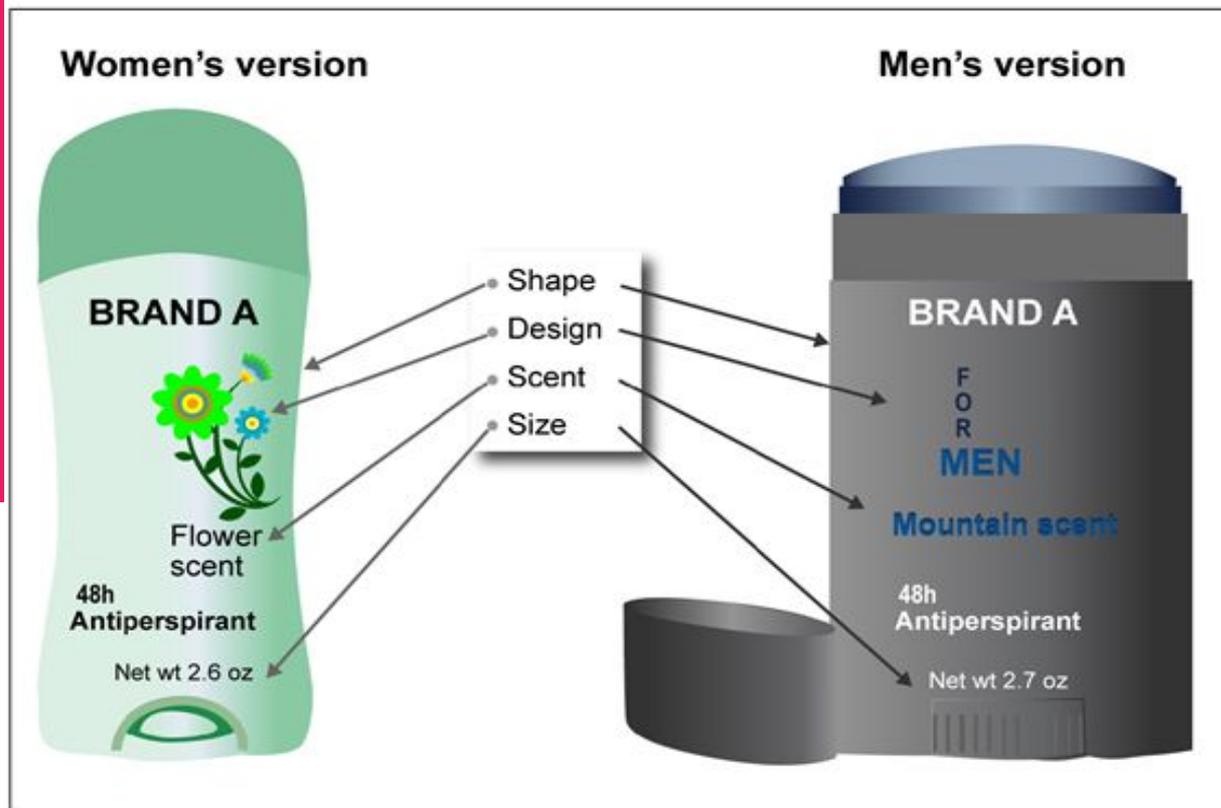


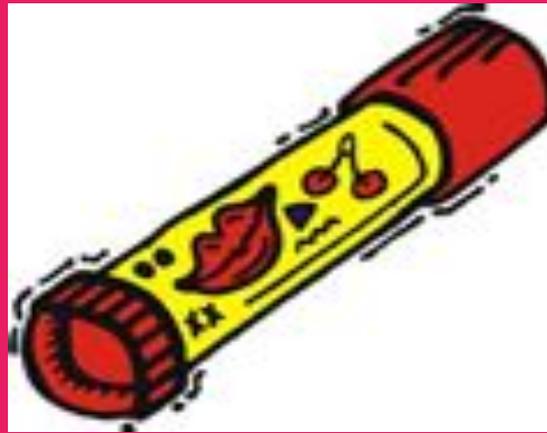
Figure 1: Illustrative Example of Similar Products Differentiated to Appeal to Men and Women



¥ 1,800



¥ 1,900



¥ 198



¥ 138

Women pay more.



¥ 1,400



¥ 1,580



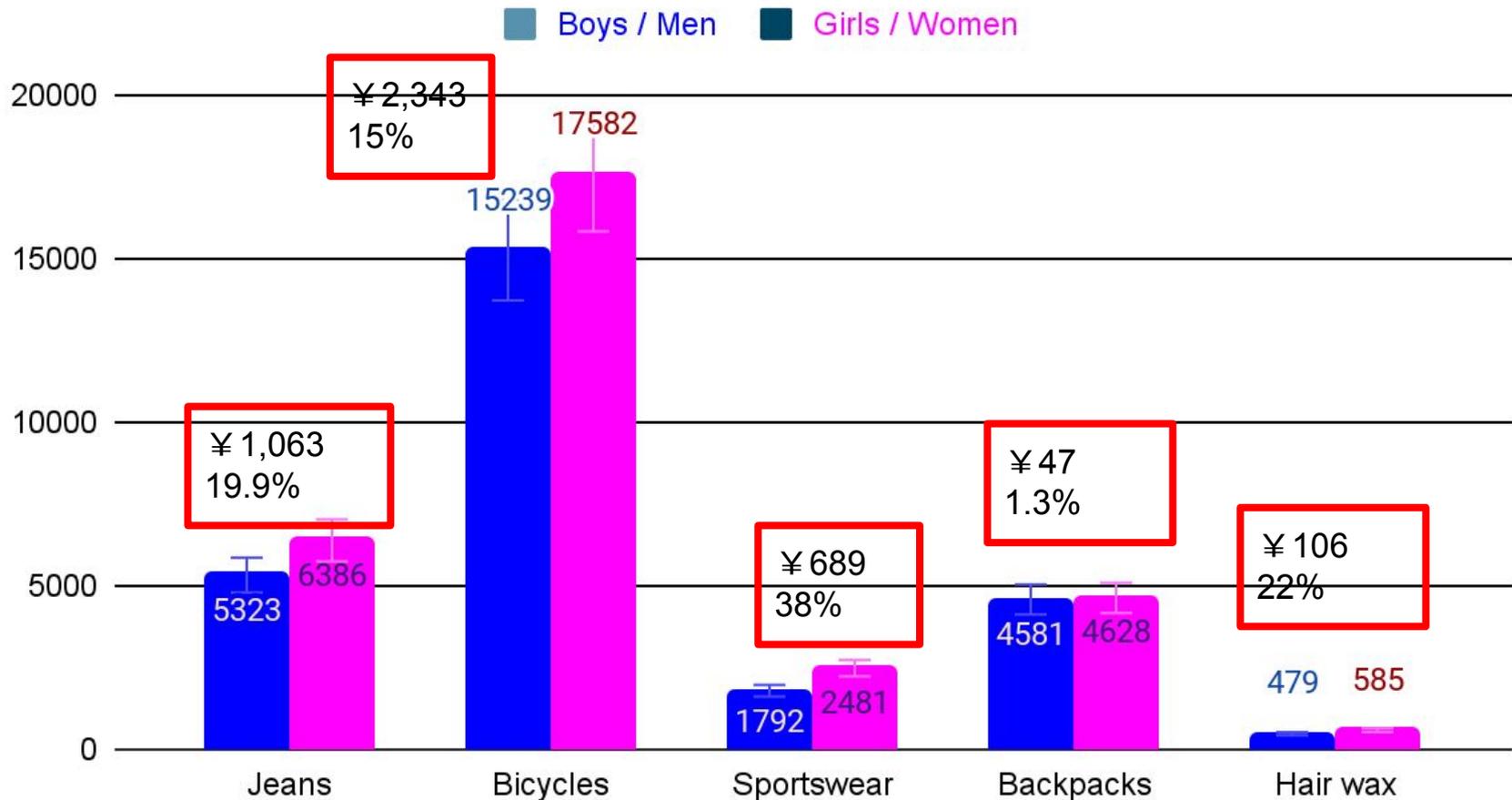
¥ 4,510



¥ 4,580



# The Difference in Price of Gendered Products



# Why are many of us still unaware of the pink tax?

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- We focus only on what we want or need.
- We accept gender binary stereotypes.
- We shop in segregated shops and aisles.
- We try to justify any price differences we may notice.

# What's the solution?

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- We need to ask companies to provide more gender-neutral options.
- In shops, don't segregate and separate products.
- Put male and female versions of products together on a shelf.
- Let's start a grassroots campaign! Talk to friends and family.
- Use social media to inform others of price differences.
- Start pressuring companies to change their ways of thinking.
- Educate yourself.

# Knowledge is Power

