

Pink Tax

September 15, 2025 • vajiramandravi.com



Pink Tax Latest News

While there are no specific laws in India to address the issue of Pink Tax, the National Consumer Disputes Redressal Commission ruled that companies must follow fair pricing policies and avoid gender-based price discrimination.

About Pink Tax

- The Pink tax is **neither a real tax nor is it a government-imposed fee.**
- It is a term used to **describe the extra cost** that some **companies charge for products marketed to women compared to similar products marketed to men.**
- This means **women** might **end up spending more money for the same product** that men get for less.
- **When companies charge more for pink (female) products** compared to blue (male) versions, the **extra revenue does not go to the government but benefits the companies** themselves.
- Pink toys, haircuts, dry cleaning, razors, shampoos, body lotions, deodorants, facial care, skincare items, beauty care, clothing, T-shirts, jeans, salon services ,etc. suffer the tax.
- The term “Pink Tax” is believed to have **originated in the U.S. in California in 1994.**

- It emerged following the realisation that brands in various cities consistently charged women higher prices for goods and services than men.
- As per a study done in the U.S., personal care products targeting women were 13% costlier than men's. Further, women's accessories and adult clothing were 7% and 8% more expensive.

Pink Tax in India

- The "pink tax" is **not prohibited by law in India**, and there are **no set government regulations** on this pricing practice.
- **Female-targeted goods and services prices are determined based on market dynamics and demand.**
- While there is limited research on the pink tax in India, surveys indicate price variations between products for women and men.
- While there are no specific laws in India to address the issue of Pink Tax, the **National Consumer Disputes Redressal Commission ruled** that **companies must follow fair pricing policies and avoid gender-based price discrimination.**

Source: **TH**

Source: <https://vajiramandravi.com/current-affairs/pink-tax/>

© Vajiram & Ravi. For personal use only.