

**Question for written answer E-001742/2016
to the Commission**

Rule 130

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Subject: The problem of 'gender pricing'

Recent research conducted by the Times newspaper showed that similar items marketed at women were 37 % more expensive than those marketed at men.

On the face of it, manufacturers appear to be making the choice to impose a greater financial burden on women, who are already penalised by the 16 % gender pay gap and 39 % gender pensions gap across the EU.

If there is no discernible difference between the products, this raises the question as to why they are being presented as suitable for only one gender. Misleading people in this way is a matter of both gender equality and consumer protection.

What, if anything, is the Commission doing to investigate this practice?

What action is being taken to root out such unfair and potentially discriminatory practices?