

Men's version of almost everything is cheaper

By Danielle Paquette, Washington Post

Radio Flyer sells a red scooter for boys and a pink scooter for girls. Both feature plastic handlebars, three wheels and a foot brake. Both weigh about five pounds.

The only significant difference is the price, a new report reveals. Target listed one for \$24.99 and the other for \$49.99.

The scooters' price gap isn't an anomaly. The New York City Department of Consumer Affairs compared nearly 800 products with female and male versions – meaning they were practically identical except for the gender-specific packaging – and uncovered a persistent surcharge for one of the sexes. Controlling for quality, items marketed to girls and women cost an average 7 percent more than similar products aimed at boys and men.

When asked about the price differences of other gendered toys – like the Raskullz shark helmet (\$14.99) and the Raskullz unicorn helmet (\$27.99) or the Playmobil pirate ship (\$24.99) and the Playmobil fairy queen ship (\$37.99) – the representative pointed to a company statement, declining to elaborate: “Our competitive shop process ensures that we are competitively priced in local markets. A difference in price can be related to production costs or other factors.”

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