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Answer given by Ms Lahbib
on behalf of the European Commission
(2.5.2025)

Article 4 (1)(a) of Directive 2004/113/EC¹ implementing the principle of equal treatment between men and women in the access to and supply of goods and services prohibits direct and indirect discrimination on grounds of sex, meaning that men and women are to be treated equally in comparable situations, including as consumers. Member States have an important role in implementing this provision, as gender-based pricing might differ across Member States.

This legislation prohibits discrimination in access to goods, and the Commission monitors the correct application and enforcement of the existing EU legislation on gender equality in Member States and supports them in the proper implementation of existing rules.

As regards possible future actions, with the implementation period of the current Gender Equality Strategy 2020-2025² ending this year, the Commission has launched preparatory work towards a new Gender Equality Strategy post 2025. This includes several studies by networks of gender equality experts, the Organisation for Economic Co-operation and Development, and dedicated input from the European Institute for Gender Equality, having in mind also assessment of existing gaps. Furthermore, an open public consultation will be launched in spring 2025. The next strategy will be prepared taking into account the results of this broad consultation.

¹ OJ L 373, 21.12.2004, p. 37–43.

² COM(2020) 152 final of 5 March 2020.