

Press Note

8 March 2020

About us

The Consumer Unity and Trust Society (CUTS) International, Lusaka is an NGO that was established in 2000 to function as a center for research, advocacy and networking on issues of trade and development, economic governance and consumer welfare.

The mission of the center is to function as a resource, co-ordination, as well as networking center, to promote South-South cooperation on trade and development by involving state and non-state actors (NSAs).

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THANK YOU!

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Recognising the Importance of Women as Consumers

In most economies, women spend more time than men making economic decisions for their families ranging from the purchase of consumer goods to services. As such, they hold crucial purchasing power. Through a combination of their buying power and influence, women also drive 70-80 percent of all consumer purchasing and in most households are responsible for the lion's share of grocery shopping and meal preparation.

As we recognise the importance of women as consumers it is important that manufacturers, producers and other service providers apply a gender lens in their provision of goods and services to women. In order to do so important to ensure there are women in key sales and marketing roles. If we are designing products and services where women are the primary consumers, it follows that we have women in the design and development of products.

It is also important for the government to ensure use of a gender lens in all its activities. Specifically we recognize that women are the primary users of health care services therefore there is a need for us to be deliberate in ensuring cheaper & efficient service delivery in the health sector. We therefore urge the government to reaffirm its decision on the distribution of necessities such as sanitary towels in schools and consider revising taxation on these products in order to make them more accessible and affordable to all women.

This year's theme for International Women's Day (8 March) is, "I am Generation Equality: Realizing Women's Rights". The Generation Equality campaign brings together people of every gender, age, ethnicity, race, religion and country, to drive actions that will create the gender-equal world we all deserve.

The theme for this year's International Women's Day seeks to draw attention to the idea that each of us should be proponents of gender inequality as it can no longer be viewed as a women's issue, but rather an economic one. It is well understood that gender equality is essential for economies and communities to thrive.

By Mr. Njavwa Simukoko, Communications and Advocacy.