Amka – South African trademarks

Updated 8 November 2026

Amka is a South African manufacturer of personal care and household products, selling under its own range of hair care, skin care and cleaning brands.

How Amka has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#63
largest trademark owner in South Africa (of 121,626)

828
trademarks filed

29
different logos published since 2020

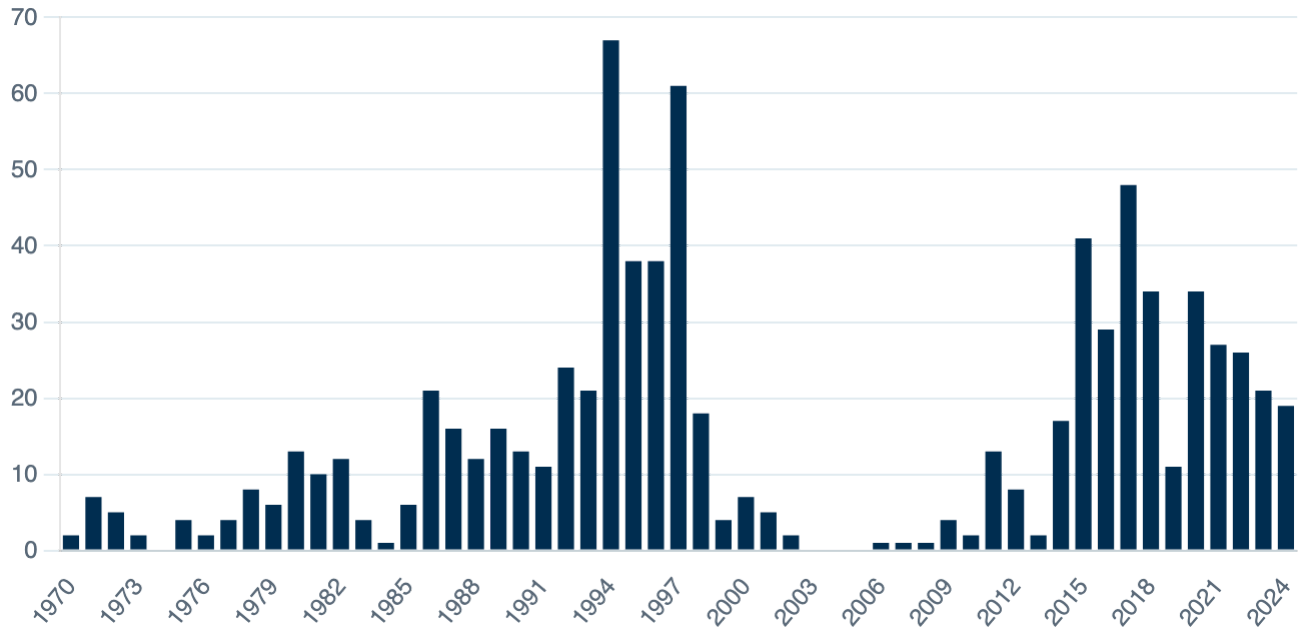
22
of 45 classes used

1918
first trademark filed

249
filed in the last 10 years

A portfolio built over time

Amka filed its first South African trademark in 1918 and has filed 828 since; its busiest year was 1994, with 67 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

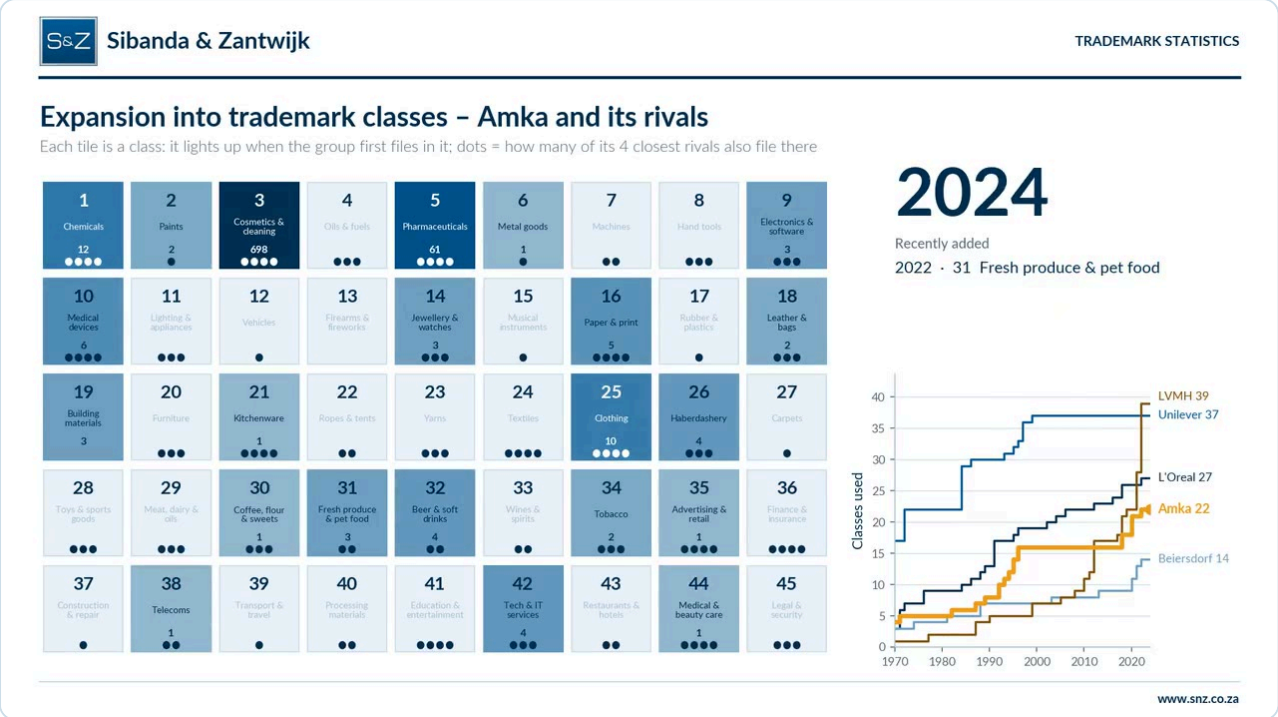
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Amka	910	1918–2024
Amka Brands	86	2006–2024

Where Amka expanded its business

Trademark classes show what a business sells. Amka's portfolio is concentrated in cosmetics & cleaning (class 3), pharmaceuticals (class 5), chemicals (class 1). Its most recent moves were into fresh produce & pet food (2022), medical & beauty care (2020), electronics & software (2020).

Amka trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/amka-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
3 Cosmetics & cleaning	698	84.3%	1918
5 Pharmaceuticals	61	7.4%	1961
1 Chemicals	12	1.4%	1996
25 Clothing	10	1.2%	1969
10 Medical devices	6	0.7%	1993
16 Paper & print	5	0.6%	1995
26 Haberdashery	4	0.5%	1989
42 Tech & IT services	4	0.5%	1982

The brands Amka protects most

The word marks and logo names Amka has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	AMKA	7	5	1987–2015
2	CLERE	7	5	1965–2020
3	GILL	7	2	1961–1995
4	DENTAZYME	6	4	1988–1995
5	VINOLIA	6	4	1918–1995
6	CUTICURA	5	5	1992–2020
7	PLAYGIRL ACCESSORIES, SHOES AND BAGS	5	5	2024–2024
8	SHOWER TO SHOWER	5	2	1969–1989
9	DENTY	4	4	1996–1996
10	MARTINIQUE	4	4	1982–1996
11	DOCTENE	4	2	1971–1975
12	EASY WAVES	4	2	1985–1990
13	Bio-Assist	3	3	2022–2022
14	CELLTONE	3	3	2019–2020
15	CLERE PURE & PROTECT	3	3	2015–2020

Logos filed most often (since 2020)

Playgirl HairDeo

6 filings · 2 classes

Clere ACTIVE

3 filings · 1 class

INCOBRANDS
Creating a better together.

2 filings · 2 classes

Shower to Shower SubZero

2 filings · 1 class

House of Oud

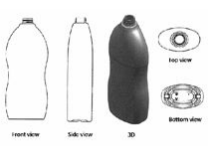
2 filings · 1 class



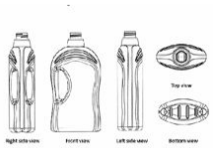
1 filing · 1 class

CHEMICO HEALTH GUARD

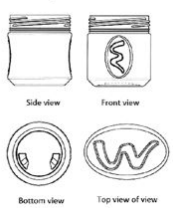
1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Amka's logos

The 29 different logos Amka has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

Playgirl HairDeo

2 classes

INCOBRANDS
Creating a better together.

2 classes

Clere
ACTIVE

1 class

Shower to Shower SubZero

1 class

House of Oud

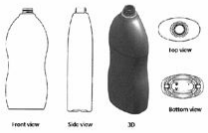
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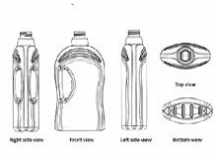
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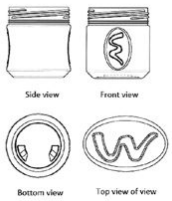
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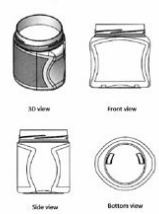
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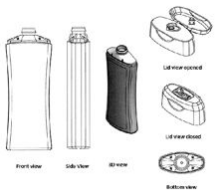
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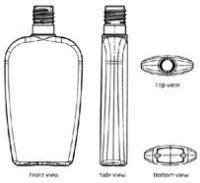
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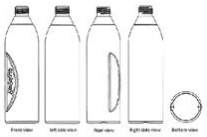
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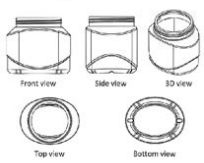
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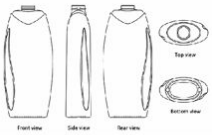
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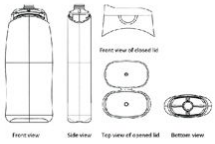
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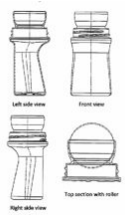
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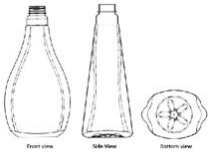
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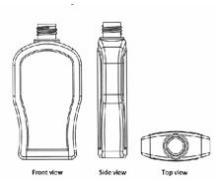
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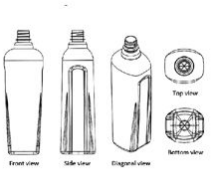
1 class



1 class



1 class



1 class



1 class

Oud Al Habib

1 class



1 class

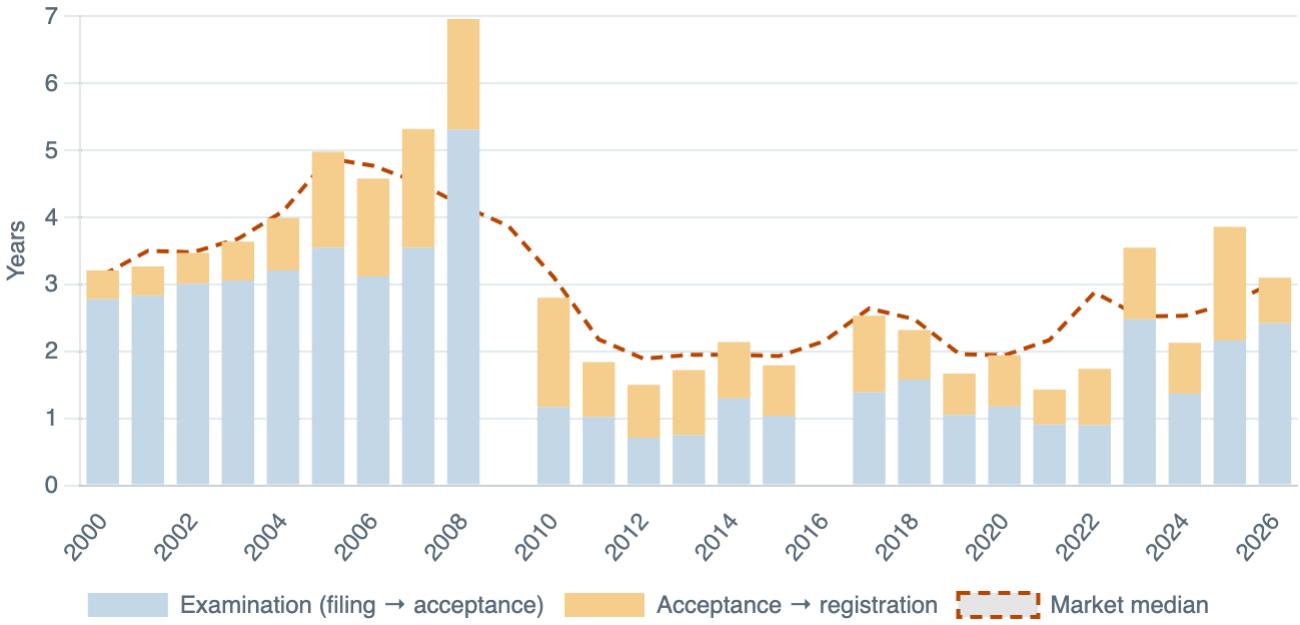
72hr MoistureShield

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Amka's marks took a median of **2.9 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 1.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

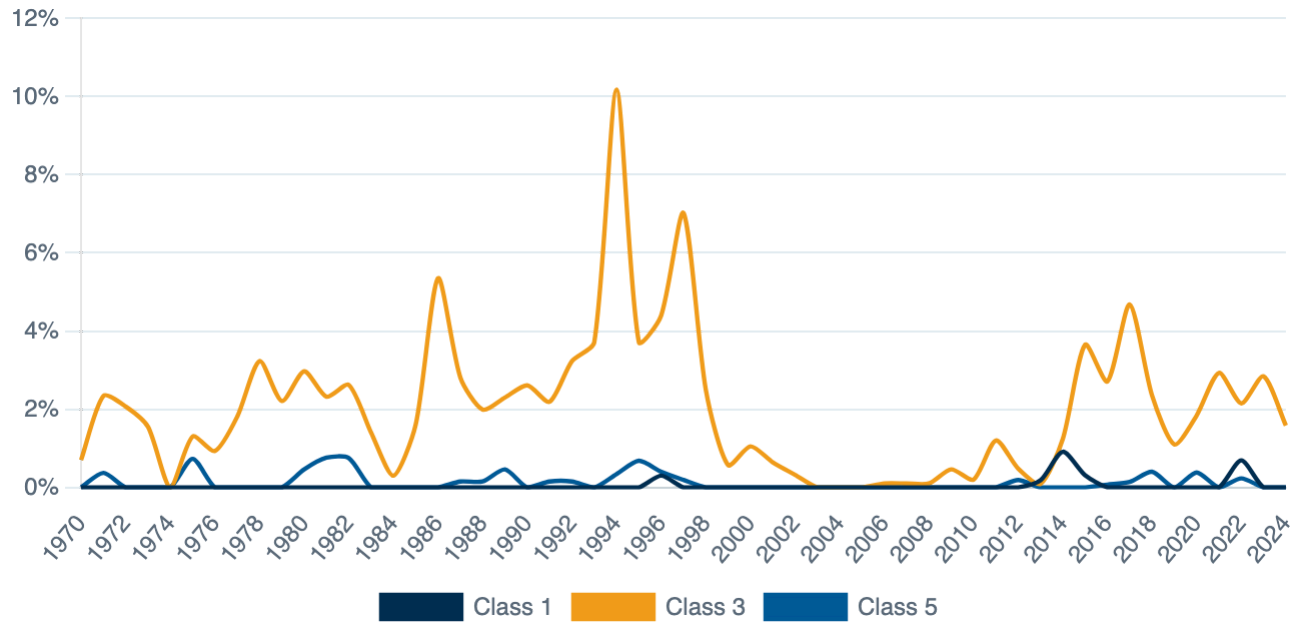


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Amka's classes

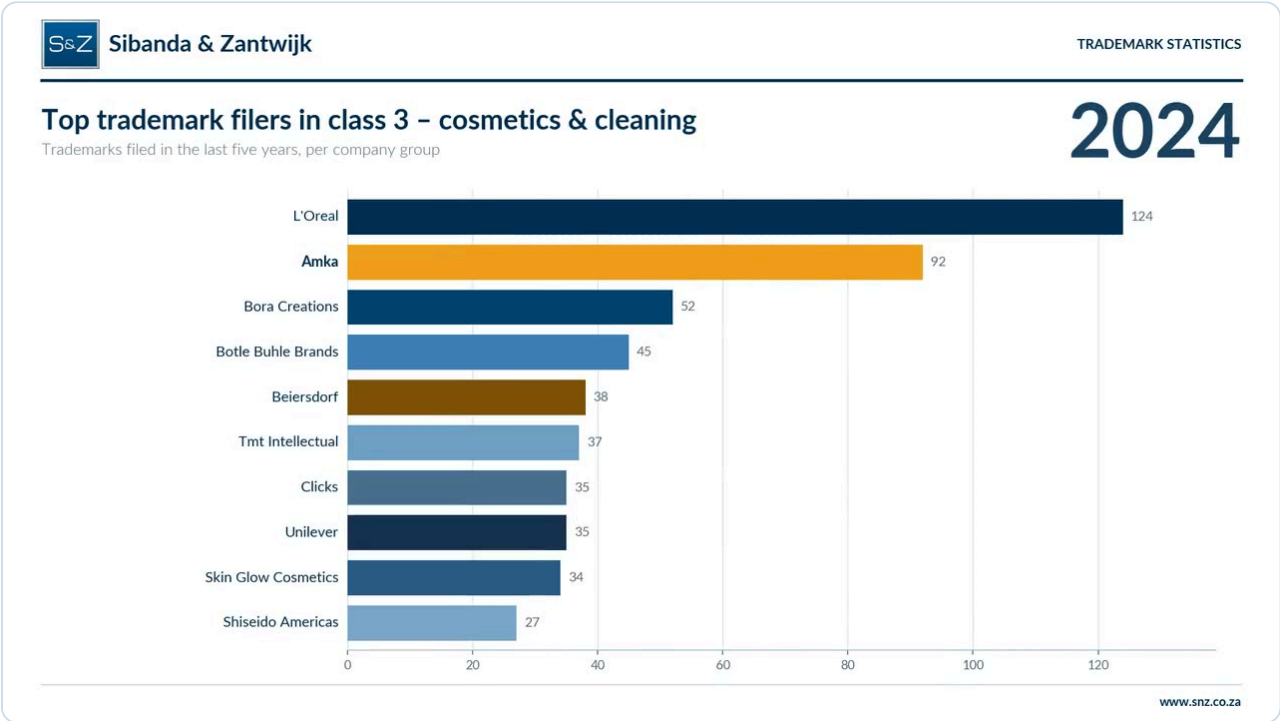
> Ranked by **number of trademarks filed in Amka's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Amka's market position, not who is most like it.

In the last five years, Amka was **#2** of 1,836 filers in class 3 (cosmetics & cleaning), with 92 of 3,958 trademarks; **#104** of 2,050 filers in class 5 (pharmaceuticals), with 9 of 6,111 trademarks; **#155** of 947 filers in class 1 (chemicals), with 3 of 2,054 trademarks.



Amka's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 3 (cosmetics & cleaning), South Africa 1975–2024: Amka



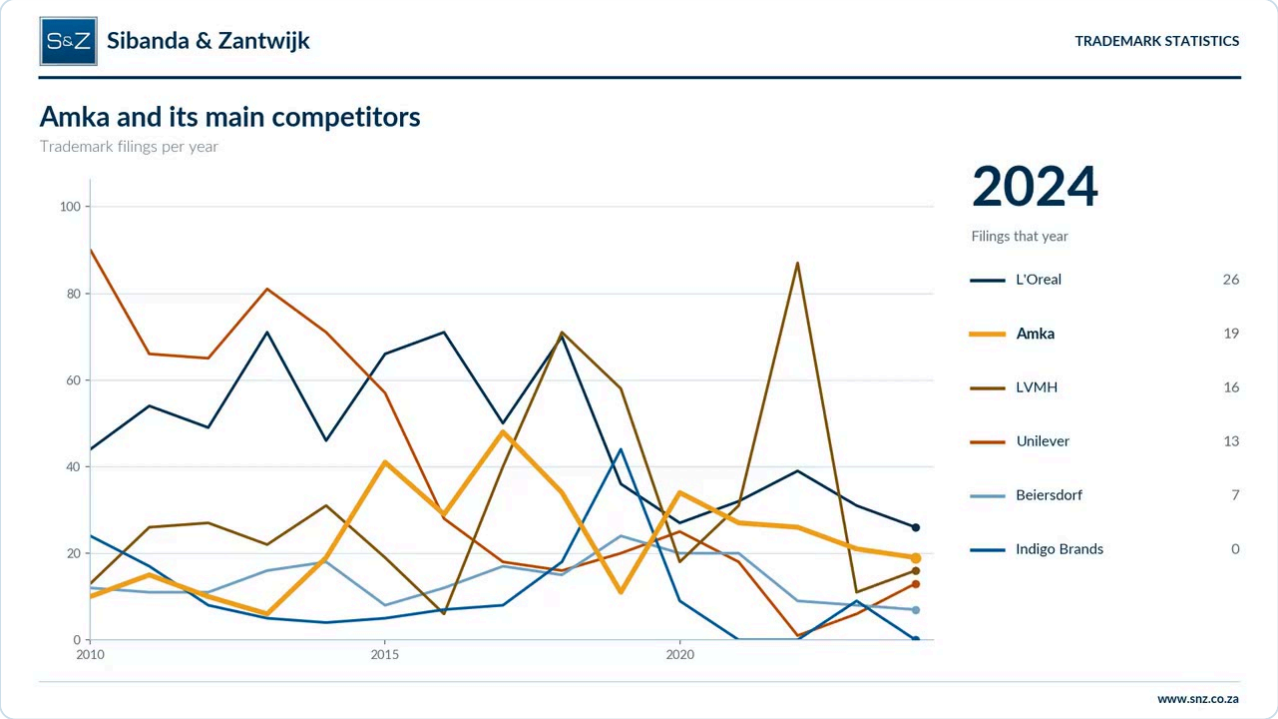
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/amka-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like Amka

> Ranked by **how similar their whole trademark portfolio is to Amka's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Amka's closest competitors in South Africa are L'Oreal, Unilever, Beiersdorf and LVMH.

Amka trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/amka-south-african-trademarks/competitors-video.html

Trademark filings per year: Amka (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	L'Oreal	Direct competitor	100%
2	Unilever	Direct competitor	94%
3	Beiersdorf	Direct competitor	82%
4	LVMH	Direct competitor	80%
5	Indigo Brands	Direct competitor	80%
6	Bora Creations	Direct competitor	80%
7	Clinique Laboratories	Direct competitor	80%
8	Colgate-Palmolive	Direct competitor	80%
9	Make Up Art Cosmetics	Direct competitor	80%
10	Skin Glow Cosmetics	Direct competitor	79%

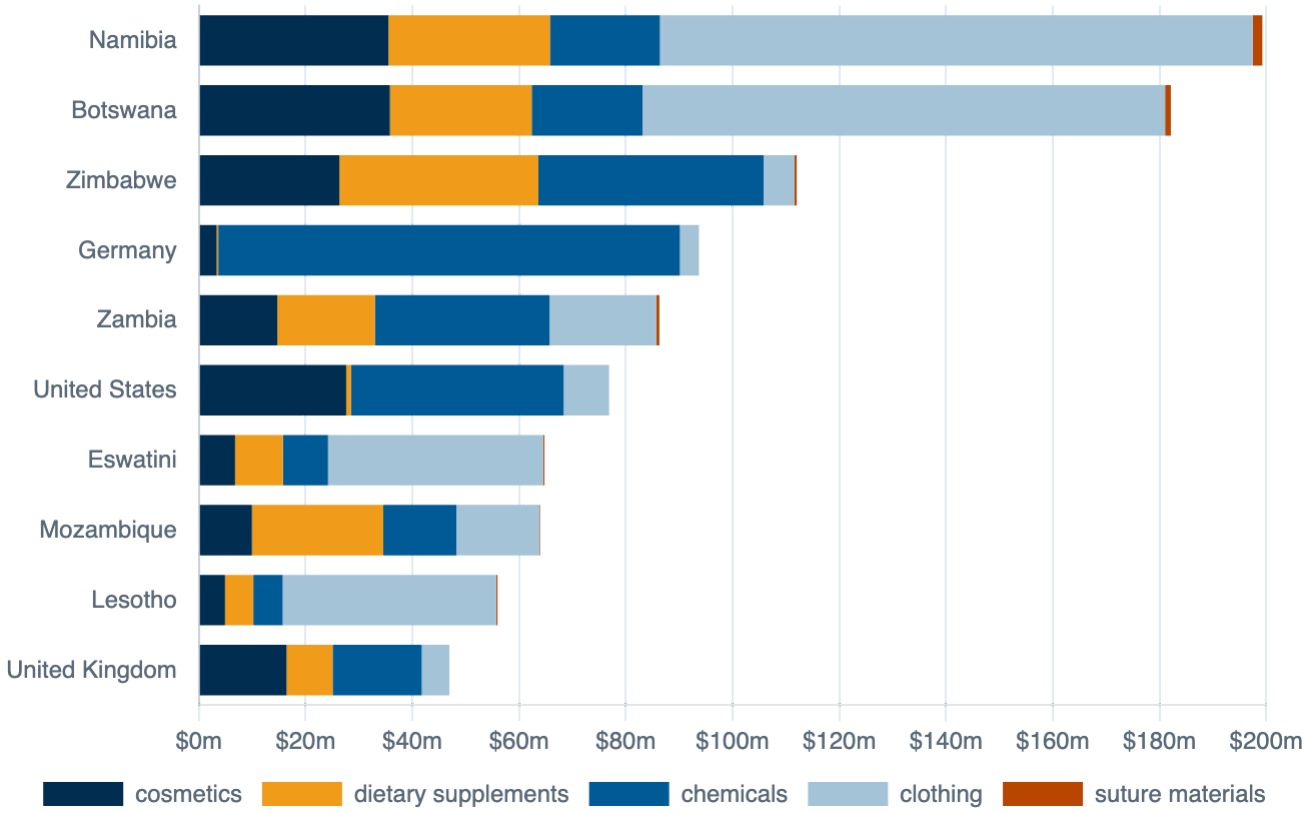
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Amka – relevant export countries

South Africa exported **US$4.7 billion** of the goods Amka's main classes cover in the last year – cosmetics; essential oils; dentifrices; perfumery (class 3); dietary supplements; disinfectants; veterinary preparations; plasters (class 5); chemicals; fertilizers; adhesives; unprocessed plastics (class 1); clothing; footwear; headwear (class 25); suture materials; artificial limbs; surgical; masks (class 10). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Amka's trademarks matter most.

Where South Africa exports Amka's top goods

Amka's trademarks most often cover cosmetics, dietary supplements, chemicals, clothing and suture materials. South Africa's ten largest export markets for these goods took **67%** of its exports of them in 2024.



South Africa's exports of each good to the country in 2024 (US$ million). The goods are the ones Amka's specifications mention most in its main classes; the figures are national exports, not the company's own sales.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	79	US$447 m	-2%	National	US$2,388
2	United States of America	73	US$211 m	-5%	National	US$3,425
3	United Kingdom	68	US$95 m	-6%	National	US$1,371
4	Namibia	64	US$548 m	+13%	ARIPO	US$450
5	Zimbabwe	63	US$475 m	+18%	ARIPO	US$450
6	Japan	63	US$16 m	-6%	National	US$1,774
7	Canada	61	US$14 m	-6%	National	US$2,192
8	Australia	60	US$64 m	-6%	National	US$2,380
9	Switzerland	60	US$9.8 m	+11%	National	US$1,660
10	Botswana	60	US$487 m	-6%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	64	US$548 m	+13%	ARIPO	US$450 S&Z
2	Zimbabwe	63	US$475 m	+18%	ARIPO	US$450 S&Z
3	Botswana	60	US$487 m	-6%	ARIPO	US$450 S&Z
4	Nigeria	58	US$95 m	-14%	National	US$1,015 S&Z
5	Zambia	57	US$616 m	+2%	National	US$2,610
6	Malawi	57	US$107 m	+52%	ARIPO	US$450 S&Z
7	Eswatini	55	US$234 m	-9%	National	US$446
8	OAPI (17 states)	54	US$54 m	+4%	National	US$1,563 S&Z
9	Tanzania	54	US$41 m	-5%	ARIPO	US$450 S&Z
10	Mozambique	54	US$195 m	-19%	ARIPO	US$450 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign

trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
AMKA	5	US$1,015	US$1,563
CLERE	5	US$1,015	US$1,563
GILL	2	US$406	US$1,009
DENTAZYME	4	US$812	US$1,378
VINOLIA	4	US$812	US$1,378

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Amka's five most-filed brands: word marks of **other companies** (not Amka's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to AMKA (classes 1, 3, 5, 35, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to CLERE (classes 3, 5, 9, 10, 16; searched 2018-01-31 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
CLEAR	2023-07-26	3	Unilever Global IP Ltd
CLEAR	2022-09-28	3	Unilever Global IP Ltd

Similar to GILL (classes 3, 5; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to DENTAZYME (classes 3, 5, 16, 25; searched 2022-05-25 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to VINOLIA (classes 3, 5, 21, 25; searched 2018-10-31 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a technology-first firm that manages trademarks – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management

Every renewal date in your portfolio tracked and paid online.

Competitor watch

Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

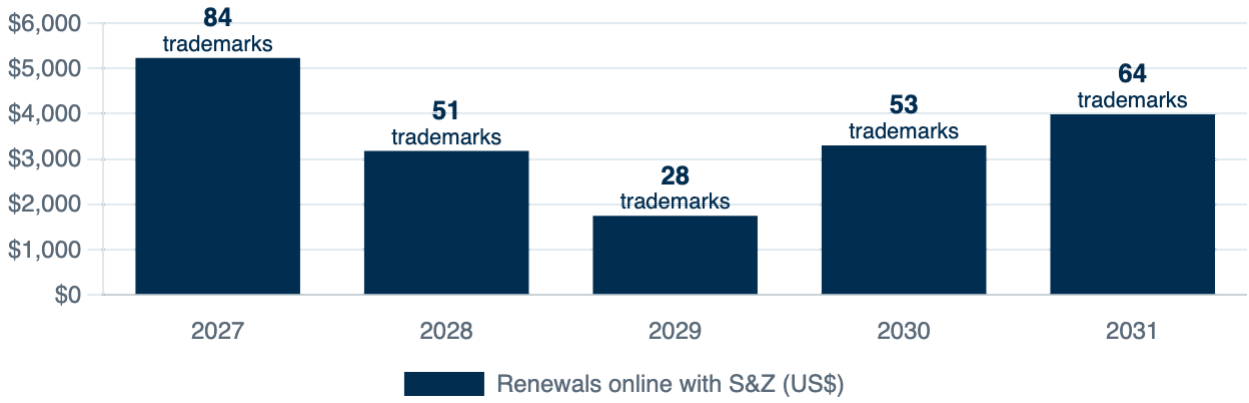
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Amka's next five years of renewals

280 of Amka's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$17,441 over the five years.



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