Amway – South African trademarks

Updated 8 November 2026

Amway is an American direct-selling company. Its brands include Nutrilite vitamins and supplements, Artistry skin care and home care products.

How Amway 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.

#217
largest trademark owner in South Africa (of 121,626)

277
trademarks filed

9
different logos published since 2020

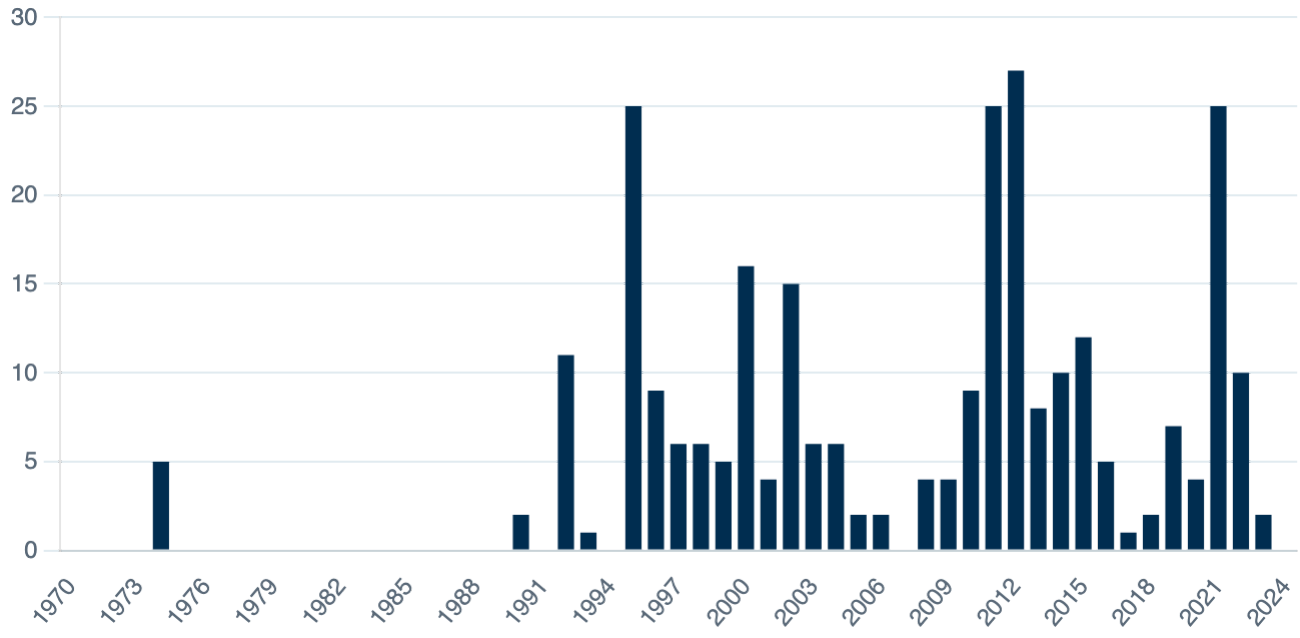
28
of 45 classes used

1967
first trademark filed

56
filed in the last 10 years

A portfolio built over time

Amway filed its first South African trademark in 1967 and has filed 277 since; its busiest year was 2012, with 27 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

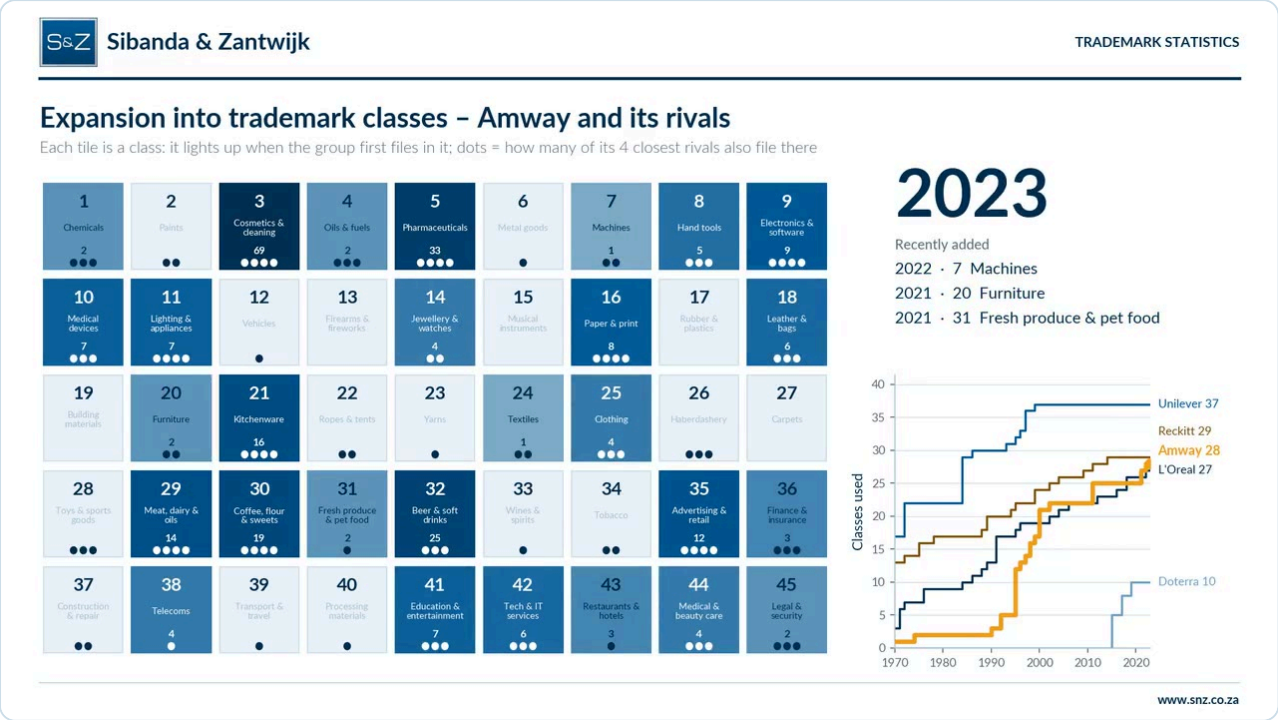
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Amway	283	1967–2023

Where Amway expanded its business

Trademark classes show what a business sells. Amway's portfolio is concentrated in cosmetics & cleaning (class 3), pharmaceuticals (class 5), beer & soft drinks (class 32). Its most recent moves were into machines (2022), furniture (2021), fresh produce & pet food (2021).

Amway trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/amway-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.

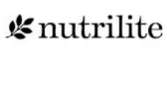
CLASS	MARKS	SHARE	SINCE
3 Cosmetics & cleaning	69	24.9%	1967
5 Pharmaceuticals	33	11.9%	1974
32 Beer & soft drinks	25	9.0%	1992
30 Coffee, flour & sweets	19	6.9%	1990
21 Kitchenware	16	5.8%	1995
29 Meat, dairy & oils	14	5.1%	1992
35 Advertising & retail	12	4.3%	1995
9 Electronics & software	9	3.2%	2000

The brands Amway protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	NUTRILITE	48	23	1974–2022
2	AMWAY	27	13	1967–2015
3	BODYKEY	12	12	2012–2012
4	XS	6	5	2015–2016
5	ARTISTRY	6	4	1995–2012
6	NUTRILITE DESTINATION WELLBEING	5	5	2022–2022
7	E. FUNKHOUSER	4	4	2004–2004
8	NUTRILITE BEST OF NATURE. BEST OF SCIENCE.	4	4	2013–2013
9	PHYTOFACTORS	4	4	1997–1997
10	PHYTOINFUSE	4	4	2012–2012
11	POSITRIM	4	4	1992–2008
12	TRUVIVITY BY NUTRILITE	4	4	2011–2011
13	AMWAY CREATORS	3	3	2020–2020
14	ESPRING	3	3	2000–2000
15	GRAND PLAZA	3	3	2000–2000

Logos filed most often (since 2020)



18 filings · 18 classes



3 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Amway's logos

The 9 different logos Amway 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.

18 classes

2 classes

2 classes

1 class

1 class

1 class

1 class

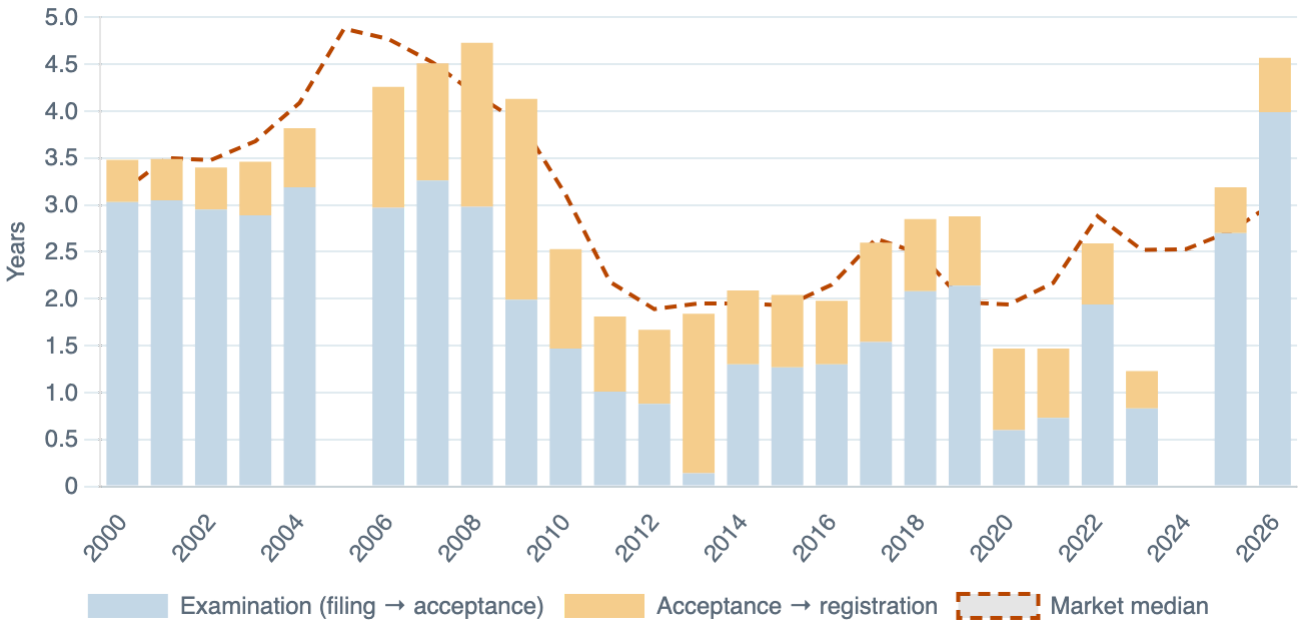
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Amway's marks took a median of **3.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 4.6 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

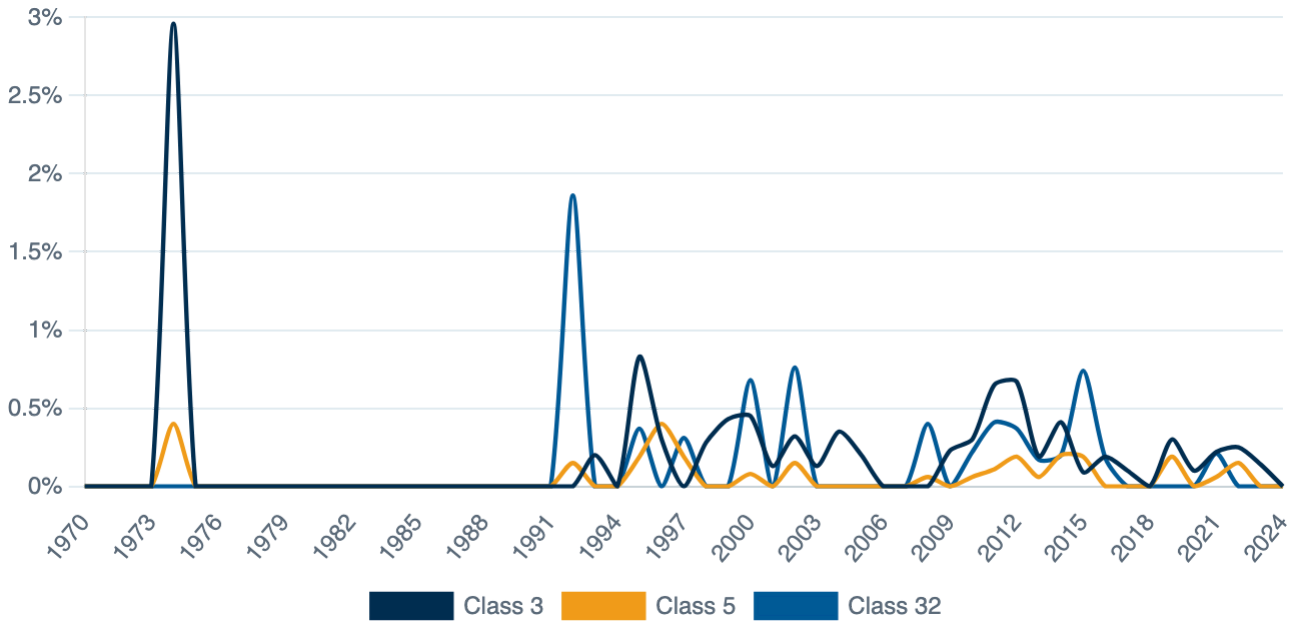


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Amway's classes

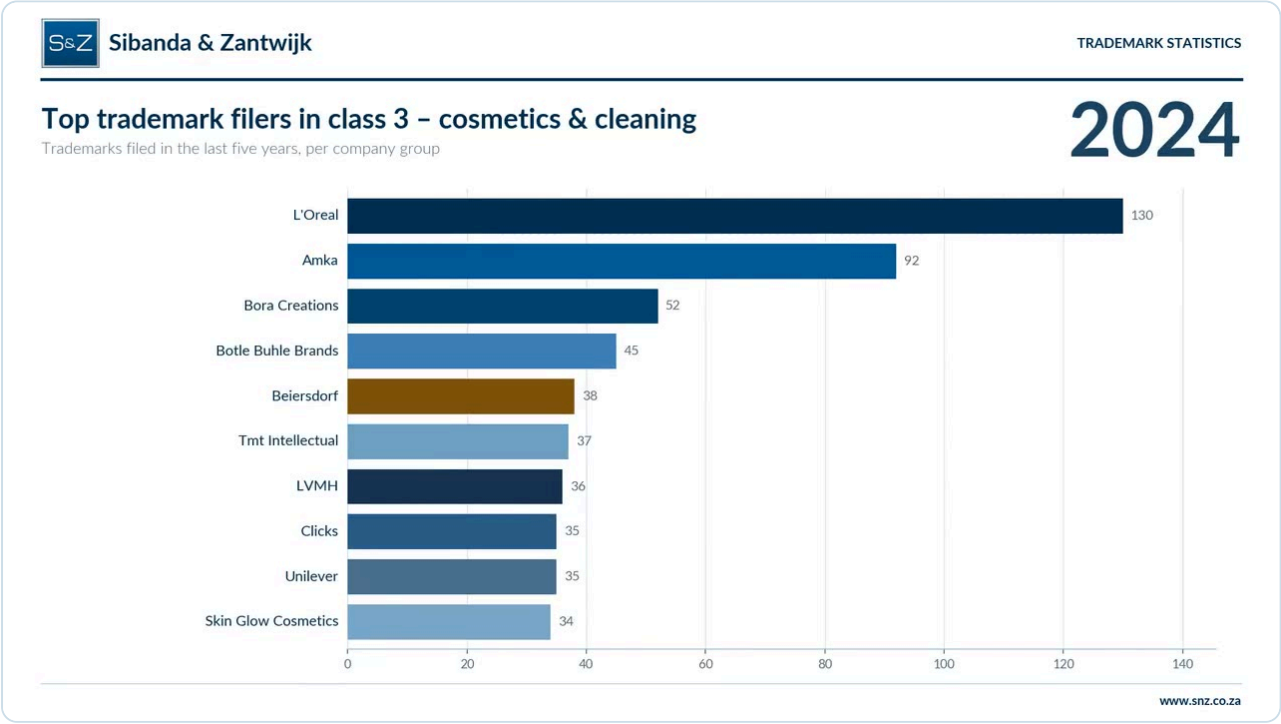
> Ranked by **number of trademarks filed in Amway's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Amway's market position, not who is most like it.

In the last five years, Amway was **#91** of 1,836 filers in class 3 (cosmetics & cleaning), with 6 of 3,958 trademarks; **#427** of 2,050 filers in class 5 (pharmaceuticals), with 3 of 6,111 trademarks; **#653** of 905 filers in class 32 (beer & soft drinks), with 1 of 1,804 trademarks.



Amway'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: Amway



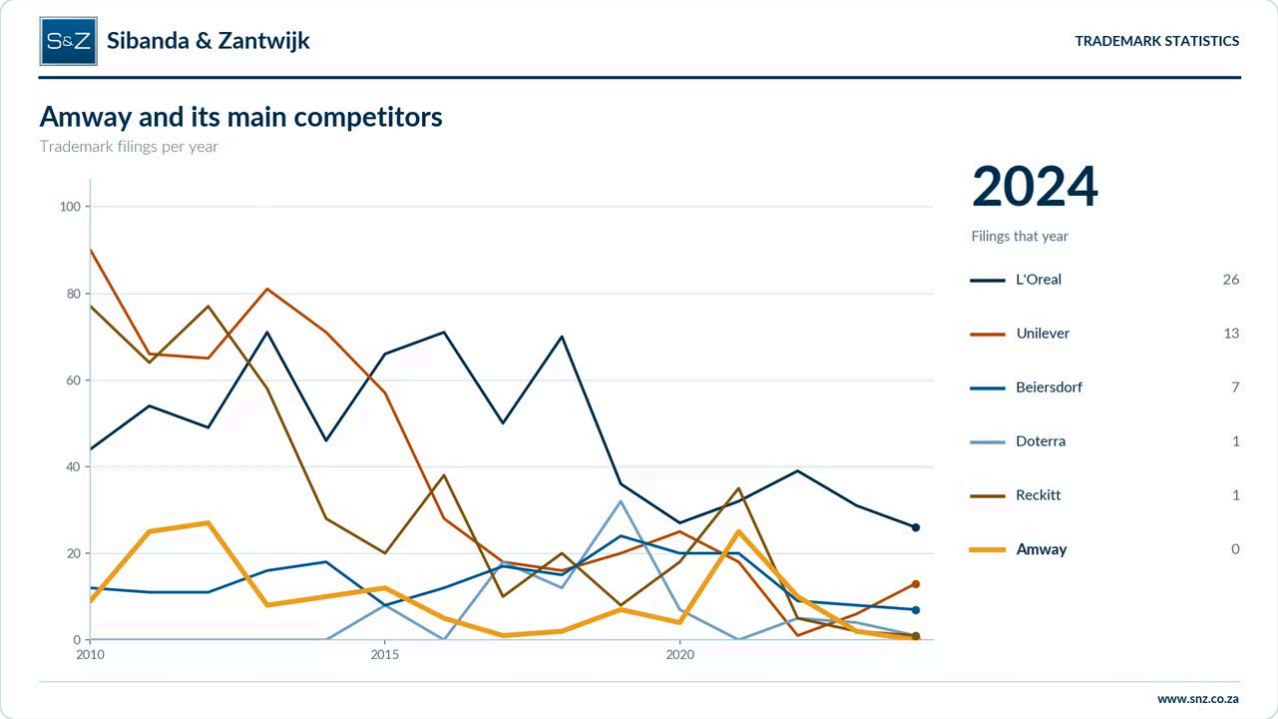
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/amway-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like Amway

> Ranked by **how similar their whole trademark portfolio is to Amway'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.

Amway's closest competitors in South Africa are L'Oreal, Unilever, Doterra and Reckitt.

Amway 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/amway-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	L'Oreal	Direct competitor	77%
2	Unilever	Direct competitor	67%
3	Doterra	Direct competitor	65%
4	Reckitt	Direct competitor	64%
5	Beiersdorf	Direct competitor	63%
6	Procter & Gamble	Direct competitor	62%
7	Amka	Direct competitor	60%
8	Avon Products	Direct competitor	60%
9	Botle Buhle Brands	Direct competitor	59%
10	Kenvue	Direct competitor	59%

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

Amway – relevant export countries

South Africa exported **US$2.6 billion** of the goods Amway's main classes cover in the last year – cosmetics; lotions; soaps; shampoos (class 3); dietary supplements; nutritional supplements; vitamins; pharmaceuticals (class 5); beer; energy drinks; fruit juices; syrups (class 32); coffee; bread; cookies; spices (class 30); mugs; brushes; bowls; containers (class 21). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Amway's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	80	US$269 m	+4%	National	US$2,388
2	United States of America	74	US$131 m	+0%	National	US$3,425
3	United Kingdom	69	US$58 m	+1%	National	US$1,371
4	Japan	64	US$25 m	-2%	National	US$1,774
5	Namibia	64	US$312 m	+11%	ARIPO	US$450
6	Botswana	61	US$343 m	-3%	ARIPO	US$450
7	Australia	61	US$44 m	-3%	National	US$2,380
8	Canada	61	US$11 m	+1%	National	US$2,192
9	Zimbabwe	59	US$203 m	+1%	ARIPO	US$450
10	Russian Federation	58	US$2.5 m	-1%	National	US$1,915

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	64	US$312 m	+11%	ARIPO	US$450 S&Z
2	Botswana	61	US$343 m	-3%	ARIPO	US$450 S&Z
3	Zimbabwe	59	US$203 m	+1%	ARIPO	US$450 S&Z
4	Mozambique	57	US$178 m	+2%	ARIPO	US$450 S&Z
5	Eswatini	56	US$127 m	-1%	National	US$446
6	Nigeria	56	US$24 m	-3%	National	US$1,015 S&Z
7	Lesotho	55	US$97 m	-0%	National	US$326
8	Malawi	55	US$40 m	+18%	ARIPO	US$450 S&Z
9	OAPI (17 states)	54	US$22 m	+5%	National	US$1,563 S&Z
10	Morocco	52	US$1.4 m	+15%	National	US$1,408

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)
NUTRILITE	23	US$4,669	US$4,887
AMWAY	13	US$2,639	US$3,041
BODYKEY	12	US$2,436	US$2,856
XS	5	US$1,015	US$1,563
ARTISTRY	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 Amway's five most-filed brands: word marks of **other companies** (not Amway'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 NUTRILITE (classes 3, 5, 21, 30, 32; searched 2018-01-31 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
NUTRILIFE	2022-07-27	5	Pharmalys Invest Holding AG

Similar to AMWAY (classes 3, 5, 21, 30, 32; searched 2018-01-31 to 2026-11-08)

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

Similar to BODYKEY (classes 5, 30, 32; searched 2018-04-25 to 2026-11-08)

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

Similar to ARTISTRY (classes 3, 14, 18, 21; searched 2019-05-29 to 2026-11-08)

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

Similar to NUTRILITE DESTINATION WELLBEING (classes 9, 16, 35, 41, 44; searched 2018-02-28 to 2026-11-08)

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

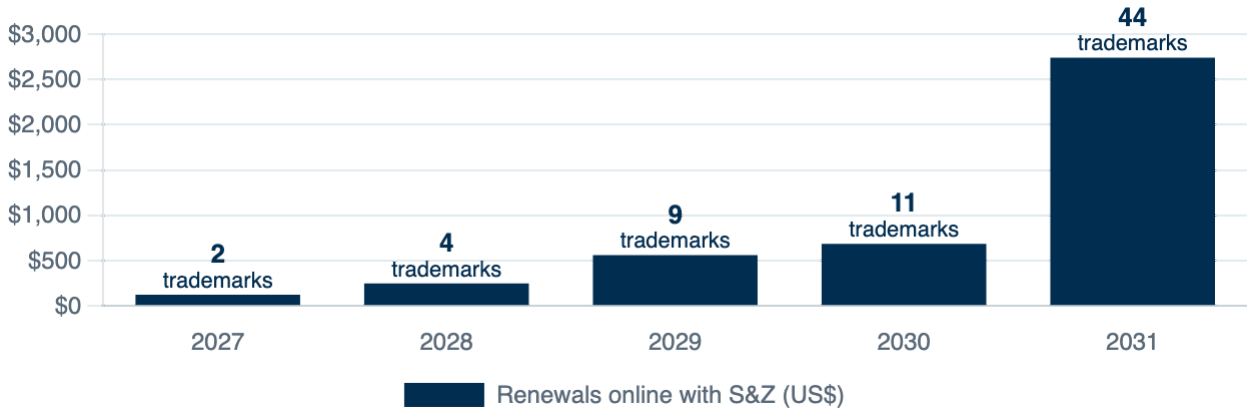
S&Z prices – South African trademarks

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$.

Amway's next five years of renewals

70 of Amway's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$4,361** over the five years.



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