Bayer – South African trademarks

Updated 8 November 2026

Bayer is a German life sciences company with pharmaceutical, consumer health and crop science businesses. Its brands include Aspirin, Bepanthen and Redoxon.

How Bayer 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.

#16
largest trademark owner in South Africa (of 121,626)

1,819
trademarks filed

16
different logos published since 2020

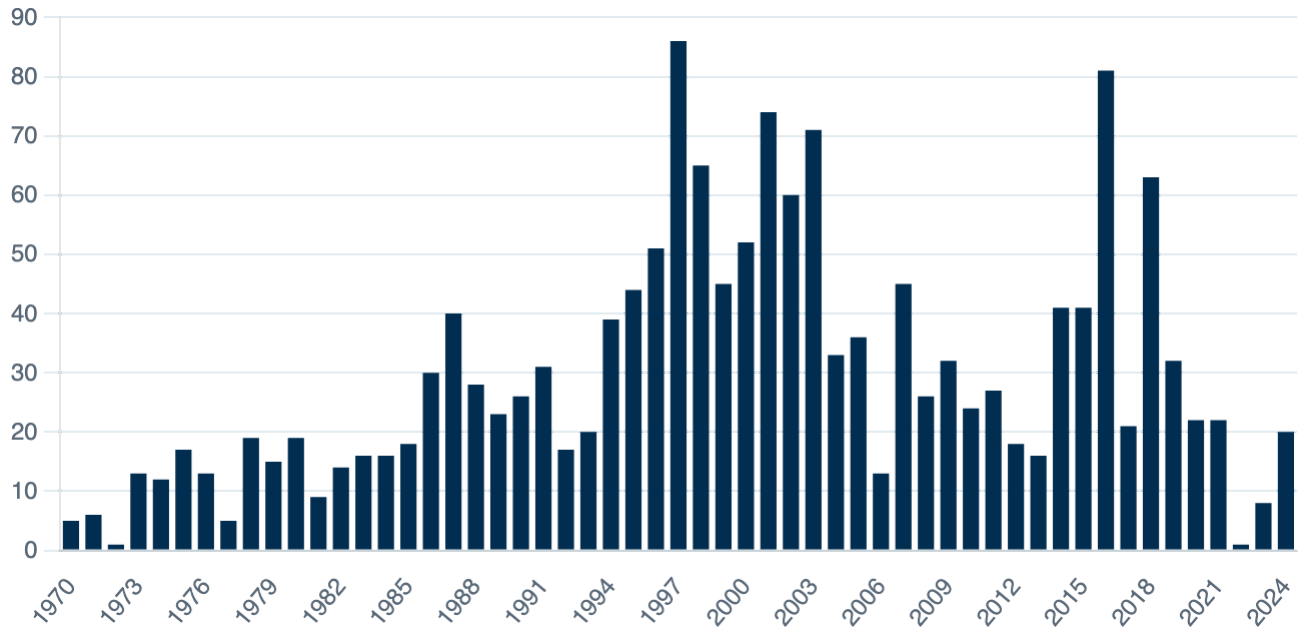
32
of 45 classes used

1920
first trademark filed

272
filed in the last 10 years

A portfolio built over time

Bayer filed its first South African trademark in 1920 and has filed 1,819 since; its busiest year was 1997, with 86 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

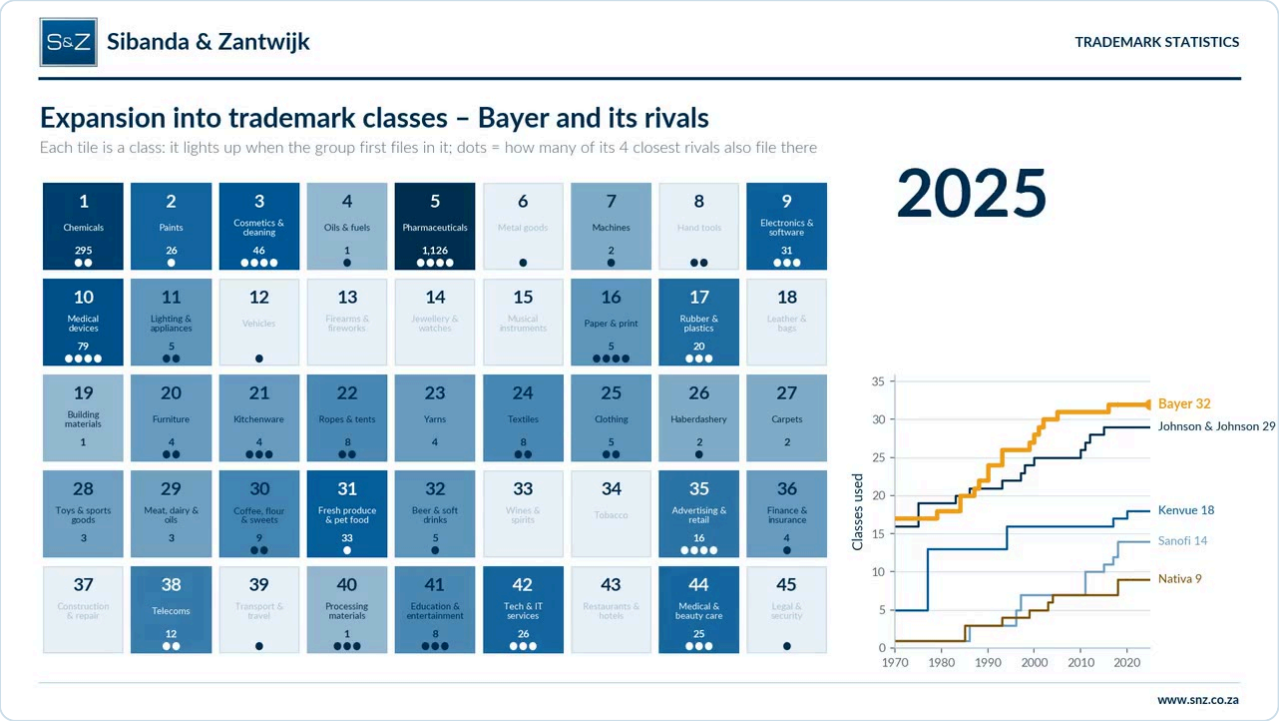
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Bayer	2,054	1926–2025
Bayer Consumer Care	191	1920–2023
Bayer Pharma	63	1990–2012
Bayer South Africa	10	1980–1987
Bayer Pharmaceuticals	2	1961–1976

Where Bayer expanded its business

Trademark classes show what a business sells. Bayer's portfolio is concentrated in pharmaceuticals (class 5), chemicals (class 1), medical devices (class 10). Its most recent moves were into finance & insurance (2016), education & entertainment (2005), medical & beauty care (2002).

Bayer trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bayer-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
5 Pharmaceuticals	1,126	61.9%	1920
1 Chemicals	295	16.2%	1952
10 Medical devices	79	4.3%	1937
3 Cosmetics & cleaning	46	2.5%	1922
31 Fresh produce & pet food	33	1.8%	1984
9 Electronics & software	31	1.7%	1954
2 Paints	26	1.4%	1952
42 Tech & IT services	26	1.4%	1988

The brands Bayer protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	BAYER	59	20	1926–2018
2	BAYER BAYER	15	15	2018–2018
3	CLEAR DIRECTION FROM DIAGNOSIS TO CARE.	14	7	2015–2015
4	BAYER IN CIRCLE	10	10	2018–2018
5	SPEXOOM	8	8	2016–2016
6	TWOOZER	8	8	2016–2016
7	XARVIO	8	8	2016–2016
8	XELLANO	8	8	2016–2016
9	BEROCCA	7	4	1969–2013
10	ZAM-BUK	7	2	1922–2019
11	BAY-O-SECURITY	6	6	2005–2005
12	CALANTIC	6	6	2021–2021
13	DURETHAN	6	6	1954–1954
14	SANVET SV	6	6	1994–1994
15	SCHERING	6	4	1990–2000

Logos filed most often (since 2020)



22 filings · 12 classes



4 filings · 2 classes



2 filings · 2 classes



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Bayer's logos

The 16 different logos Bayer 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.



12 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class

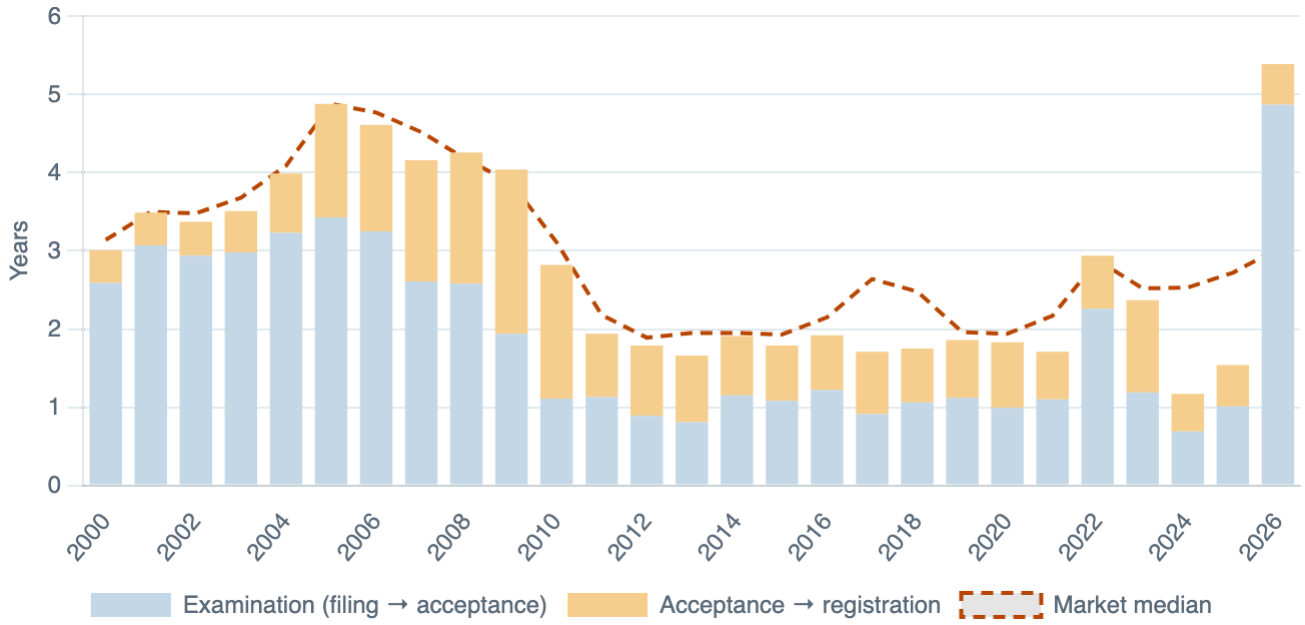


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Bayer's marks took a median of **2.7 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 1.4 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.4 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

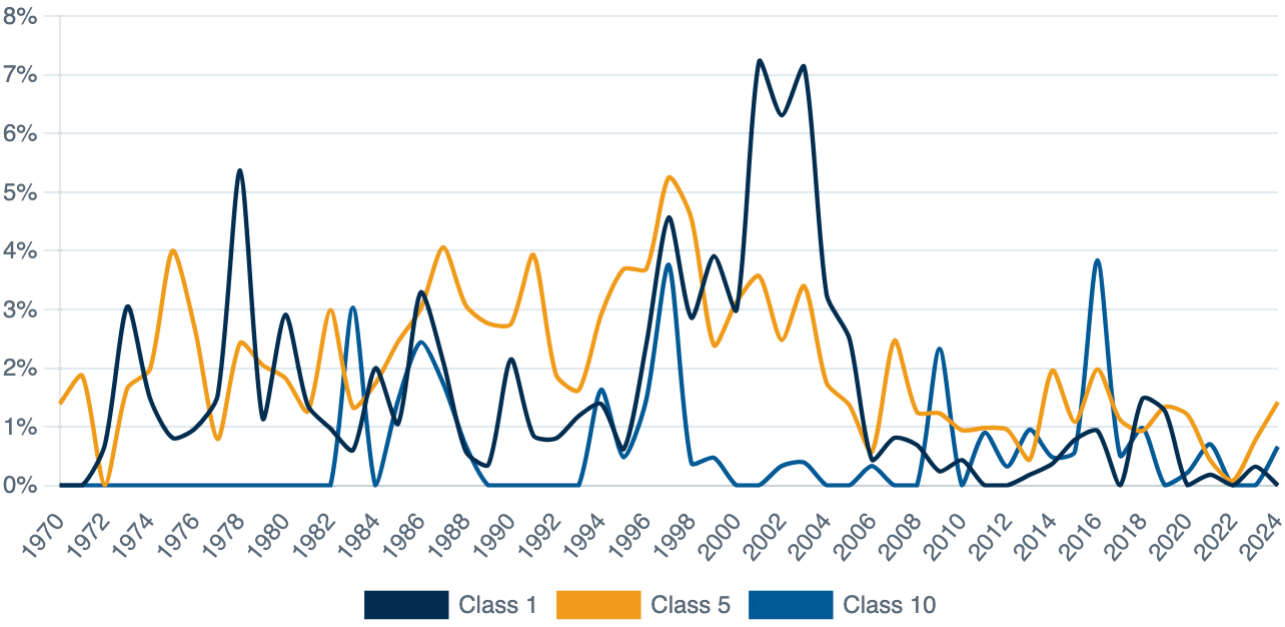


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Bayer's classes

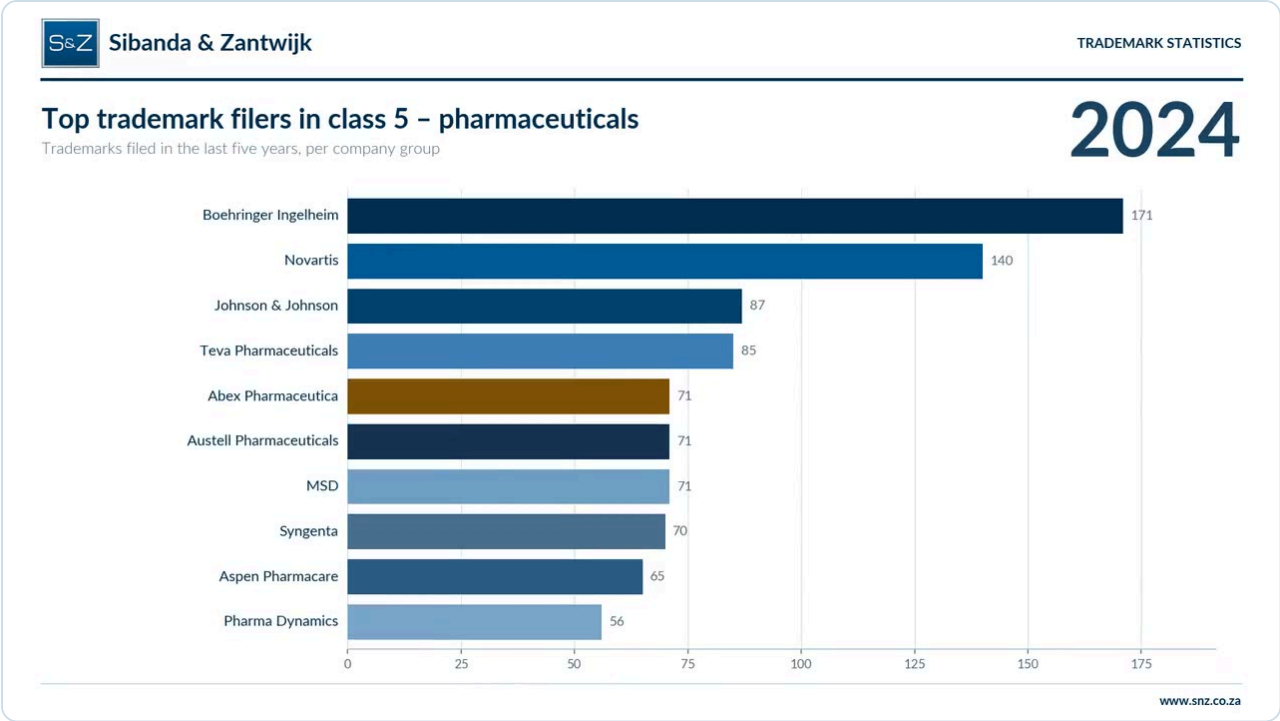
> Ranked by **number of trademarks filed in Bayer's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Bayer's market position, not who is most like it.

In the last five years, Bayer was **#16** of 2,050 filers in class 5 (pharmaceuticals), with 45 of 6,111 trademarks; **#335** of 947 filers in class 1 (chemicals), with 2 of 2,054 trademarks; **#38** of 814 filers in class 10 (medical devices), with 5 of 1,561 trademarks.



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

Top trademark filers in class 5 (pharmaceuticals), South Africa 1975–2024: Bayer



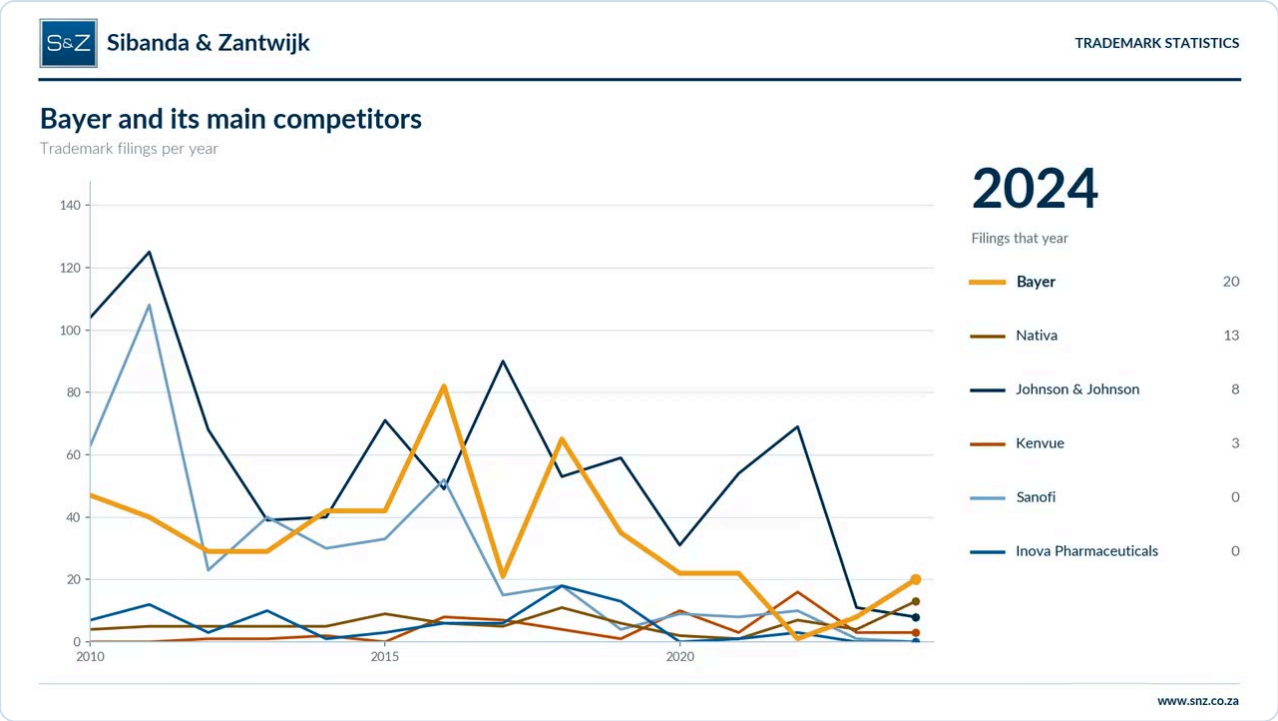
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bayer-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Bayer

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

Bayer's closest competitors in South Africa are Johnson & Johnson, Kenvue, Sanofi and Nativa.

Bayer 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/bayer-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Johnson & Johnson	Direct competitor	95%
2	Kenvue	Direct competitor	84%
3	Sanofi	Direct competitor	78%
4	Nativa	Direct competitor	77%
5	Inova Pharmaceuticals	Direct competitor	71%
6	Beiersdorf	Related field	86%
7	SC Johnson	Related field	78%
8	Zoetis Services	Related field	72%
9	MSD	Related field	72%
10	Procter & Gamble	Related field	71%

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

Bayer – relevant export countries

South Africa exported **US$4.6 billion** of the goods Bayer's main classes cover in the last year – pharmaceutical preparations; dietary supplements; diseases; nutritional supplements (class 5); chemicals; fertilizers; forestry; agriculture (class 1); instruments; surgical; devices; medical apparatus (class 10); cosmetics; essential oils; soaps; lotions (class 3); seeds; grains; horticultural and forestry products; agricultural (class 31). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Bayer's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	74	US$382 m	-1%	National	US$2,388
2	United States of America	70	US$175 m	-1%	National	US$3,425
3	Zimbabwe	69	US$950 m	+63%	ARIPO	US$450
4	United Kingdom	66	US$65 m	-3%	National	US$1,371
5	Japan	63	US$40 m	-9%	National	US$1,774
6	Namibia	61	US$439 m	+28%	ARIPO	US$450
7	Australia	60	US$56 m	-7%	National	US$2,380
8	Türkiye	59	US$21 m	-10%	National	US$1,258
9	Mexico	57	US$11 m	+2%	National	US$3,050
10	Nigeria	57	US$35 m	-14%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	69	US$950 m	+63%	ARIPO	US$450 S&Z
2	Namibia	61	US$439 m	+28%	ARIPO	US$450 S&Z
3	Nigeria	57	US$35 m	-14%	National	US$1,015 S&Z
4	Malawi	57	US$60 m	+66%	ARIPO	US$450 S&Z
5	Mozambique	56	US$180 m	-1%	ARIPO	US$450 S&Z
6	OAPI (17 states)	55	US$40 m	+5%	National	US$1,563 S&Z
7	Botswana	55	US$444 m	-0%	ARIPO	US$450 S&Z
8	Tanzania	55	US$31 m	-8%	ARIPO	US$450 S&Z
9	Egypt	54	US$7.0 m	-2%	National	US$2,278
10	Lesotho	54	US$134 m	-1%	National	US$326

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)
BAYER	20	US$4,060	US$4,333
BAYER BAYER	15	US$3,045	US$3,410
CLEAR DIRECTION FROM DIAGNOSIS TO CARE.	7	US$1,421	US$1,932
BAYER IN CIRCLE	10	US$2,030	US$2,487
SPEXOOM	8	US$1,624	US$2,117

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 Bayer's five most-filed brands: word marks of **other companies** (not Bayer'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 BAYER (classes 1, 3, 5, 10, 31; searched 2025-04-30 to 2026-11-07)

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

Similar to BAYER BAYER (classes 1, 3, 5, 10, 31; searched 2025-04-30 to 2026-11-07)

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

Similar to CLEAR DIRECTION FROM DIAGNOSIS TO CARE. (classes 5, 9, 10, 35, 38, 42, 44; searched 2018-01-31 to 2026-11-07)

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

Similar to BAYER IN CIRCLE (classes 1, 3, 5, 10, 31; searched 2018-03-28 to 2026-11-07)

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

Similar to SPEXOOM (classes 1, 5, 9, 31, 35, 36, 42, 44; searched 2018-02-28 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

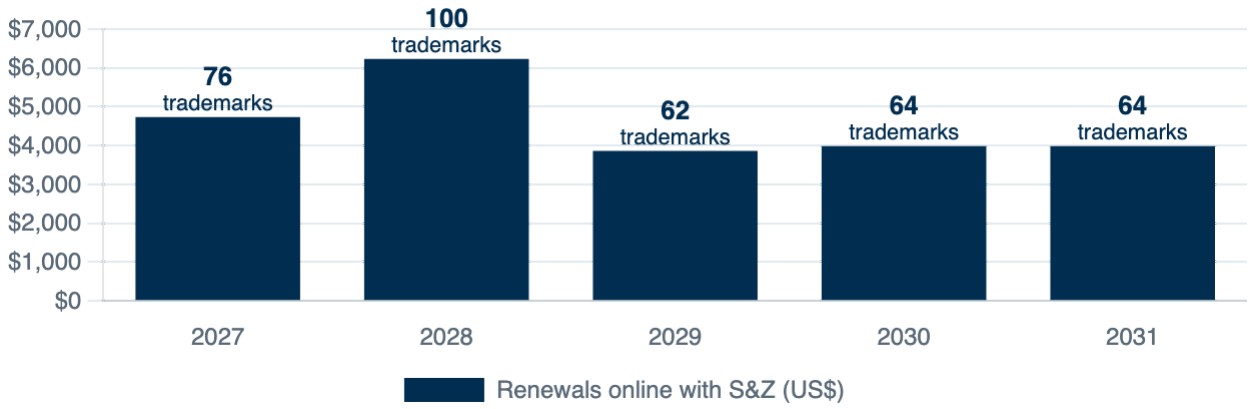
S&Z prices – South African trademarks

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$.

Bayer's next five years of renewals

366 of Bayer's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$22,799 over the five years.



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