Beiersdorf – South African trademarks

Updated 8 November 2026

Beiersdorf is a German skin care company. Its brands include NIVEA, Eucerin, La Prairie and Elastoplast.

How Beiersdorf 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.

#122
largest trademark owner in South Africa (of 121,626)

454
trademarks filed

20
different logos published since 2020

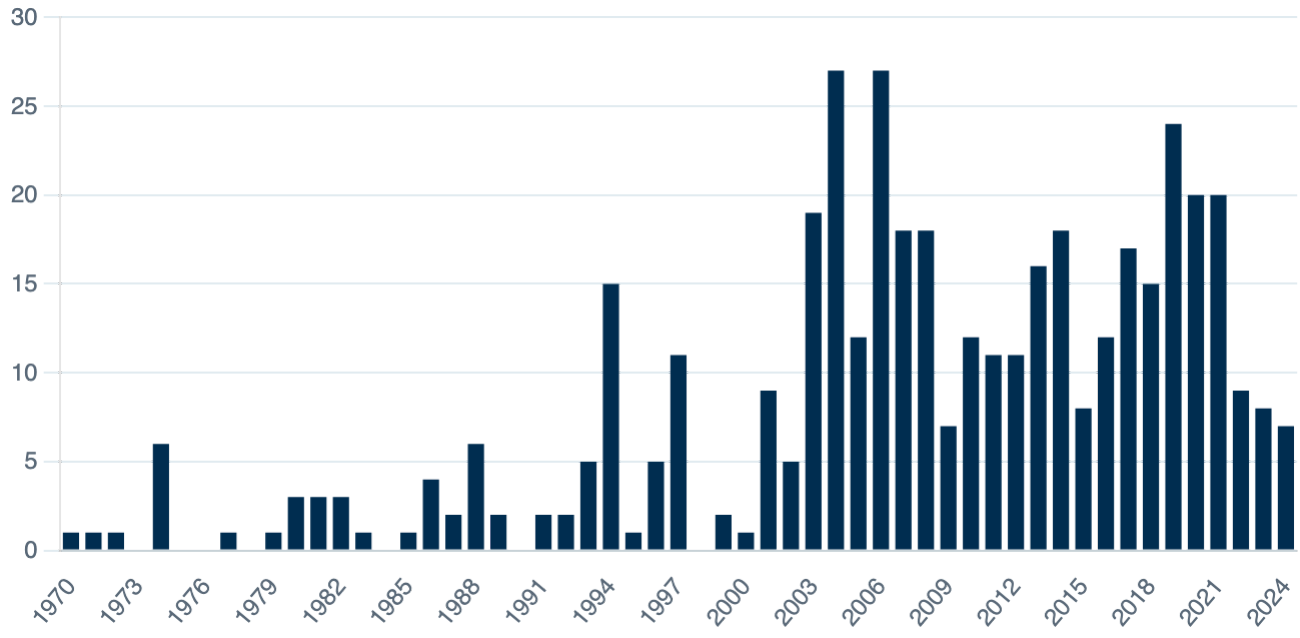
14
of 45 classes used

1920
first trademark filed

132
filed in the last 10 years

A portfolio built over time

Beiersdorf filed its first South African trademark in 1920 and has filed 454 since; its busiest year was 2004, 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

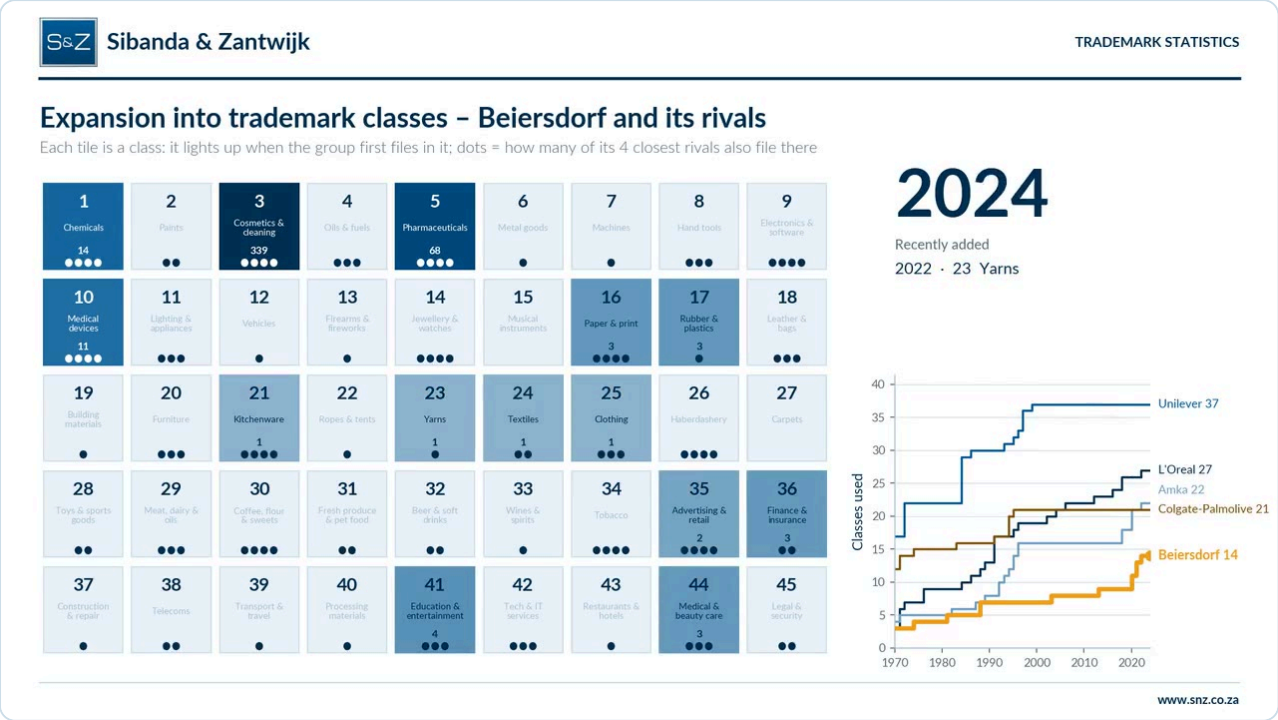
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Beiersdorf	456	1920–2024

Where Beiersdorf expanded its business

Trademark classes show what a business sells. Beiersdorf's portfolio is concentrated in cosmetics & cleaning (class 3), pharmaceuticals (class 5), chemicals (class 1). Its most recent moves were into yarns (2022), kitchenware (2021), clothing (2021).

Beiersdorf trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/beiersdorf-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	339	74.7%	1941
5 Pharmaceuticals	68	15.0%	1920
1 Chemicals	14	3.1%	1946
10 Medical devices	11	2.4%	1981
41 Education & entertainment	4	0.9%	2003
16 Paper & print	3	0.7%	1988
17 Rubber & plastics	3	0.7%	1988
36 Finance & insurance	3	0.7%	2013

The brands Beiersdorf protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ELASTOPLAST	19	5	1931–2019
2	NIVEA	18	7	1920–2021
3	NIVEA SUN	10	1	1991–2021
4	EUCERIN	7	2	1946–2016
5	BDF	6	6	1994–1994
6	BEIERSDORF	5	5	1994–1994
7	ELASTOSPORT	5	2	1981–2003
8	LABELLO	4	1	1980–2018
9	NIVEA VISAGE	4	1	1985–2007
10	EPICELLINE	3	3	2022–2022
11	TESA	3	3	1988–1988
12	THIAMIDOL	3	3	2017–2017
13	NIVEA FOR MEN	3	1	1993–2008
14	NIVEA SOFT	3	1	1994–2024
15	ACTINIC CONTROL MD	2	2	2021–2021

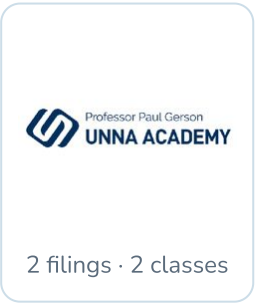
Logos filed most often (since 2020)



21 filings · 8 classes



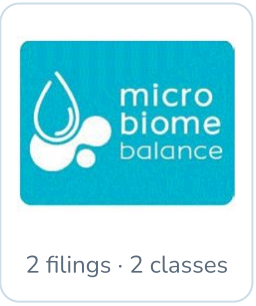
8 filings · 2 classes



2 filings · 2 classes



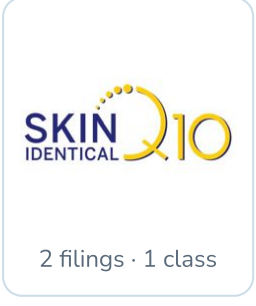
2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 1 class



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class

Beiersdorf's logos

The 20 different logos Beiersdorf 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.



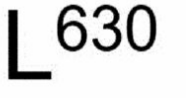
8 classes



2 classes



2 classes



2 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

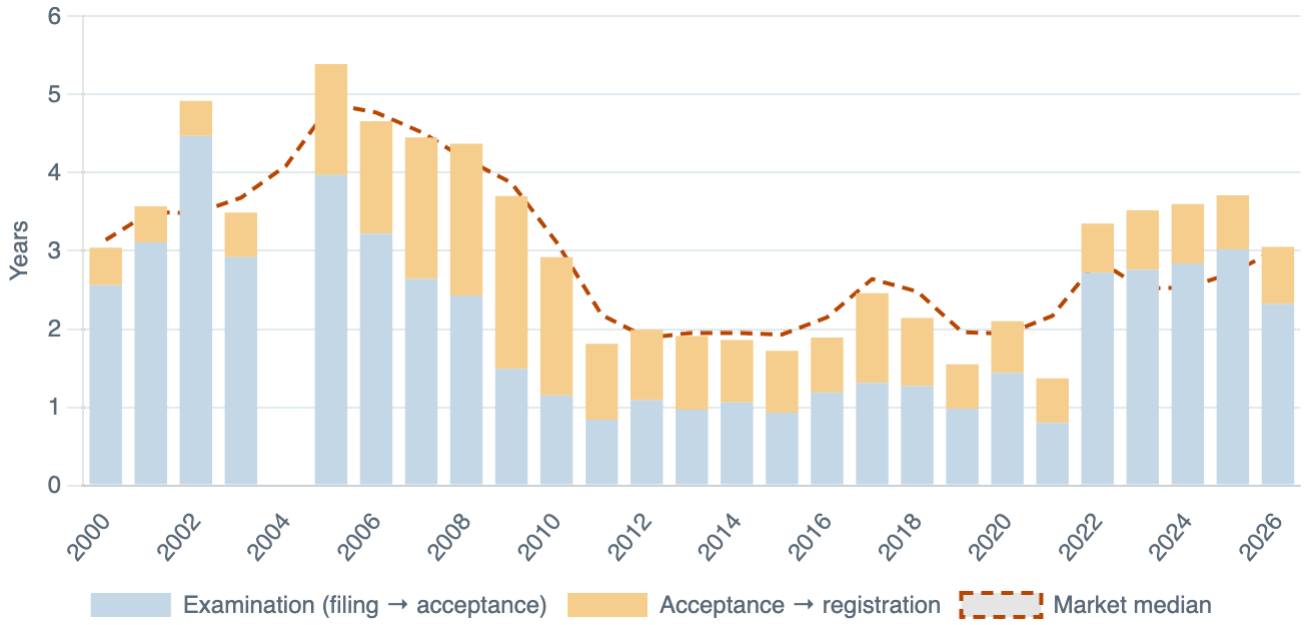


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Beiersdorf's marks took a median of **3.3 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

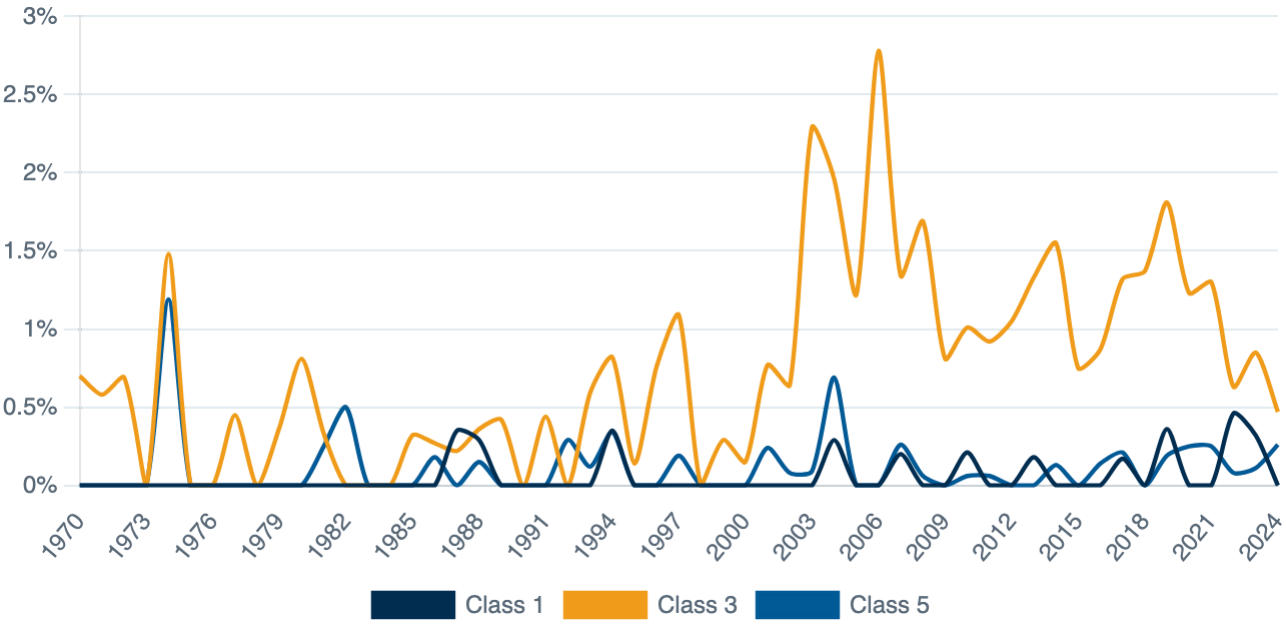


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Beiersdorf's classes

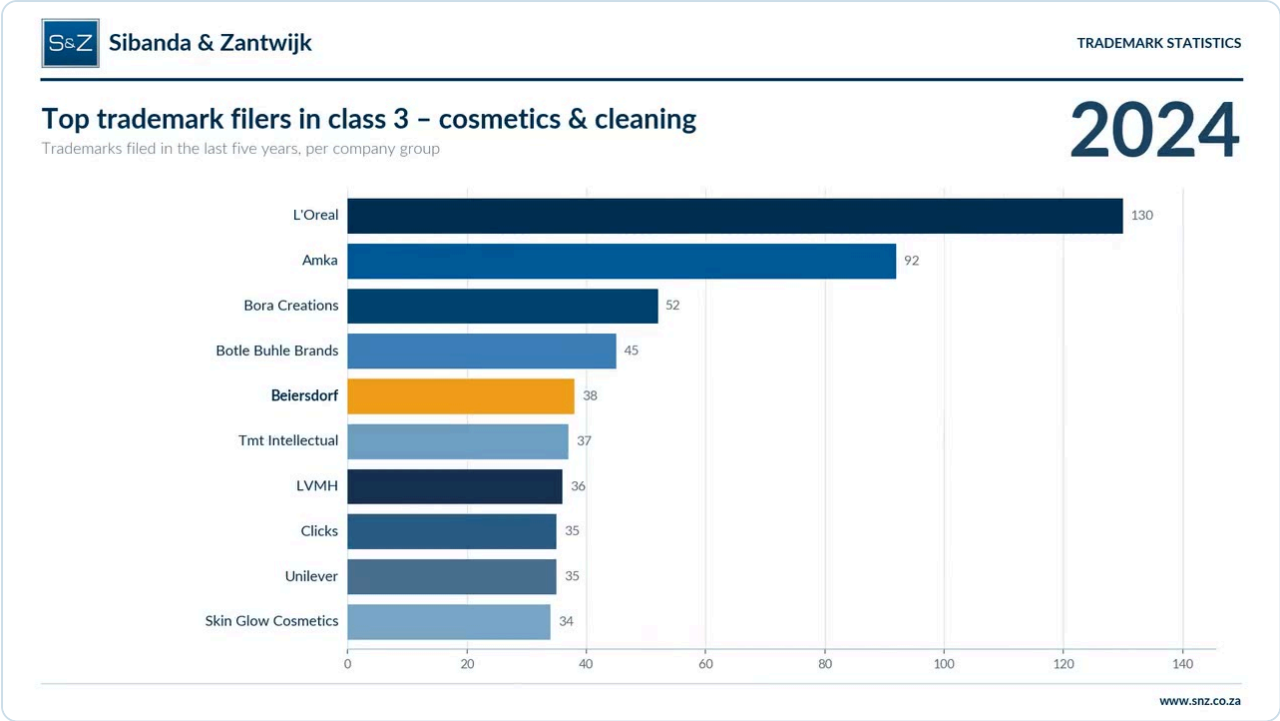
> Ranked by **number of trademarks filed in Beiersdorf's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Beiersdorf's market position, not who is most like it.

In the last five years, Beiersdorf was **#5** of 1,836 filers in class 3 (cosmetics & cleaning), with 38 of 3,958 trademarks; **#71** of 2,050 filers in class 5 (pharmaceuticals), with 12 of 6,111 trademarks; **#157** of 947 filers in class 1 (chemicals), with 3 of 2,054 trademarks.



Beiersdorf'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: Beiersdorf



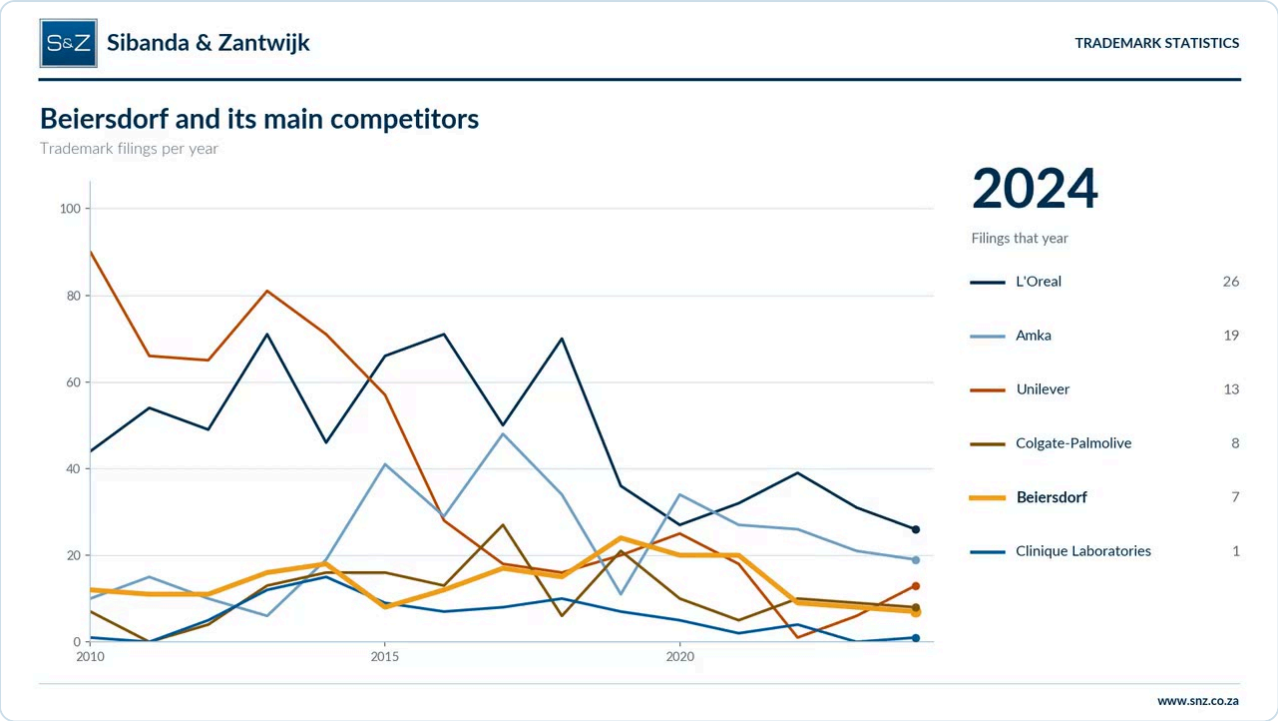
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/beiersdorf-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like Beiersdorf

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

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

Beiersdorf 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/beiersdorf-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	L'Oreal	Direct competitor	99%
2	Unilever	Direct competitor	86%
3	Amka	Direct competitor	84%
4	Colgate-Palmolive	Direct competitor	83%
5	Clinique Laboratories	Direct competitor	81%
6	Make Up Art Cosmetics	Direct competitor	77%
7	Skin Glow Cosmetics	Direct competitor	76%
8	LVMH	Direct competitor	76%
9	Indigo Brands	Direct competitor	74%
10	Bora Creations	Direct competitor	74%

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

Beiersdorf – relevant export countries

South Africa exported **US$2.9 billion** of the goods Beiersdorf's main classes cover in the last year – care; cosmetics; skin; non-medicated (class 3); plasters; dietary supplements; skin; medicated (class 5); raw materials; agents (class 1); bandages; braces; orthopaedic; elastic (class 10); books; posters; stickers (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Beiersdorf's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	80	US$309 m	+2%	National	US$2,388
2	United States of America	75	US$142 m	+4%	National	US$3,425
3	United Kingdom	65	US$71 m	-2%	National	US$1,371
4	Japan	60	US$17 m	-9%	National	US$1,774
5	Canada	60	US$13 m	-2%	National	US$2,192
6	Australia	59	US$42 m	-7%	National	US$2,380
7	Namibia	57	US$344 m	+8%	ARIPO	US$450
8	Türkiye	57	US$18 m	+6%	National	US$1,258
9	United Arab Emirates	55	US$155 m	+2%	National	US$14,375
10	Russian Federation	55	US$1.4 m	-3%	National	US$1,915

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	57	US$344 m	+8%	ARIPO	US$450 S&Z
2	Zimbabwe	55	US$271 m	+4%	ARIPO	US$450 S&Z
3	Botswana	53	US$300 m	-5%	ARIPO	US$450 S&Z
4	Mozambique	51	US$200 m	-2%	ARIPO	US$450 S&Z
5	Nigeria	51	US$50 m	-15%	National	US$1,015 S&Z
6	OAPI (17 states)	49	US$28 m	-0%	National	US$1,563 S&Z
7	Egypt	48	US$1.8 m	-1%	National	US$2,278
8	Malawi	47	US$58 m	+5%	ARIPO	US$450 S&Z
9	Morocco	47	US$1.5 m	+11%	National	US$1,408
10	Tanzania	47	US$41 m	-18%	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)
ELASTOPLAST	5	US$1,015	US$1,563
NIVEA	7	US$1,421	US$1,932
NIVEA SUN	1	US$203	US$824
EUCERIN	2	US$406	US$1,009
BDF	6	US$1,218	US$1,748

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 Beiersdorf's five most-filed brands: word marks of **other companies** (not Beiersdorf'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 ELASTOPLAST (classes 1, 3, 5, 10, 41; searched 2018-04-25 to 2026-11-08)

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

Similar to NIVEA (classes 3, 5, 21, 24, 25, 41, 44; searched 2018-05-30 to 2026-11-08)

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

Similar to NIVEA SUN (class 3; searched 2018-05-30 to 2026-11-08)

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

Similar to EUCERIN (classes 3, 5; searched 2023-08-30 to 2026-11-08)

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

Similar to BDF (classes 1, 3, 5, 10, 16, 17; searched 2018-04-25 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

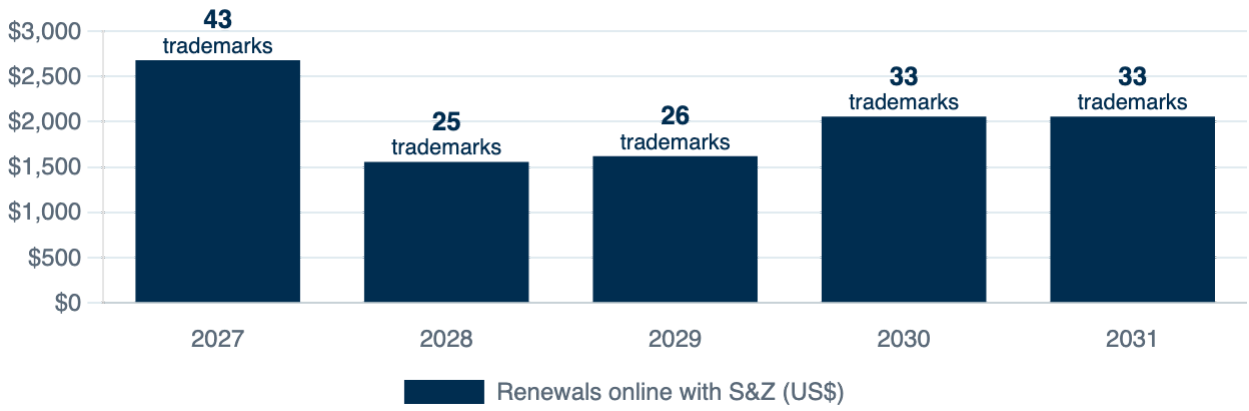
S&Z prices – South African trademarks

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$.

Beiersdorf's next five years of renewals

160 of Beiersdorf's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$9,967** over the five years.



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