Clicks – South African trademarks

Updated 8 November 2026

Clicks is a JSE-listed South African health and beauty retailer and pharmacy chain. It also distributes pharmaceuticals through UPD.

How Clicks 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.

#73
largest trademark owner in South Africa (of 121,626)

776
trademarks filed

15
different logos published since 2020

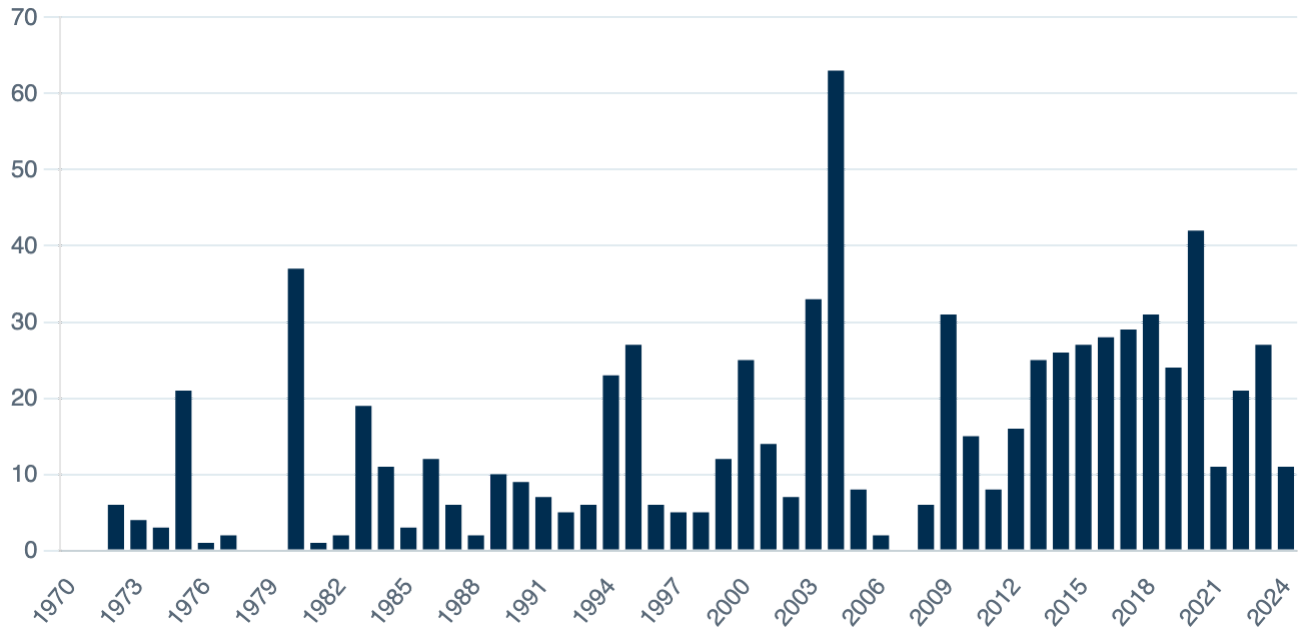
43
of 45 classes used

1951
first trademark filed

224
filed in the last 10 years

A portfolio built over time

Clicks filed its first South African trademark in 1951 and has filed 776 since; its busiest year was 2004, with 63 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

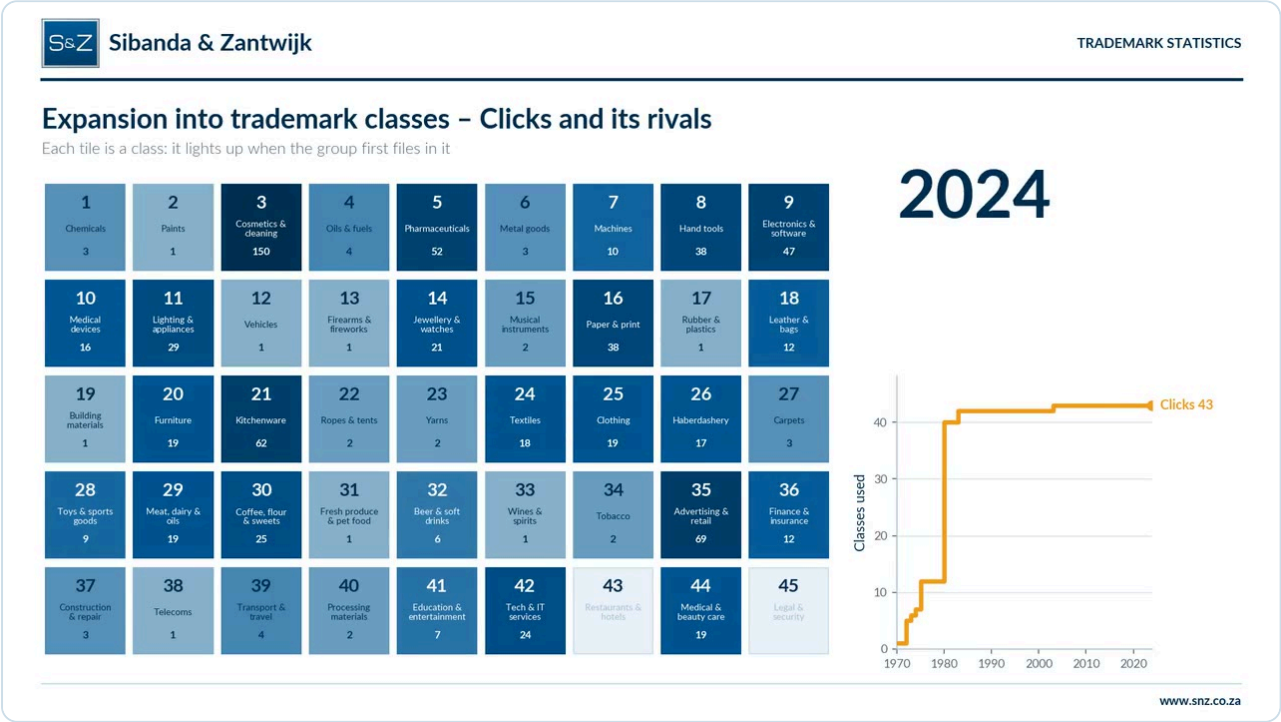
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Clicks	617	1972–2024
New Clicks South Africa	368	1951–2016
Sign and Seal Trading 205	9	2004–2010

Where Clicks expanded its business

Trademark classes show what a business sells. Clicks' portfolio is concentrated in cosmetics & cleaning (class 3), advertising & retail (class 35), kitchenware (class 21). Its most recent moves were into medical & beauty care (2003), coffee, flour & sweets (1983), meat, dairy & oils (1983).

Clicks trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/clicks-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	150	19.3%	1951
35 Advertising & retail	69	8.9%	1980
21 Kitchenware	62	8.0%	1972
5 Pharmaceuticals	52	6.7%	1975
9 Electronics & software	47	6.1%	1972
16 Paper & print	38	4.9%	1975
8 Hand tools	38	4.9%	1975
11 Lighting & appliances	29	3.7%	1973

The brands Clicks protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	CLICKS	62	43	1972–2017
2	SAFEWAY	39	20	1974–2014
3	EARTH GENIUS	19	19	2020–2020
4	#MAKING LIFE FUN!	15	15	2023–2023
5	CLICKS MADE 4 BABY	14	13	2015–2021
6	FLIRT!	13	6	1973–2003
7	CLICKS HOME	11	11	2004–2004
8	BABYCARE	11	6	1975–2004
9	CLICKS EXPERT	11	4	2013–2022
10	LINK	10	7	1993–2015
11	CLICKS BATH	8	8	2004–2004
12	EPICURE	8	8	2000–2000
13	HOUSE	8	8	2000–2000
14	SAFELINE	8	8	1985–1989
15	STYLE STUDIO	8	8	2004–2004

Logos filed most often (since 2020)



16 filings · 11 classes



15 filings · 15 classes



6 filings · 6 classes



5 filings · 5 classes



4 filings · 4 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class

Clicks' logos

The 15 different logos Clicks 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.



15 classes



11 classes



6 classes



5 classes



4 classes



3 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



1 class

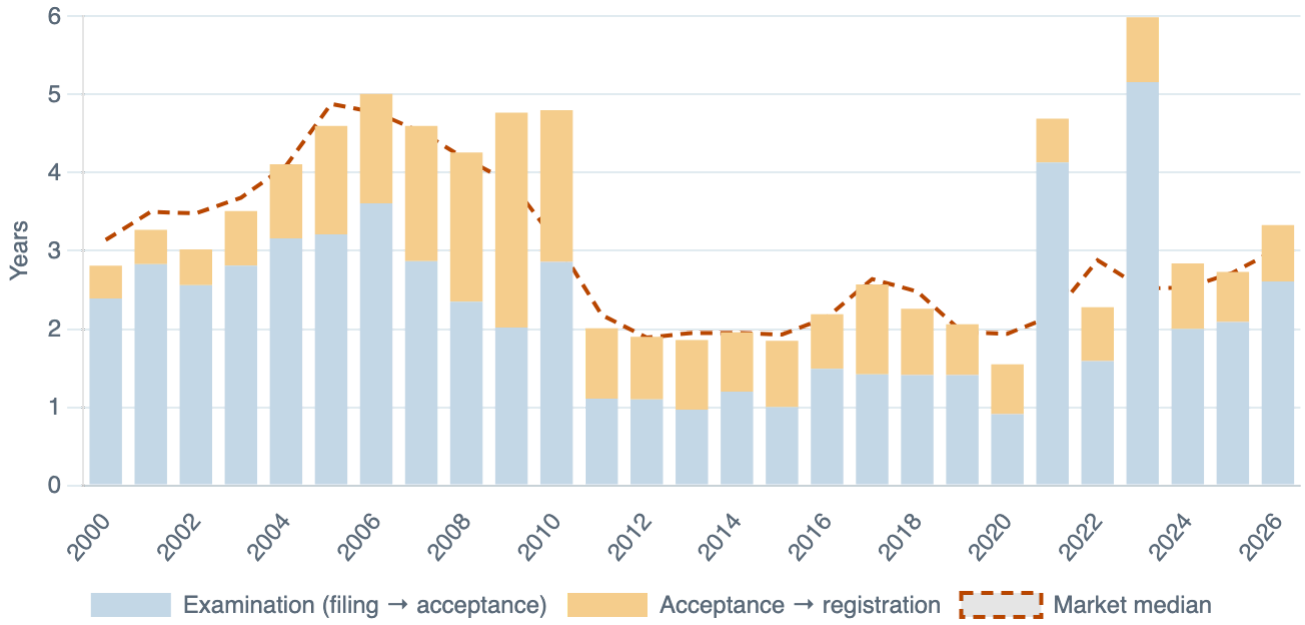


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Clicks' marks took a median of **3.1 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.3 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

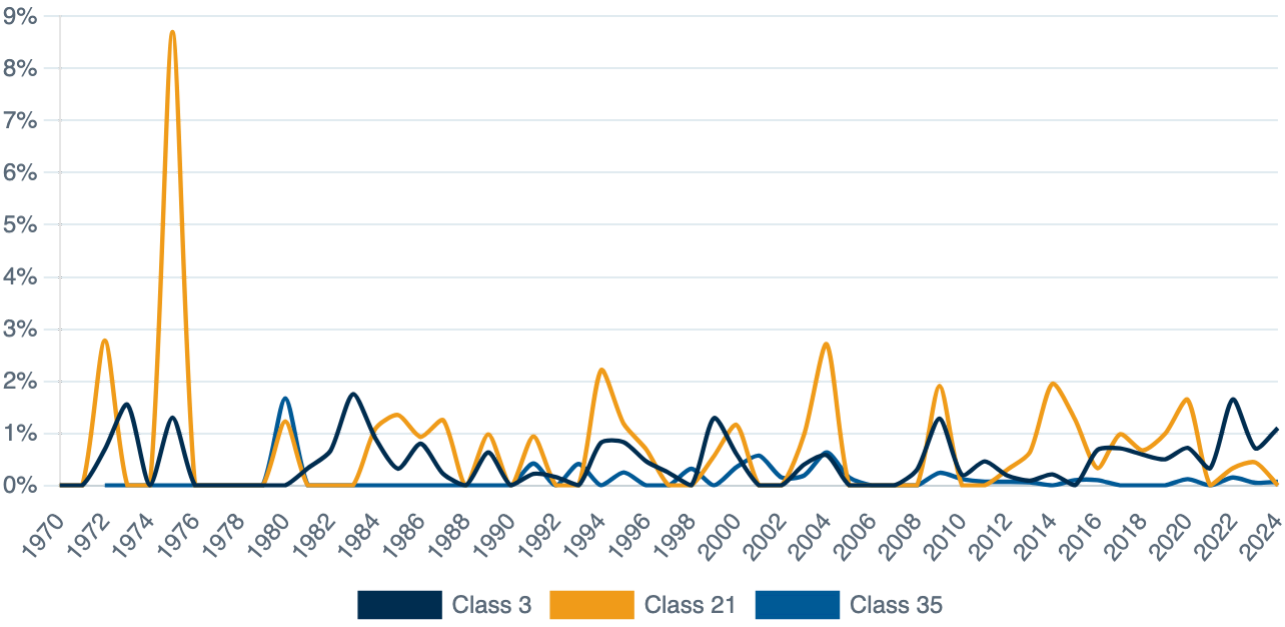


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Clicks' classes

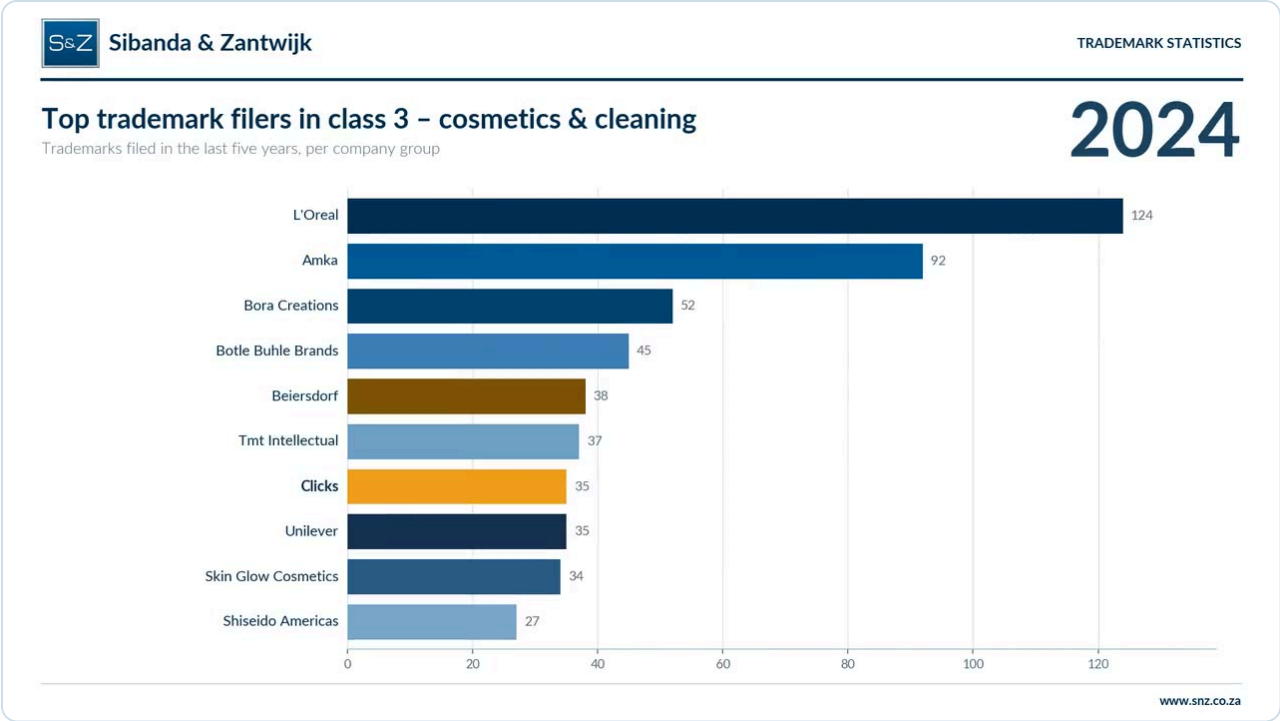
> Ranked by **number of trademarks filed in Clicks' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Clicks' market position, not who is most like it.

In the last five years, Clicks was **#8** of 1,836 filers in class 3 (cosmetics & cleaning), with 35 of 3,958 trademarks; **#78** of 5,866 filers in class 35 (advertising & retail), with 9 of 11,124 trademarks; **#19** of 817 filers in class 21 (kitchenware), with 7 of 1,364 trademarks.



Clicks' 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: Clicks

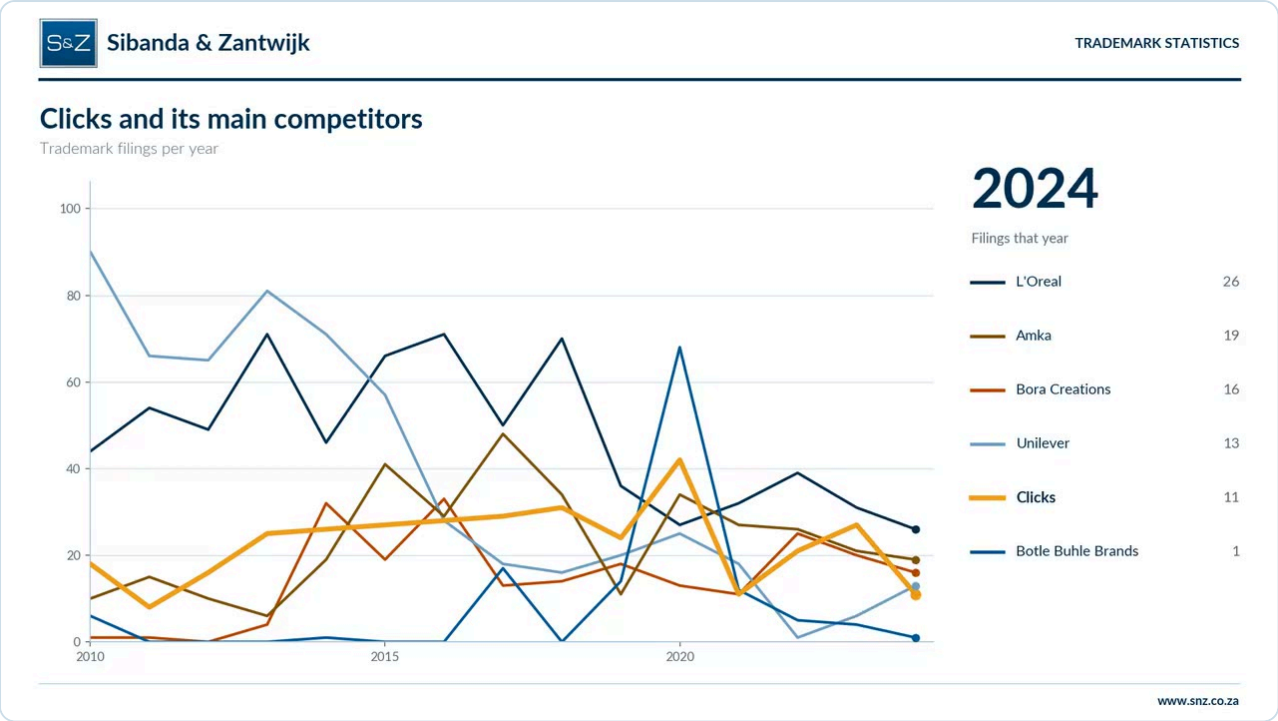


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/clicks-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like Clicks

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

Clicks 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/clicks-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	L'Oreal	Related field	84%
2	Bora Creations	Related field	71%
3	Unilever	Related field	70%
4	Amka	Related field	66%
5	Botle Buhle Brands	Related field	66%
6	Beiersdorf	Related field	65%
7	Colgate-Palmolive	Related field	65%
8	Procter & Gamble	Related field	64%
9	LVMH	Related field	64%
10	Amway	Related field	63%

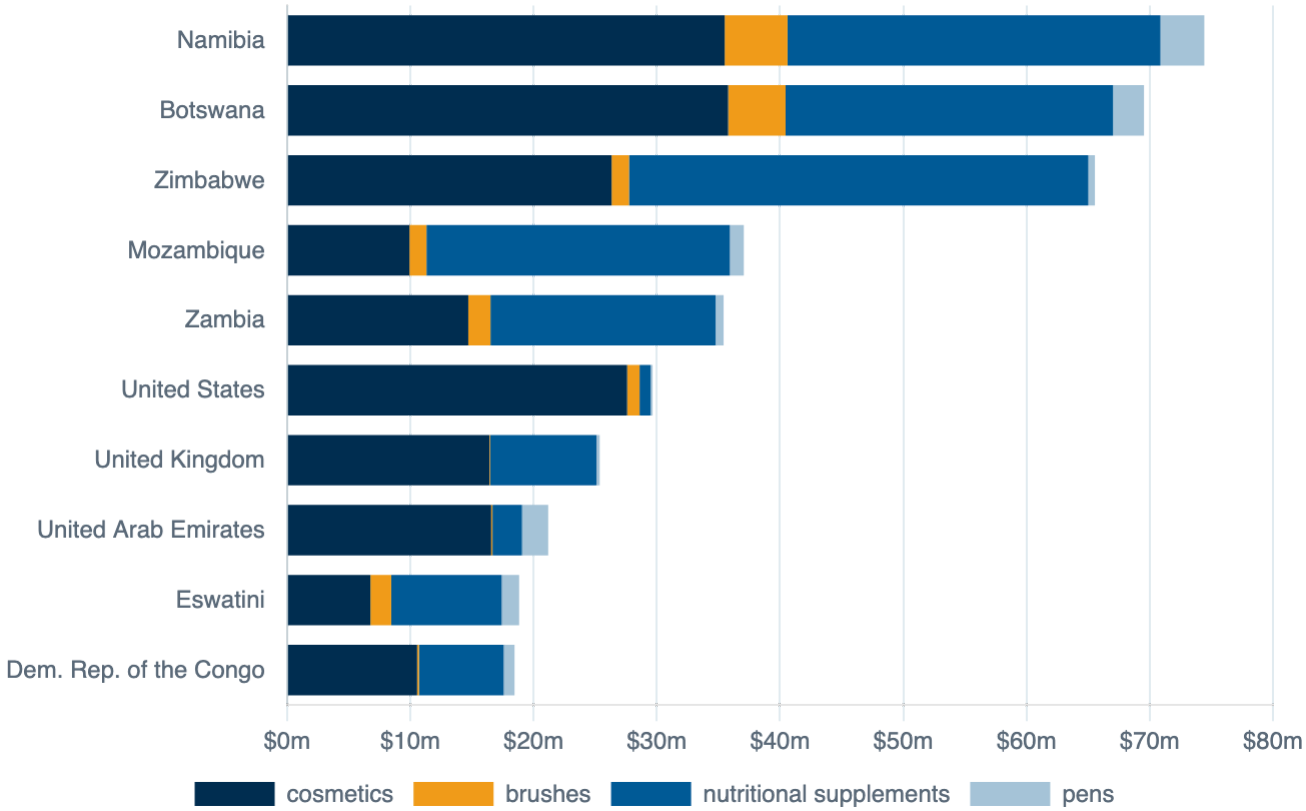
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Clicks – relevant export countries

South Africa exported **US$2.0 billion** of the goods Clicks' main classes cover in the last year – cosmetics; essential oils; perfumery; lotions (class 3); brushes; containers; combs; sponges (class 21); nutritional supplements; disinfectants; dietary supplements; vitamins (class 5); computer software; sunglasses; cases; headphones (class 9); pens; paper; magazines; printed matter (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Clicks' trademarks matter most.

Where South Africa exports Clicks' top goods

Clicks' trademarks most often cover cosmetics, brushes, nutritional supplements and pens. South Africa's ten largest export markets for these goods took **63%** 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 Clicks' 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	76	US$153 m	-0%	National	US$2,388
2	United States of America	73	US$77 m	-2%	National	US$3,425
3	United Kingdom	67	US$43 m	-1%	National	US$1,371
4	Japan	60	US$12 m	-1%	National	US$1,774
5	Canada	59	US$7.7 m	-3%	National	US$2,192
6	Australia	58	US$25 m	-4%	National	US$2,380
7	Mexico	55	US$2.0 m	+5%	National	US$3,050
8	Hong Kong SAR	55	US$989 k	+4%	National	US$1,715
9	Namibia	55	US$250 m	+7%	ARIPO	US$450
10	Zimbabwe	54	US$223 m	+5%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	55	US$250 m	+7%	ARIPO	US$450 S&Z
2	Zimbabwe	54	US$223 m	+5%	ARIPO	US$450 S&Z
3	OAPI (17 states)	50	US$36 m	+6%	National	US$1,563 S&Z
4	Nigeria	50	US$26 m	-14%	National	US$1,015 S&Z
5	Botswana	49	US$204 m	-0%	ARIPO	US$450 S&Z
6	Morocco	48	US$2.9 m	+11%	National	US$1,408
7	Tanzania	47	US$34 m	+2%	ARIPO	US$450 S&Z
8	Mozambique	47	US$117 m	-4%	ARIPO	US$450 S&Z
9	Egypt	46	US$7.0 m	-5%	National	US$2,278
10	Malawi	46	US$62 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)
CLICKS	43	US$8,729	US$8,581
SAFEWAY	20	US$4,060	US$4,333
EARTH GENIUS	19	US$3,857	US$4,149
#MAKING LIFE FUN!	15	US$3,045	US$3,410
CLICKS MADE 4 BABY	13	US$2,639	US$3,041

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 Clicks' five most-filed brands: word marks of **other companies** (not Clicks' 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 CLICKS (classes 3, 5, 9, 21, 35; searched 2018-01-31 to 2026-11-07)

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

Similar to SAFEWAY (classes 3, 5, 9, 21, 35; searched 2018-01-31 to 2026-11-07)

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

Similar to EARTH GENIUS (classes 3, 5, 9, 21, 35; searched 2018-01-31 to 2026-11-07)

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

Similar to #MAKING LIFE FUN! (classes 3, 5, 9, 21; searched 2018-01-31 to 2026-11-07)

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

Similar to CLICKS MADE 4 BABY (classes 3, 5, 9, 21; searched 2018-01-31 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

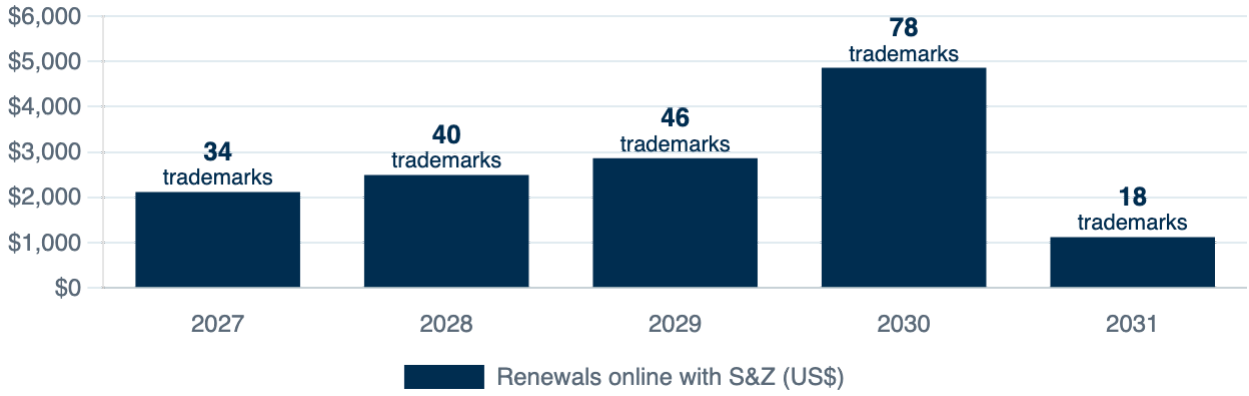
S&Z prices – South African trademarks

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$.

Clicks' next five years of renewals

216 of Clicks' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$13,455 over the five years.



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