Dis-Chem – South African trademarks

Updated 8 November 2026

Dis-Chem is a JSE-listed South African pharmacy and health retailer. It sells medicines, beauty and personal care products, including its own house brands, through stores and online.

How Dis-Chem 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.

#178
largest trademark owner in South Africa (of 121,626)

328
trademarks filed

28
different logos published since 2020

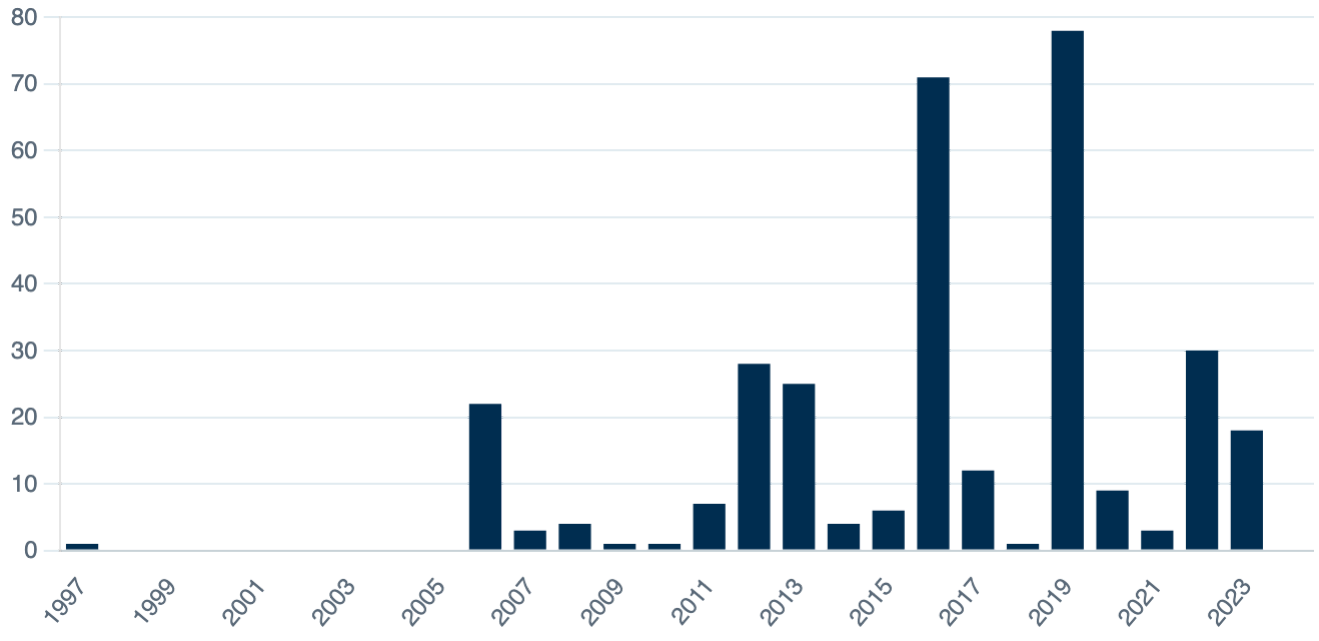
30
of 45 classes used

1997
first trademark filed

226
filed in the last 10 years

A portfolio built over time

Dis-Chem filed its first South African trademark in 1997 and has filed 328 since; its busiest year was 2019, with 78 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

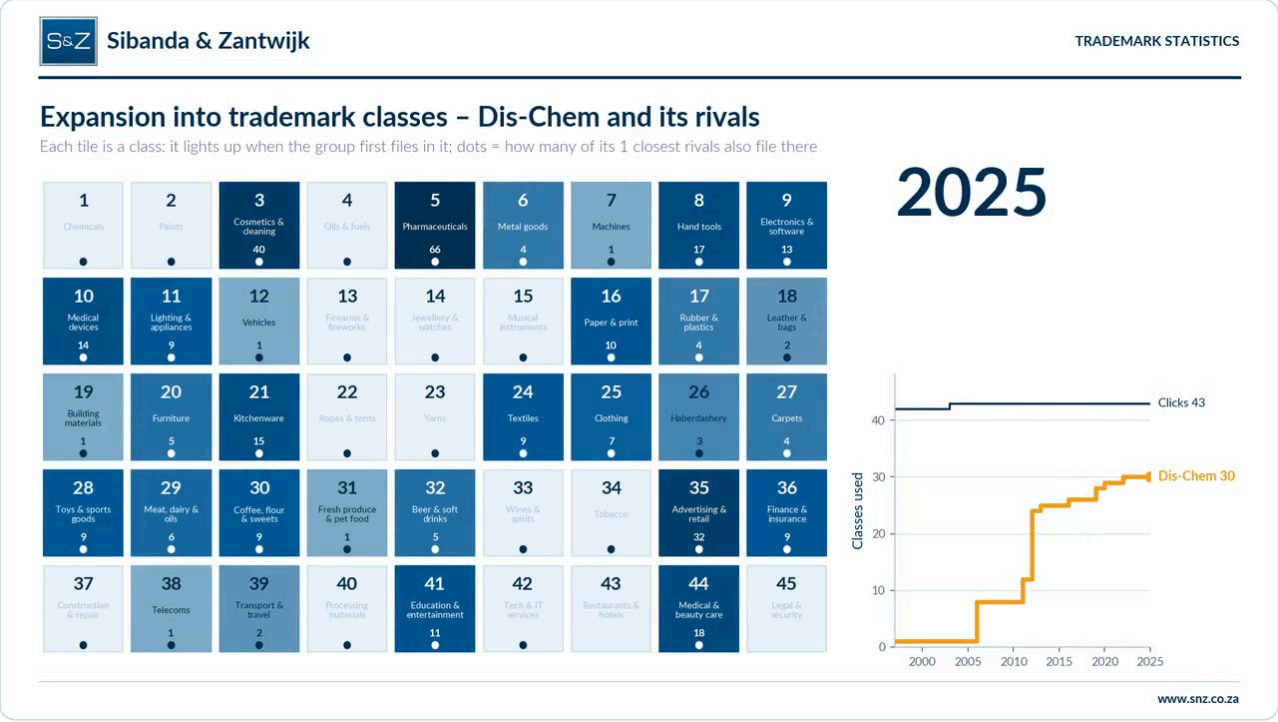
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Dis-Chem	358	1997–2025
Dis Chem	40	2006–2012
Dis Chem Consolidated	8	2013–2013
Dis Chem Distribution	2	2011–2013

Where Dis-Chem expanded its business

Trademark classes show what a business sells. Dis-Chem's portfolio is concentrated in pharmaceuticals (class 5), cosmetics & cleaning (class 3), advertising & retail (class 35). Its most recent moves were into machines (2022), telecoms (2020), vehicles (2019).

Dis-Chem trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/dis-chem-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	66	20.1%	1997
3 Cosmetics & cleaning	40	12.2%	2006
35 Advertising & retail	32	9.8%	2006
44 Medical & beauty care	18	5.5%	2006
8 Hand tools	17	5.2%	2012
21 Kitchenware	15	4.6%	2012
10 Medical devices	14	4.3%	2006
9 Electronics & software	13	4.0%	2012

The brands Dis-Chem protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	DIS-CHEM GREEN LEAF	19	19	2019–2019
2	DIS-CHEM	18	18	2019–2019
3	DIS-CHEM PHARMACIES	16	16	2016–2019
4	PHARMACISTS CHOICE	16	7	2006–2017
5	DIS-CHEM BABY CITY	8	8	2022–2022
6	DIS-CHEM BABYCITY	8	8	2022–2022
7	DIS-CHEM BABY THINGS	8	6	2012–2012
8	DIS-CHEM GLIDE MAX	8	2	2013–2013
9	BABY SAFE-T BY BABYTHINGS	7	7	2019–2019
10	HOME BUTLER	7	7	2012–2012
11	DIS-CHEM BATHMATE	6	6	2016–2016
12	DIS-CHEM FOUNDATION	6	3	2006–2016
13	#MILLIONCOMFORTS	6	3	2017–2017
14	BABYTHINGS QUALITY BABY PRODUCTS	5	5	2016–2016
15	BASICS FOR ALL YOUR GROOMING NEEDS	5	5	2016–2016

Logos filed most often (since 2020)



83 filings · 22 classes



8 filings · 8 classes



6 filings · 6 classes



4 filings · 4 classes



4 filings · 4 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Dis-Chem's logos

The 28 different logos Dis-Chem 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.



22 classes



8 classes



6 classes



4 classes



4 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



1 class



1 class



1 class



1 class



1 class

1 class

VEIKIRIN

1 class

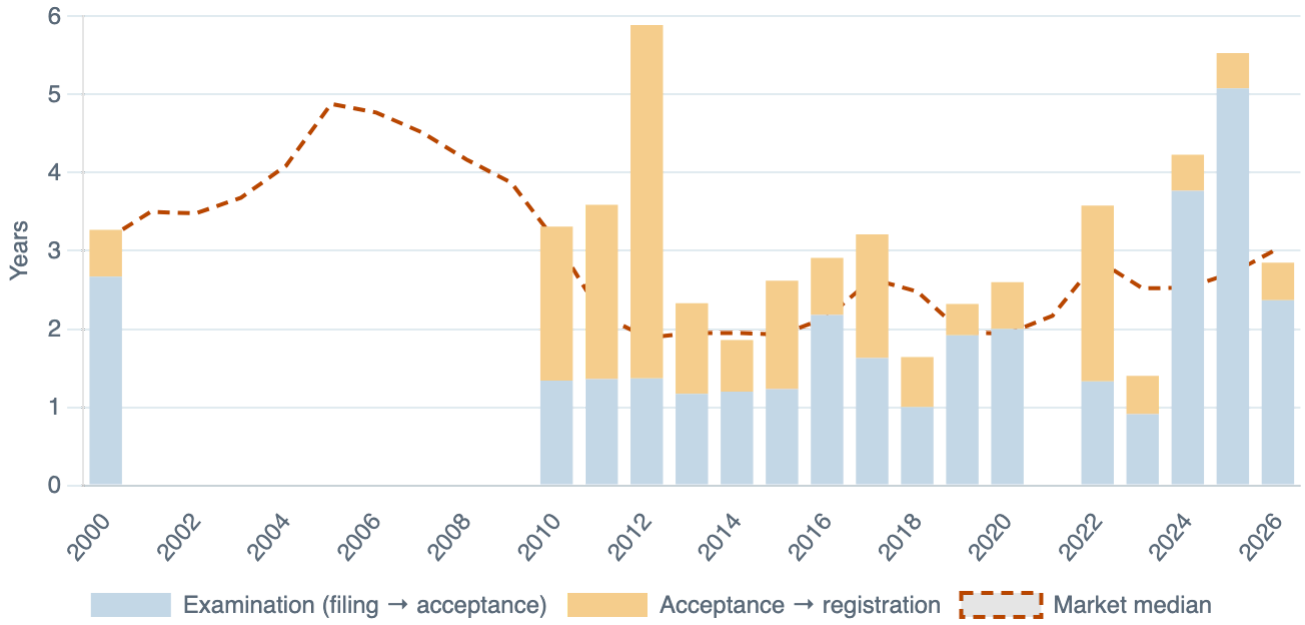
ZIZZ

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Dis-Chem's marks took a median of **4.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

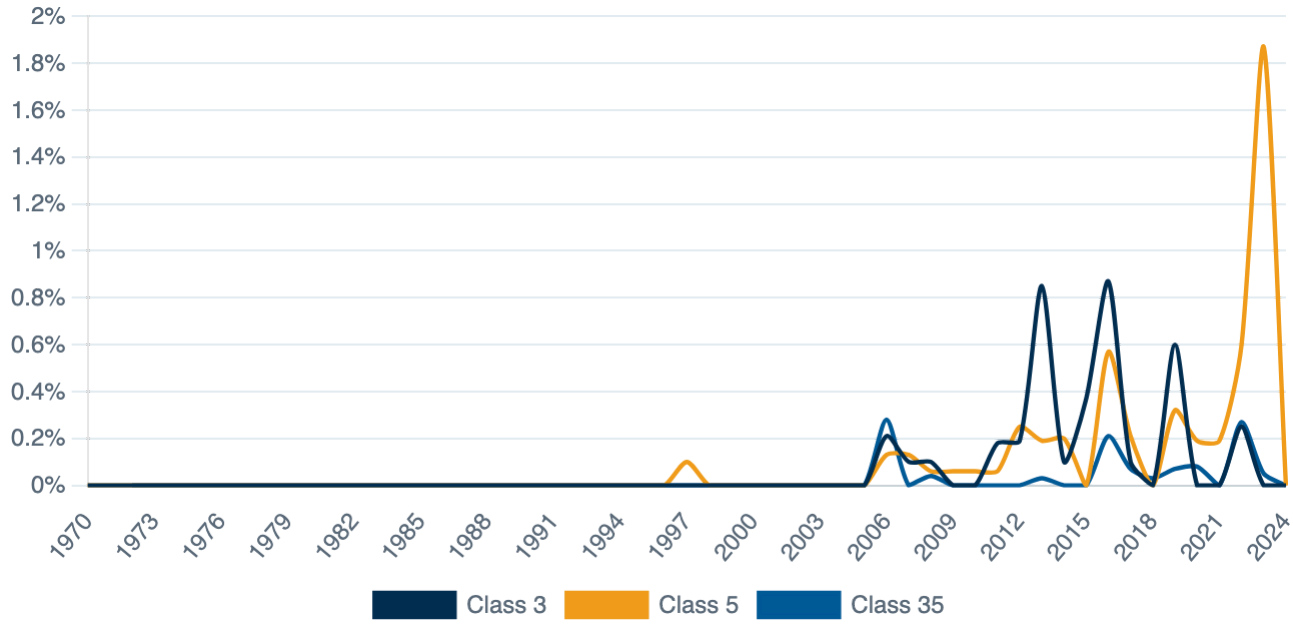


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Dis-Chem's classes

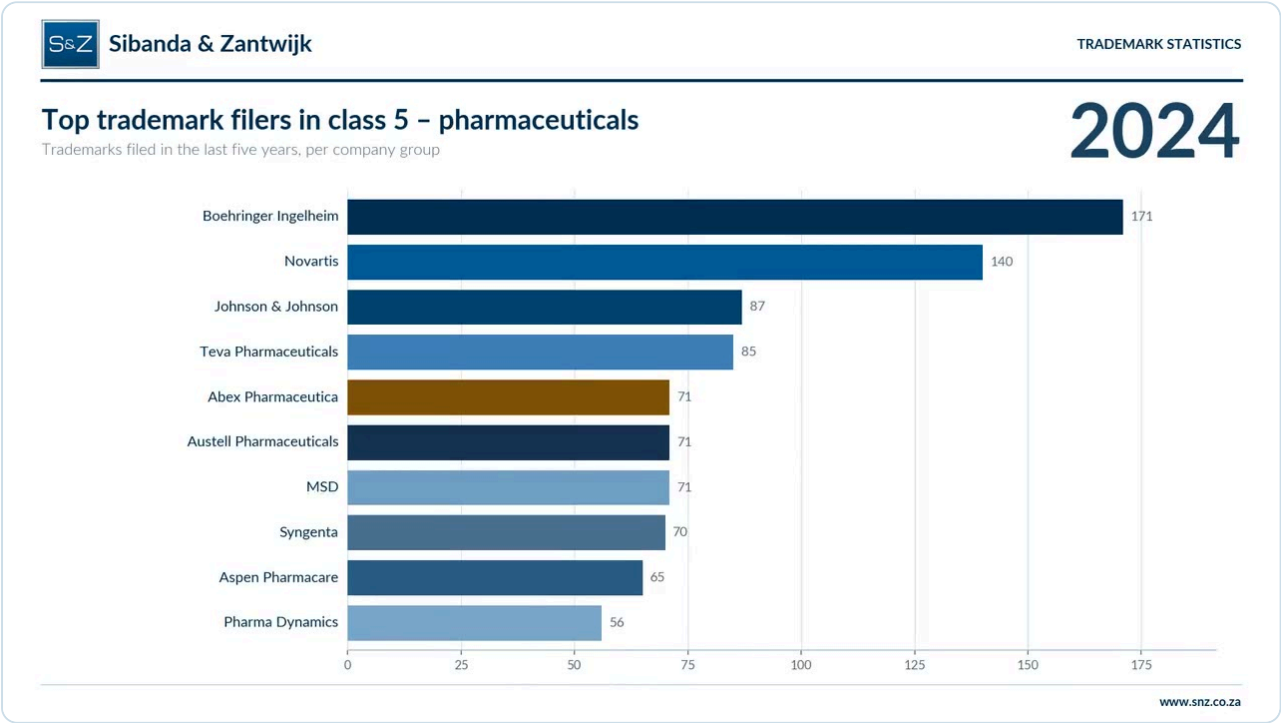
> Ranked by **number of trademarks filed in Dis-Chem's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Dis-Chem's market position, not who is most like it.

In the last five years, Dis-Chem was **#22** of 2,050 filers in class 5 (pharmaceuticals), with 31 of 6,111 trademarks; **#622** of 1,836 filers in class 3 (cosmetics & cleaning), with 2 of 3,958 trademarks; **#71** of 5,866 filers in class 35 (advertising & retail), with 10 of 11,124 trademarks.



Dis-Chem'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: Dis-Chem



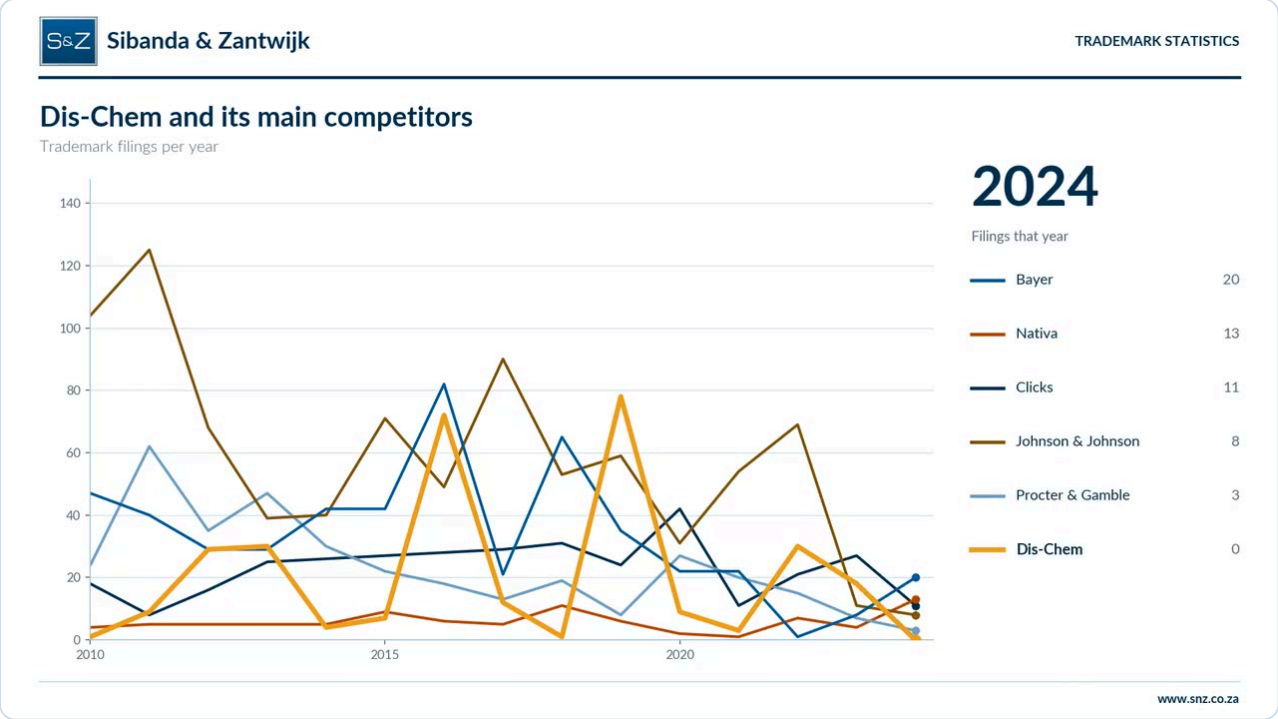
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/dis-chem-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Dis-Chem

> Ranked by **how similar their whole trademark portfolio is to Dis-Chem'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.

Dis-Chem's closest competitors in South Africa are Clicks.

Dis-Chem 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/dis-chem-south-african-trademarks/competitors-video.html

Trademark filings per year: Dis-Chem (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Clicks	Direct competitor	69%
2	Nativa	Related field	75%
3	Procter & Gamble	Related field	68%
4	Johnson & Johnson	Related field	68%
5	Bayer	Related field	66%
6	SC Johnson	Related field	65%
7	Kimberly-Clark	Related field	65%
8	GSK	Related field	64%
9	Merck	Related field	64%
10	Inova Pharmaceuticals	Related field	63%

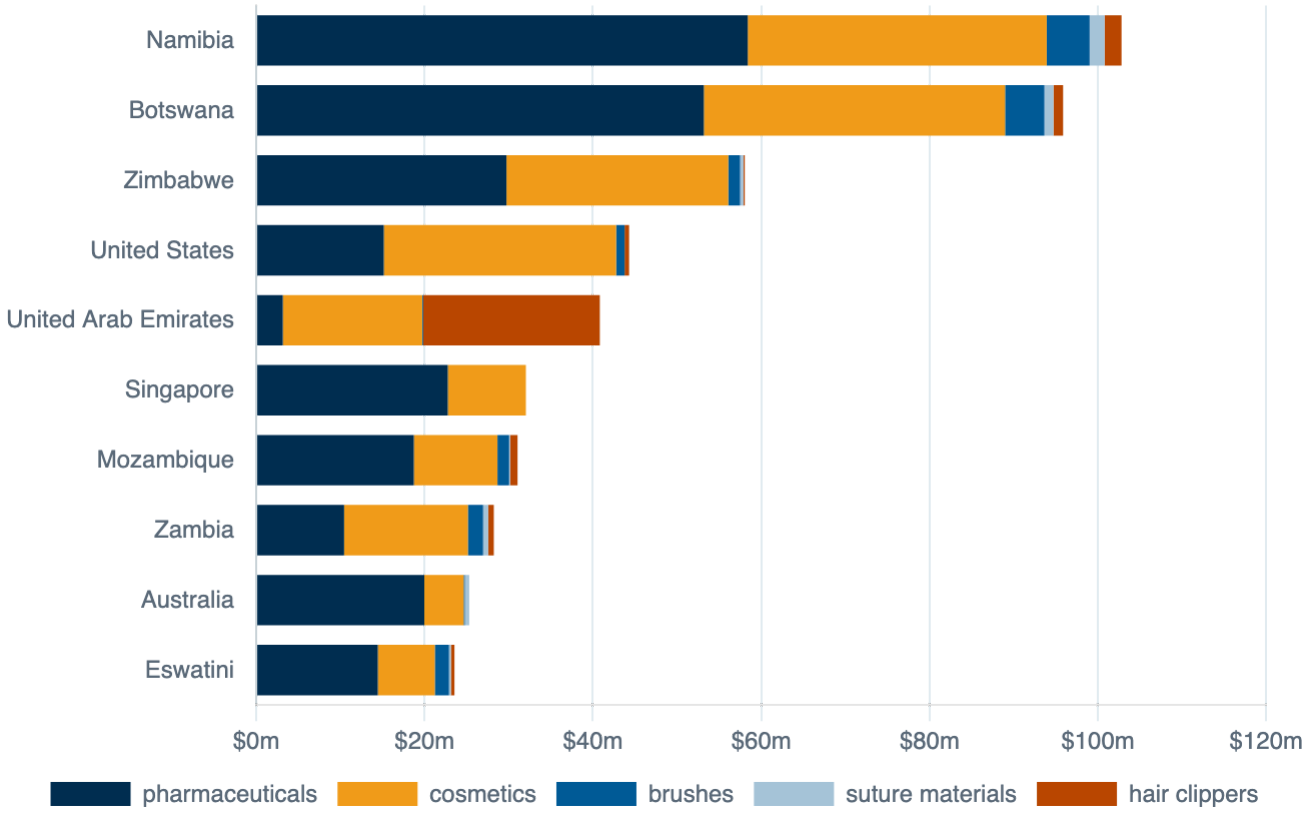
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Dis-Chem – relevant export countries

South Africa exported **US$1.5 billion** of the goods Dis-Chem's main classes cover in the last year – pharmaceuticals; medical preparations; pharmaceutical preparations; dietary supplements (class 5); cosmetics; soaps; essential oils; lotions (class 3); hair clippers; razors; tweezers; scissors (class 8); brushes; bowls; cups; cleaning (class 21); suture materials; surgical; artificial limbs; instruments (class 10). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Dis-Chem's trademarks matter most.

Where South Africa exports Dis-Chem's top goods

Dis-Chem's trademarks most often cover pharmaceuticals, cosmetics, brushes, suture materials and hair clippers. South Africa's ten largest export markets for these goods took **65%** 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 Dis-Chem'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	77	US$129 m	+3%	National	US$2,388
2	United States of America	73	US$72 m	+2%	National	US$3,425
3	United Kingdom	65	US$40 m	-0%	National	US$1,371
4	Japan	61	US$12 m	-3%	National	US$1,774
5	Australia	59	US$32 m	-3%	National	US$2,380
6	Canada	58	US$8.4 m	+1%	National	US$2,192
7	Namibia	56	US$209 m	+10%	ARIPO	US$450
8	Russian Federation	55	US$1.2 m	-2%	National	US$1,915
9	Türkiye	53	US$4.2 m	+10%	National	US$1,258
10	Hong Kong SAR	53	US$2.1 m	+3%	National	US$1,715

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	56	US$209 m	+10%	ARIPO	US$450 S&Z
2	Botswana	52	US$188 m	-2%	ARIPO	US$450 S&Z
3	Zimbabwe	52	US$129 m	+1%	ARIPO	US$450 S&Z
4	OAPI (17 states)	50	US$16 m	+6%	National	US$1,563 S&Z
5	Nigeria	50	US$17 m	-7%	National	US$1,015 S&Z
6	Malawi	48	US$30 m	+20%	ARIPO	US$450 S&Z
7	Mozambique	48	US$76 m	-1%	ARIPO	US$450 S&Z
8	Egypt	47	US$510 k	+0%	National	US$2,278
9	Morocco	46	US$574 k	+12%	National	US$1,408
10	Algeria	46	US$1.3 m	+16%	National	US$1,445

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)
DIS-CHEM GREEN LEAF	19	US$3,857	US$4,149
DIS-CHEM	18	US$3,654	US$3,964
DIS-CHEM PHARMACIES	16	US$3,248	US$3,595
PHARMACISTS CHOICE	7	US$1,421	US$1,932
DIS-CHEM BABY CITY	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 Dis-Chem's five most-filed brands: word marks of **other companies** (not Dis-Chem'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 DIS-CHEM GREEN LEAF (classes 3, 5, 8, 35, 44; searched 2018-02-28 to 2026-11-08)

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

Similar to DIS-CHEM (classes 3, 5, 8, 35, 44; searched 2018-02-28 to 2026-11-08)

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

Similar to DIS-CHEM PHARMACIES (classes 5, 35, 44; searched 2018-07-25 to 2026-11-08)

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

Similar to PHARMACISTS CHOICE (classes 3, 5, 8, 10, 21, 35, 44; searched 2018-01-31 to 2026-11-08)

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

Similar to DIS-CHEM BABY CITY (classes 3, 5, 9, 16, 24, 25, 35, 41; 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

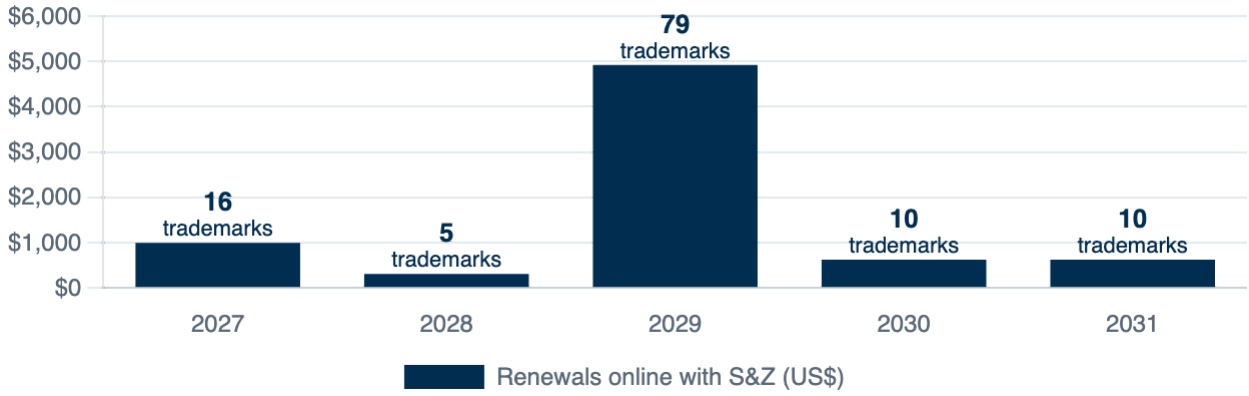
S&Z prices – South African trademarks

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$.

Dis-Chem's next five years of renewals

120 of Dis-Chem's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$7,475** over the five years.



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