Essity – South African trademarks

Updated 8 November 2026

Essity is a Swedish hygiene and health company. Its brands include TENA incontinence products, Libero nappies and BSN medical's wound care, compression and orthopaedic products.

How Essity 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.

#219
largest trademark owner in South Africa (of 121,626)

276
trademarks filed

9
different logos published since 2020

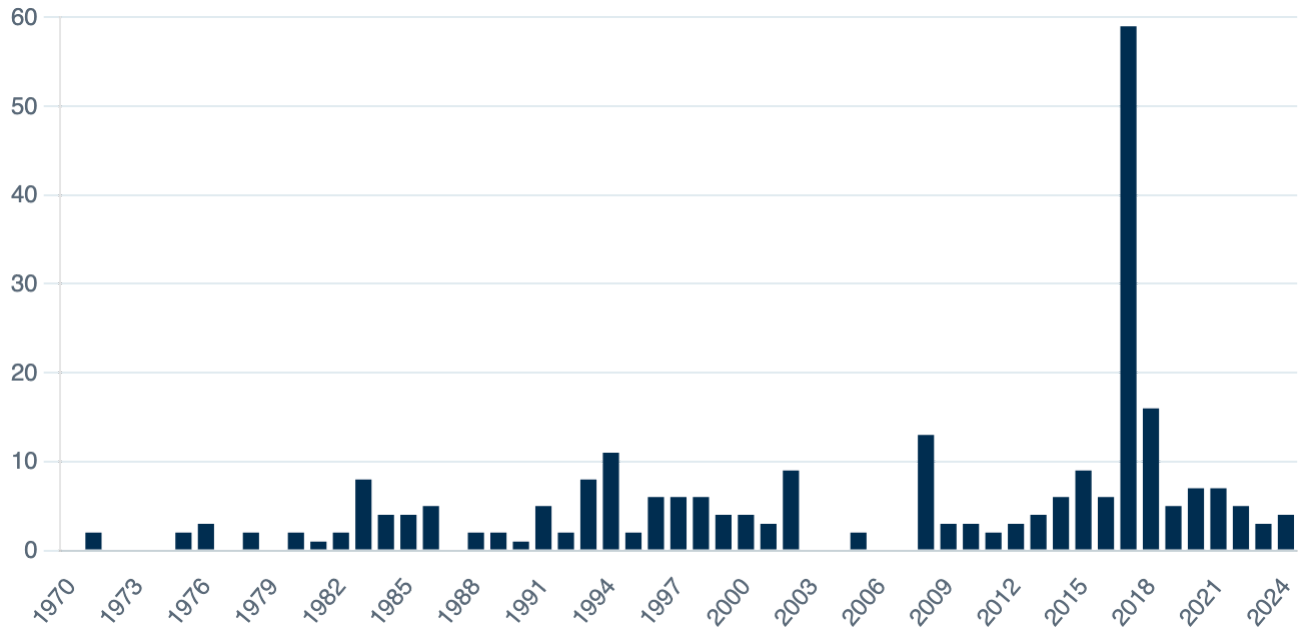
17
of 45 classes used

1920
first trademark filed

112
filed in the last 10 years

A portfolio built over time

Essity filed its first South African trademark in 1920 and has filed 276 since; its busiest year was 2017, with 59 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

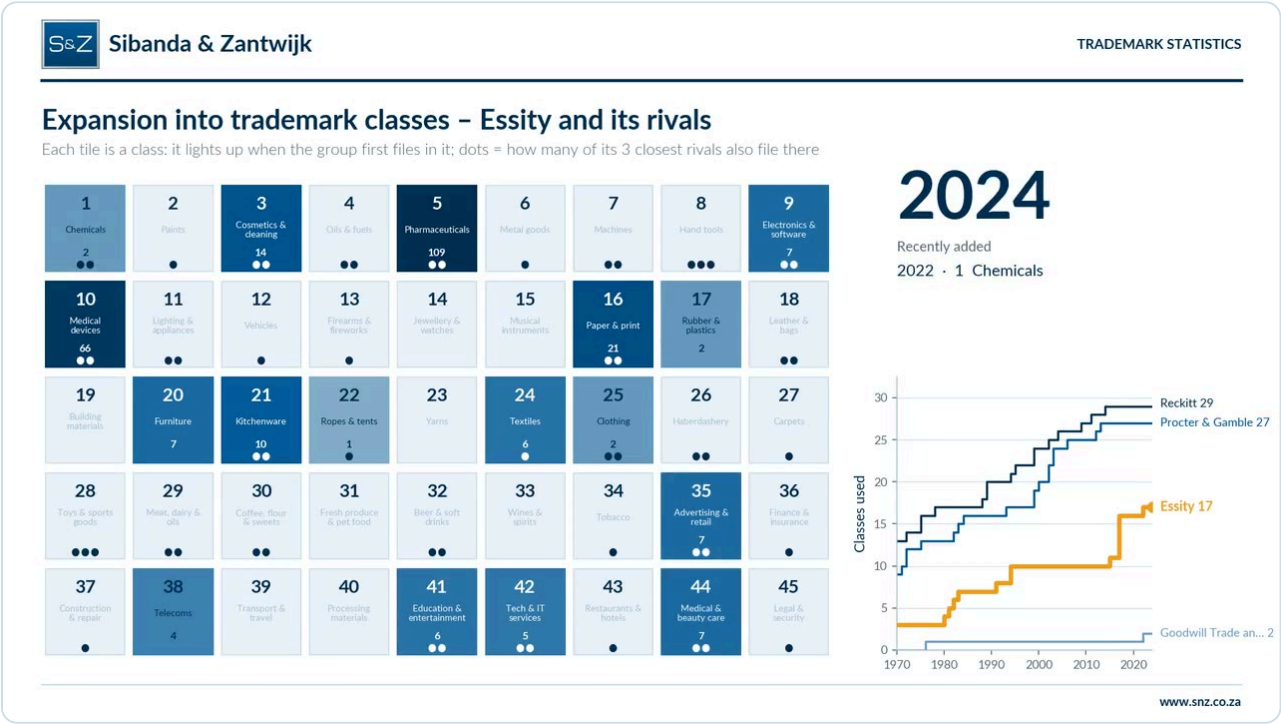
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Essity	166	1981–2024
Bsn Medical	152	1920–2024

Where Essity expanded its business

Trademark classes show what a business sells. Essity's portfolio is concentrated in pharmaceuticals (class 5), medical devices (class 10), paper & print (class 16). Its most recent moves were into chemicals (2022), electronics & software (2017), education & entertainment (2017).

Essity trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/essity-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	109	39.5%	1920
10	Medical devices	66	23.9%	1938
16	Paper & print	21	7.6%	1980
3	Cosmetics & cleaning	14	5.1%	1982
21	Kitchenware	10	3.6%	1994
20	Furniture	7	2.5%	2015
35	Advertising & retail	7	2.5%	2017
44	Medical & beauty care	7	2.5%	2017

The brands Essity protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ESSITY	33	13	2017–2017
2	TENA	15	4	1993–2018
3	TORK	8	5	1994–2020
4	JOBST	6	2	1976–2020
5	LEUKOPLAST	6	2	1920–2019
6	ACTIMOVE	5	2	2001–2018
7	BSN MEDICAL	4	2	2000–2001
8	INNOLIG+	4	2	2022–2022
9	CARESSA	3	3	2023–2023
10	PROGUARD	3	3	1983–1983
11	TORK MATIC	3	3	2015–2015
12	FLASHCAST	3	2	1993–2014
13	HYGEX	3	2	1938–1956
14	LIBRESSE	3	2	1983–2019
15	TEMPO	3	2	1991–2015

Logos filed most often (since 2020)



8 filings · 4 classes



5 filings · 2 classes



4 filings · 4 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class

Essity's logos

The 9 different logos Essity 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.

4 classes

4 classes

3 classes

2 classes

2 classes

2 classes

1 class

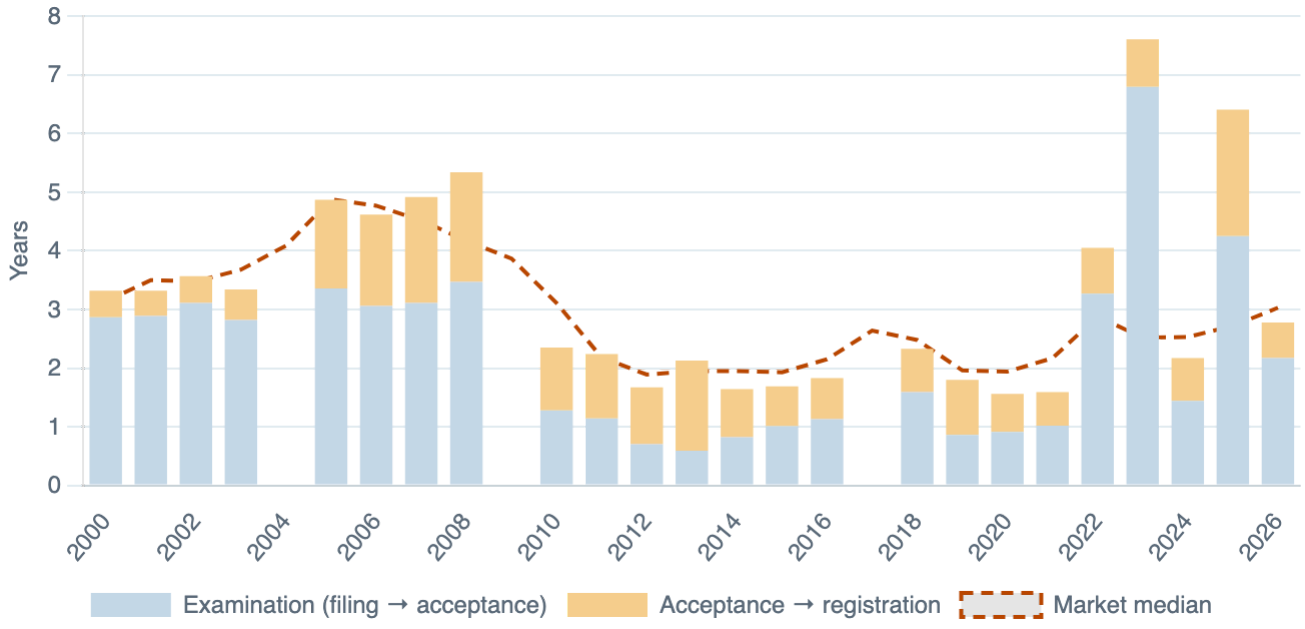
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Essity's marks took a median of **4.0 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.3 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

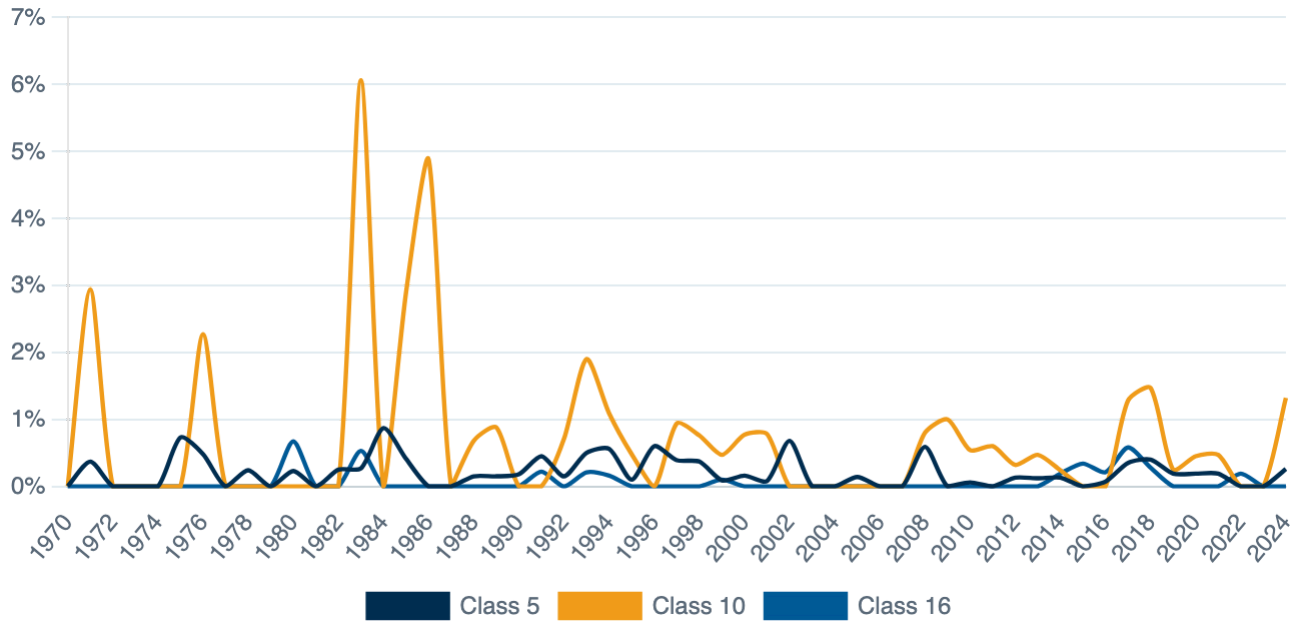


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Essity's classes

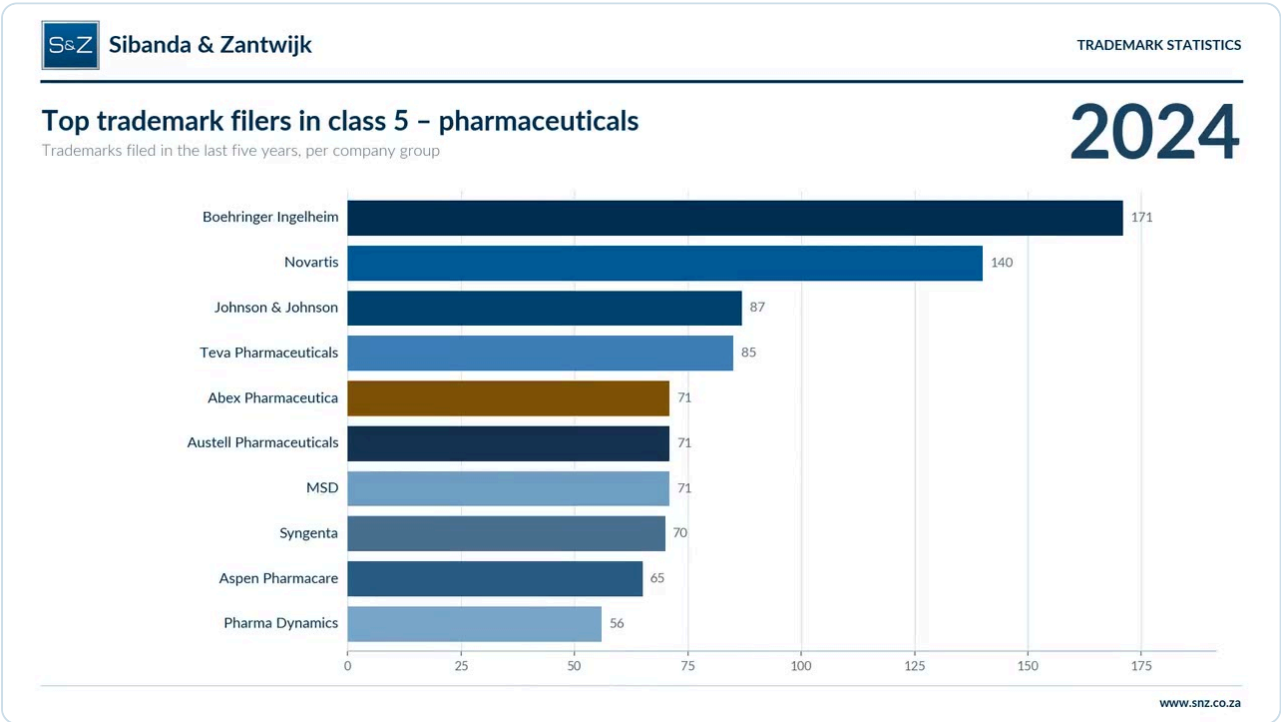
> Ranked by **number of trademarks filed in Essity's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Essity's market position, not who is most like it.

In the last five years, Essity was **#111** of 2,050 filers in class 5 (pharmaceuticals), with 8 of 6,111 trademarks; **#30** of 814 filers in class 10 (medical devices), with 6 of 1,561 trademarks; **#799** of 1,191 filers in class 16 (paper & print), with 1 of 2,264 trademarks.



Essity'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: Essity



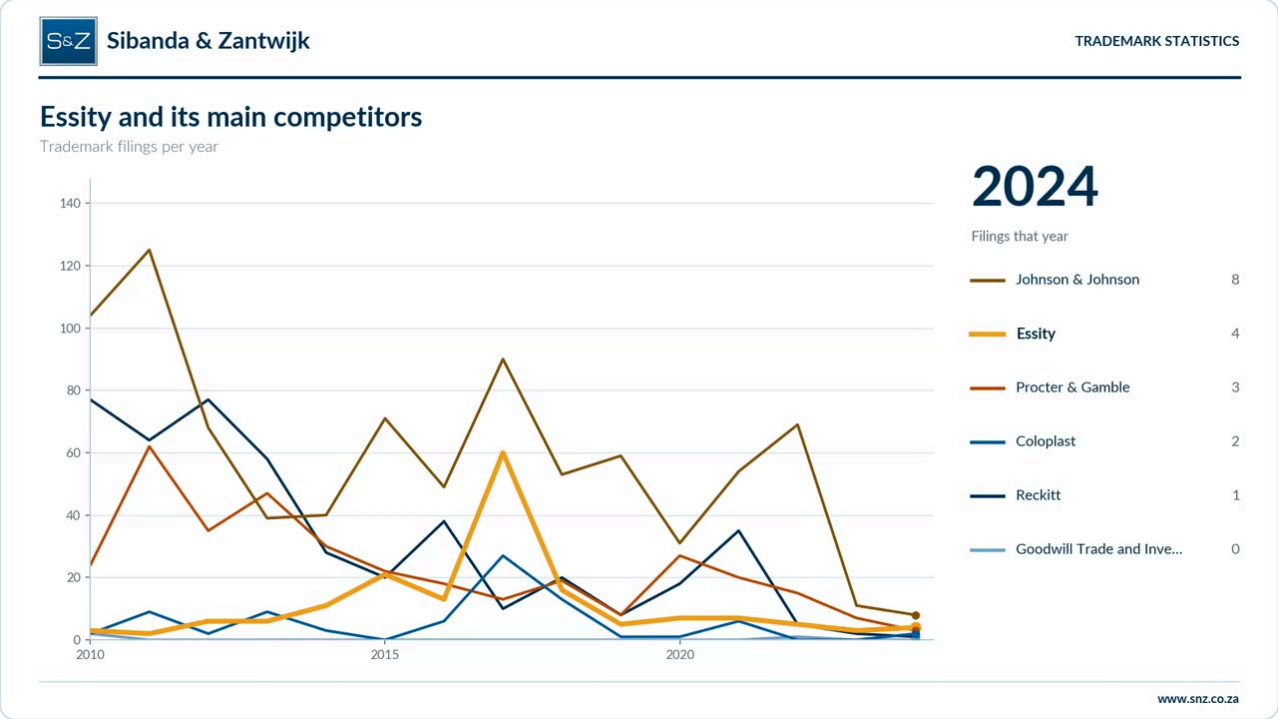
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/essity-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Essity

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

Essity's closest competitors in South Africa are Reckitt, Procter & Gamble and Goodwill Trade and Investments.

Essity 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/essity-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Reckitt	Direct competitor	73%
2	Procter & Gamble	Direct competitor	72%
3	Goodwill Trade and Investments	Direct competitor	65%
4	Johnson & Johnson	Related field	87%
5	Coloplast	Related field	69%
6	Lrc Products	Related field	65%
7	Pick n Pay	Retailer's own brands	77%
8	Suning International Services	Retailer's own brands	65%
9	Aldi	Retailer's own brands	65%
10	Mr Price	Retailer's own brands	63%

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

Essity – relevant export countries

South Africa exported **US$2.3 billion** of the goods Essity's main classes cover in the last year – pharmaceutical preparations; absorbent; dressings; sanitary preparations (class 5); surgical; splints; bandages; gloves (class 10); paper; printed matter; towels; cardboard (class 16); essential oils; soaps; shampoos; lotions (class 3); containers; dispensers; holders; stands (class 21). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Essity's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	78	US$194 m	+1%	National	US$2,388
2	United States of America	74	US$94 m	+4%	National	US$3,425
3	United Kingdom	69	US$45 m	-3%	National	US$1,371
4	Japan	63	US$12 m	-7%	National	US$1,774
5	Namibia	63	US$317 m	+5%	ARIPO	US$450
6	Canada	62	US$10 m	-2%	National	US$2,192
7	Australia	61	US$38 m	-5%	National	US$2,380
8	Zimbabwe	60	US$217 m	-3%	ARIPO	US$450
9	Türkiye	59	US$4.5 m	+2%	National	US$1,258
10	Botswana	59	US$243 m	-7%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	63	US$317 m	+5%	ARIPO	US$450 S&Z
2	Zimbabwe	60	US$217 m	-3%	ARIPO	US$450 S&Z
3	Botswana	59	US$243 m	-7%	ARIPO	US$450 S&Z
4	Eswatini	55	US$102 m	-7%	National	US$446
5	Malawi	55	US$58 m	+11%	ARIPO	US$450 S&Z
6	Mozambique	55	US$128 m	-4%	ARIPO	US$450 S&Z
7	Lesotho	55	US$69 m	+7%	National	US$326
8	Nigeria	53	US$14 m	-18%	National	US$1,015 S&Z
9	OAPI (17 states)	53	US$24 m	+0%	National	US$1,563 S&Z
10	Morocco	52	US$3.9 m	+9%	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)
ESSITY	13	US$2,639	US$3,041
TENA	4	US$812	US$1,378
TORK	5	US$1,015	US$1,563
JOBST	2	US$406	US$1,009
LEUKOPLAST	2	US$406	US$1,009

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 Essity's five most-filed brands: word marks of **other companies** (not Essity'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 ESSITY (classes 3, 5, 10, 16, 21; searched 2018-02-28 to 2026-11-08)

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

Similar to TENA (classes 3, 5, 10, 16; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to TORK (classes 3, 10, 16, 20, 21; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to JOBST (classes 5, 10; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to LEUKOPLAST (classes 5, 10; no close matches in the search)

No confusingly similar marks of other companies found.

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

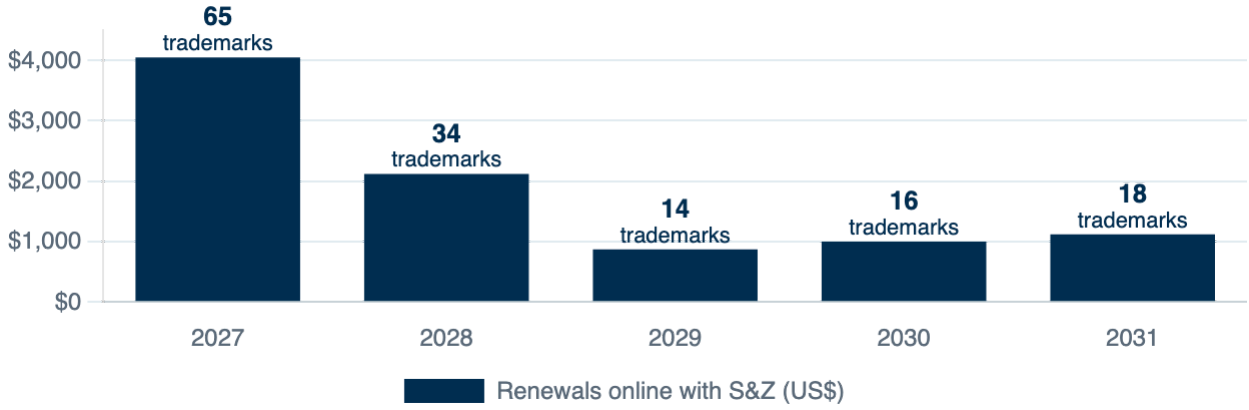
S&Z prices – South African trademarks

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$.

Essity's next five years of renewals

147 of Essity's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$9,157 over the five years.



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