Henkel – South African trademarks

Updated 8 November 2026

Henkel is a German consumer goods and industrial company. It makes adhesives, laundry and home care and hair care products, including Loctite and Schwarzkopf.

How Henkel 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.

#81
largest trademark owner in South Africa (of 121,626)

708
trademarks filed

18
different logos published since 2020

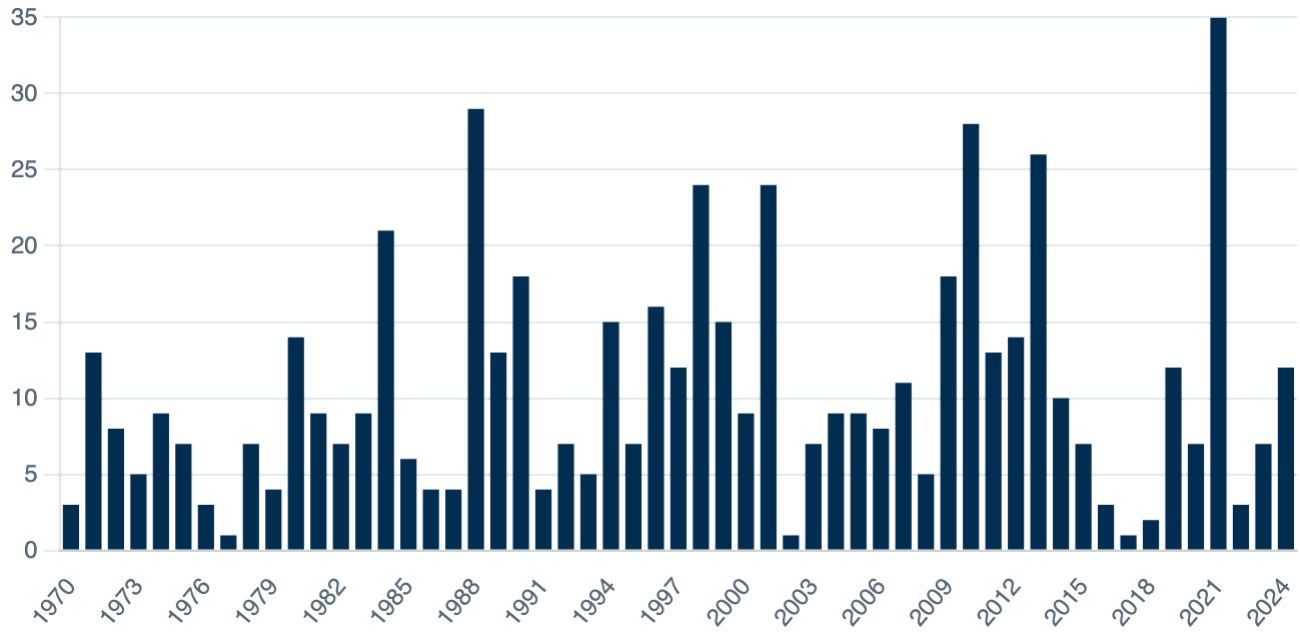
27
of 45 classes used

1921
first trademark filed

94
filed in the last 10 years

A portfolio built over time

Henkel filed its first South African trademark in 1921 and has filed 708 since; its busiest year was 2021, with 35 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

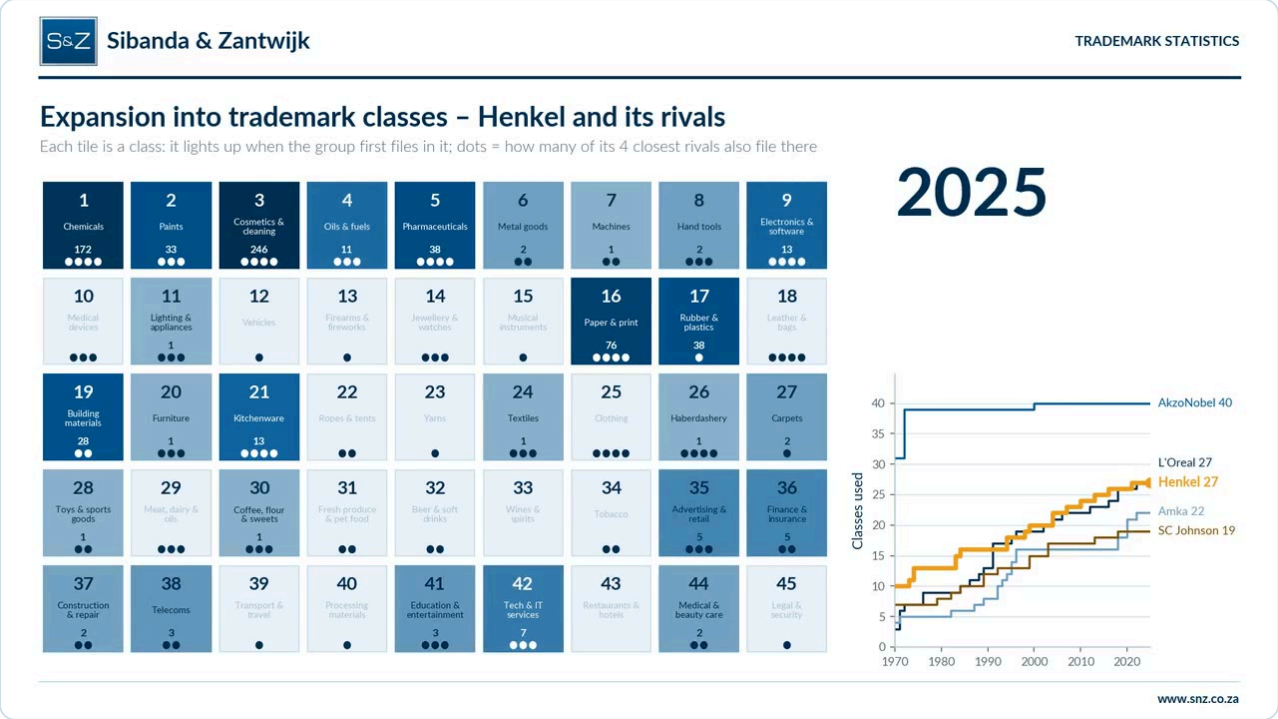
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Henkel	893	1921–2025
Henkel South Africa	21	1985–2001

Where Henkel expanded its business

Trademark classes show what a business sells. Henkel's portfolio is concentrated in cosmetics & cleaning (class 3), chemicals (class 1), paper & print (class 16). Its most recent moves were into telecoms (2021), finance & insurance (2016), medical & beauty care (2013).

Henkel trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/henkel-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	246	34.7%	1945
1	Chemicals	172	24.3%	1943
16	Paper & print	76	10.7%	1921
5	Pharmaceuticals	38	5.4%	1932
17	Rubber & plastics	38	5.4%	1944
2	Paints	33	4.7%	1930
19	Building materials	28	4.0%	1930
21	Kitchenware	13	1.8%	1962

The brands Henkel protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	HENKEL	30	13	1963–2025
2	HENKEL EXCELLENCE IS OUR PASSION	11	11	2010–2010
3	HENKEL DX	10	5	2021–2021
4	LOCTITE	9	3	1960–2003
5	PERFAX	8	6	1951–1988
6	MANCO	8	4	1999–1999
7	STOP	7	7	2005–2005
8	PATTEX	7	4	1959–2024
9	PRITT	6	2	1969–2021
10	RAQN	5	5	2021–2021
11	TEROCORE	5	5	1998–1998
12	TEROSON	5	5	2012–2012
13	THOMSIT	5	5	1997–1997
14	P3	5	3	1961–1984
15	TURCO	5	3	1946–2012

Logos filed most often (since 2020)



25 filings · 16 classes



6 filings · 2 classes



5 filings · 5 classes



4 filings · 4 classes



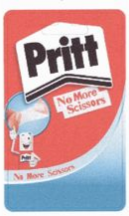
3 filings · 3 classes



3 filings · 1 class



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class

Henkel's logos

The 18 different logos Henkel 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.

16 classes

5 classes



4 classes



3 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

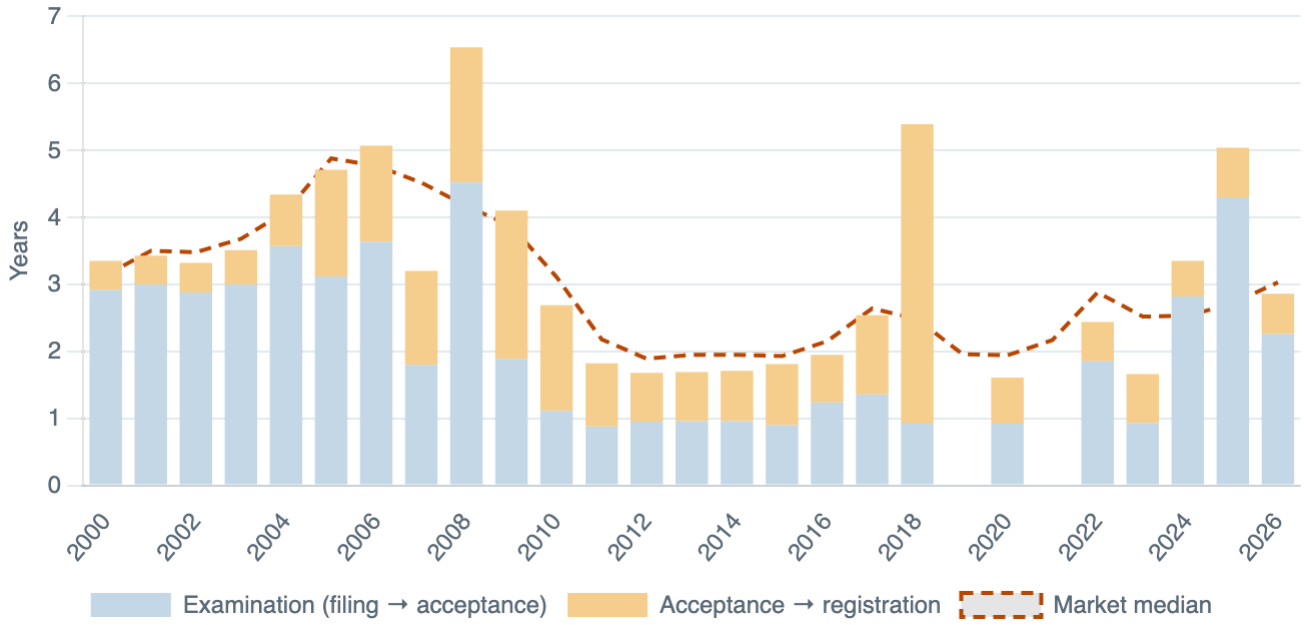


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Henkel's marks took a median of **2.9 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.

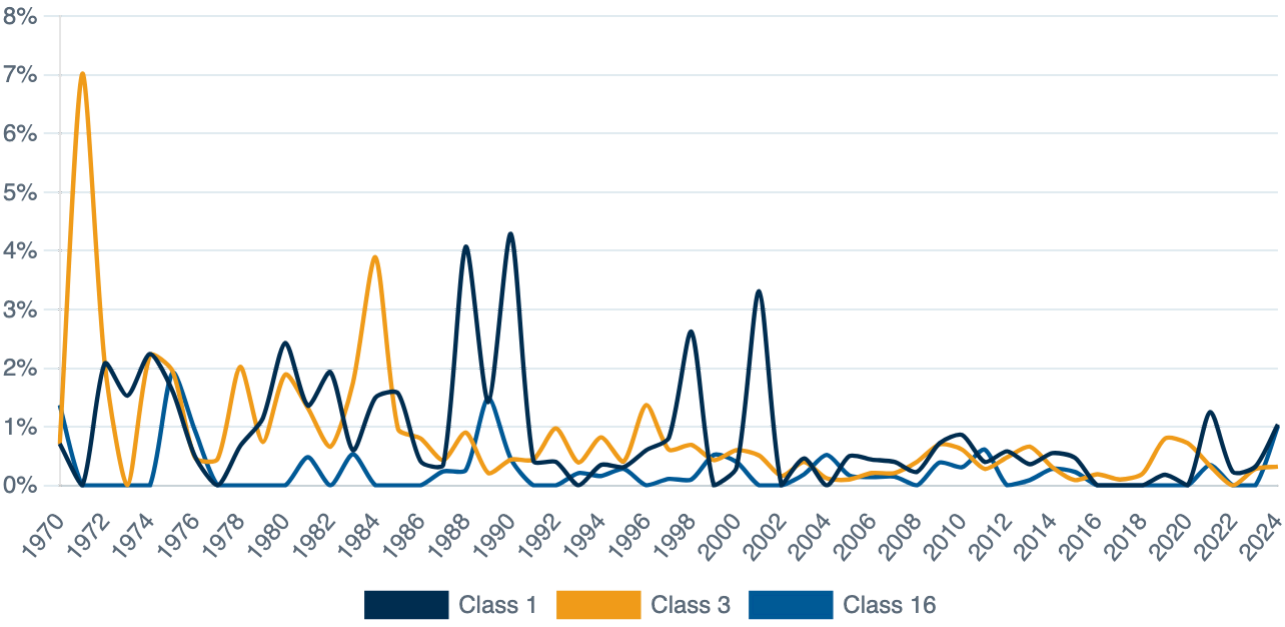


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Henkel's classes

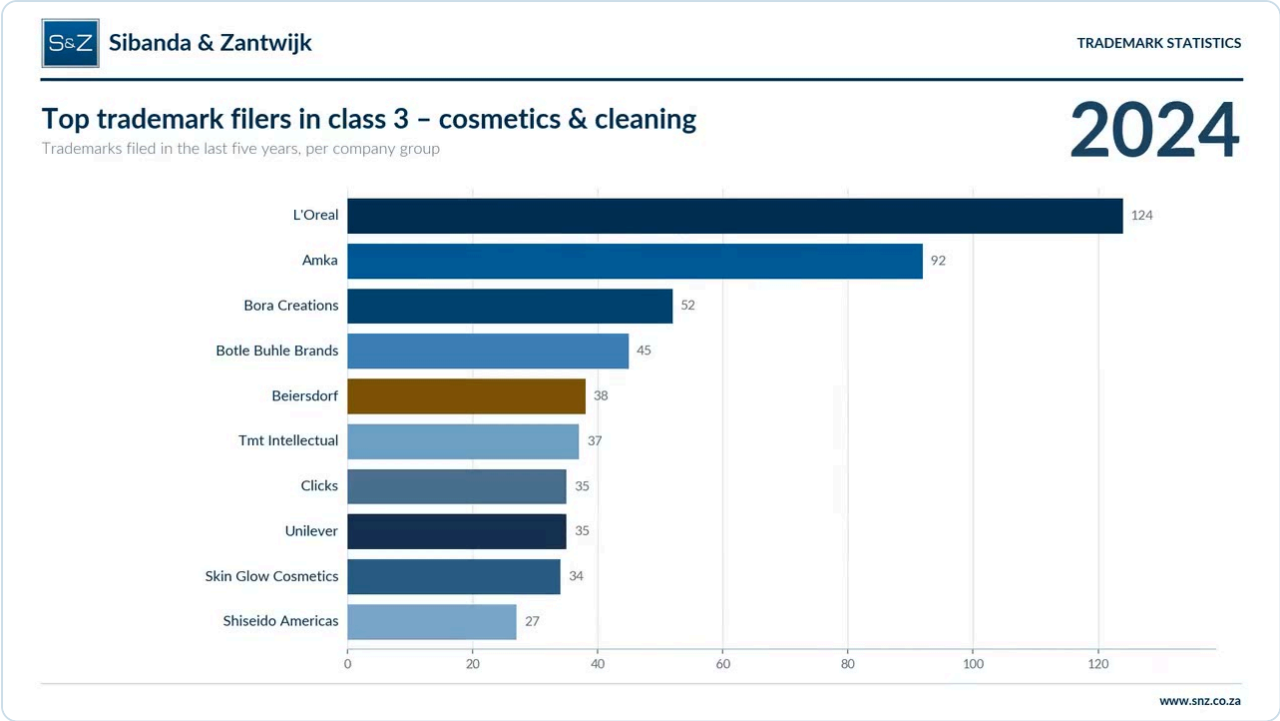
> Ranked by **number of trademarks filed in Henkel's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Henkel's market position, not who is most like it.

In the last five years, Henkel was **#26** of 1,836 filers in class 3 (cosmetics & cleaning), with 14 of 3,958 trademarks; **#18** of 947 filers in class 1 (chemicals), with 12 of 2,054 trademarks; **#69** of 1,191 filers in class 16 (paper & print), with 5 of 2,264 trademarks.



Henkel'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: Henkel



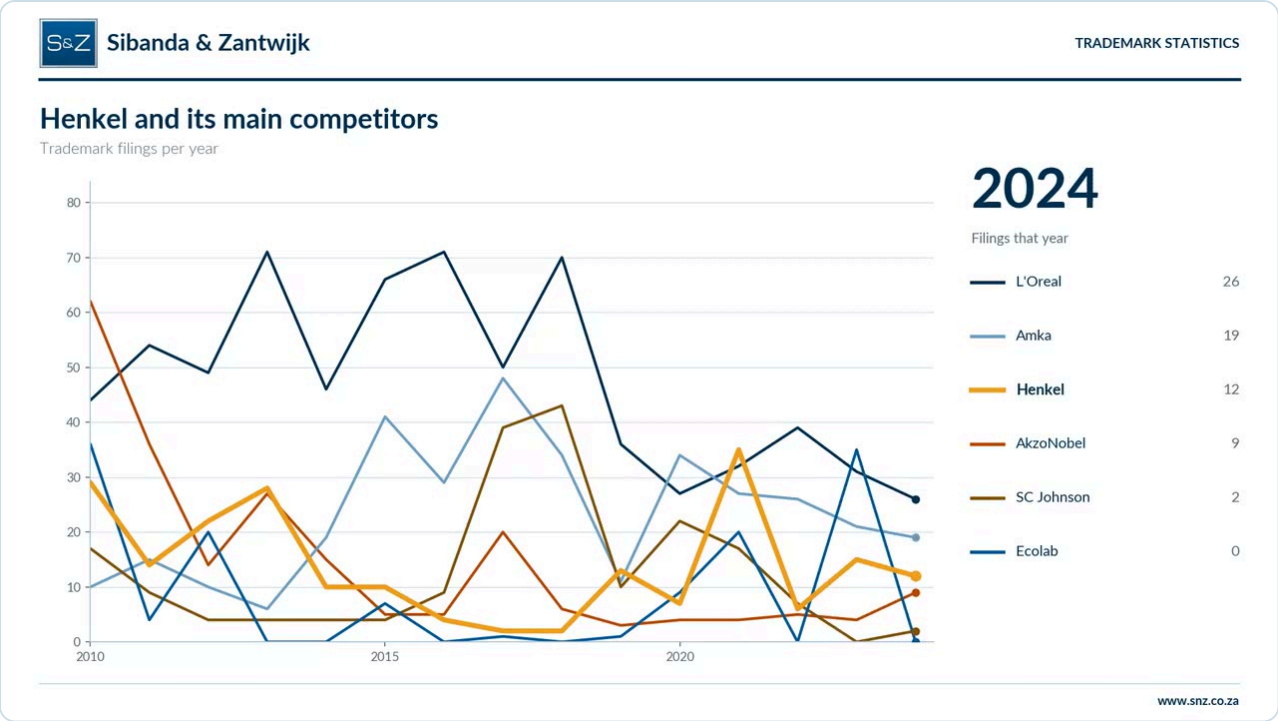
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/henkel-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like Henkel

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

Henkel's closest competitors in South Africa are L'Oreal, AkzoNobel, Amka and SC Johnson.

Henkel 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/henkel-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	L'Oreal	Direct competitor	77%
2	AkzoNobel	Direct competitor	70%
3	Amka	Direct competitor	70%
4	SC Johnson	Direct competitor	62%
5	Ecolab	Direct competitor	61%
6	Sime Darby Malaysia Berhad	Related field	62%
7	Dis-Chem	Retailer's own brands	63%
8	Autozone	Retailer's own brands	63%
9	Unitrade Management Services	Retailer's own brands	62%
10	Vermont Sales	Other field	64%

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

Henkel – relevant export countries

South Africa exported **US$4.4 billion** of the goods Henkel's main classes cover in the last year – cosmetics; hair; lotions; essential oils (class 3); adhesives; unprocessed; chemical preparations; plastics (class 1); stationery; adhesives; books; printed matter (class 16); dietary supplements; pharmaceuticals; disinfectants; veterinary preparations (class 5); insulating materials; rubber; packing; plastics (class 17). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Henkel's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	80	US$408 m	-2%	National	US$2,388
2	United States of America	72	US$181 m	-3%	National	US$3,425
3	United Kingdom	65	US$93 m	-4%	National	US$1,371
4	Zimbabwe	59	US$477 m	+8%	ARIPO	US$450
5	Canada	59	US$13 m	-5%	National	US$2,192
6	Australia	59	US$63 m	-7%	National	US$2,380
7	Mexico	59	US$11 m	+4%	National	US$3,050
8	Türkiye	58	US$29 m	-5%	National	US$1,258
9	Namibia	57	US$449 m	+8%	ARIPO	US$450
10	Russian Federation	56	US$1.1 m	-5%	National	US$1,915

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	59	US$477 m	+8%	ARIPO	US$450 S&Z
2	Namibia	57	US$449 m	+8%	ARIPO	US$450 S&Z
3	Nigeria	56	US$114 m	-10%	National	US$1,015 S&Z
4	Botswana	54	US$423 m	-4%	ARIPO	US$450 S&Z
5	OAPI (17 states)	53	US$60 m	+4%	National	US$1,563 S&Z
6	Mozambique	52	US$269 m	+1%	ARIPO	US$450 S&Z
7	Malawi	51	US$126 m	+21%	ARIPO	US$450 S&Z
8	Tanzania	50	US$59 m	-3%	ARIPO	US$450 S&Z
9	Zambia	50	US$428 m	-0%	National	US$2,610
10	Morocco	50	US$2.0 m	+13%	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)
HENKEL	13	US$2,639	US$3,041
HENKEL EXCELLENCE IS OUR PASSION	11	US$2,233	US$2,671
HENKEL DX	5	US$1,015	US$1,563
LOCTITE	3	US$609	US$1,194
PERFAX	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 Henkel's five most-filed brands: word marks of **other companies** (not Henkel'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 HENKEL (classes 1, 3, 5, 16, 17; searched 2019-12-18 to 2026-11-07)

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

Similar to HENKEL EXCELLENCE IS OUR PASSION (classes 1, 3, 5, 16, 17; searched 2018-01-31 to 2026-11-07)

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

Similar to HENKEL DX (classes 9, 35, 36, 38, 42; searched 2018-04-25 to 2026-11-07)

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

Similar to LOCTITE (classes 1, 16, 17; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to PERFAX (classes 1, 2, 3, 16, 17, 19; 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

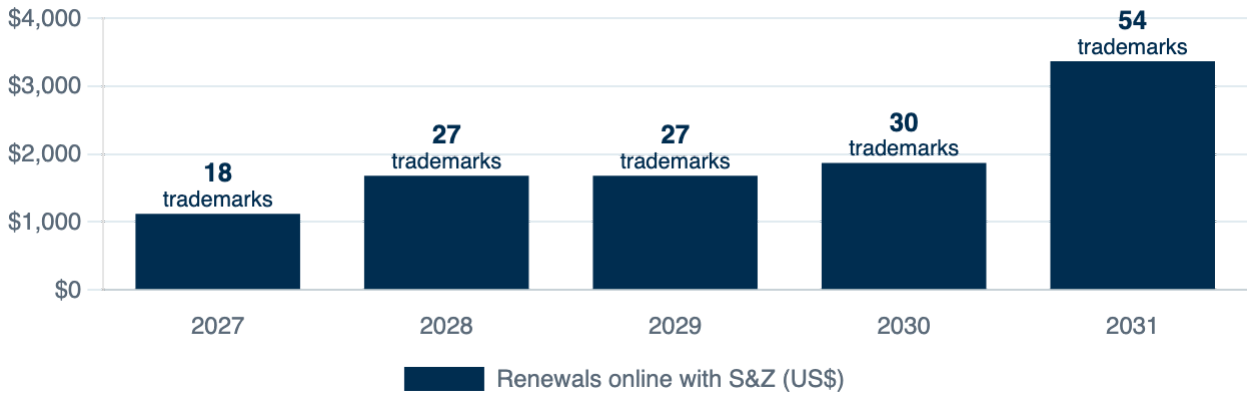
S&Z prices – South African trademarks

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$.

Henkel's next five years of renewals

156 of Henkel's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$9,718 over the five years.



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