Kimberly-Clark – South African trademarks

Updated 8 November 2026

Kimberly-Clark is an American maker of personal care and tissue products. Its brands include Huggies, Kleenex, Kotex and Scott.

How Kimberly-Clark 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.

#151
largest trademark owner in South Africa (of 121,626)

374
trademarks filed

3
different logos published since 2020

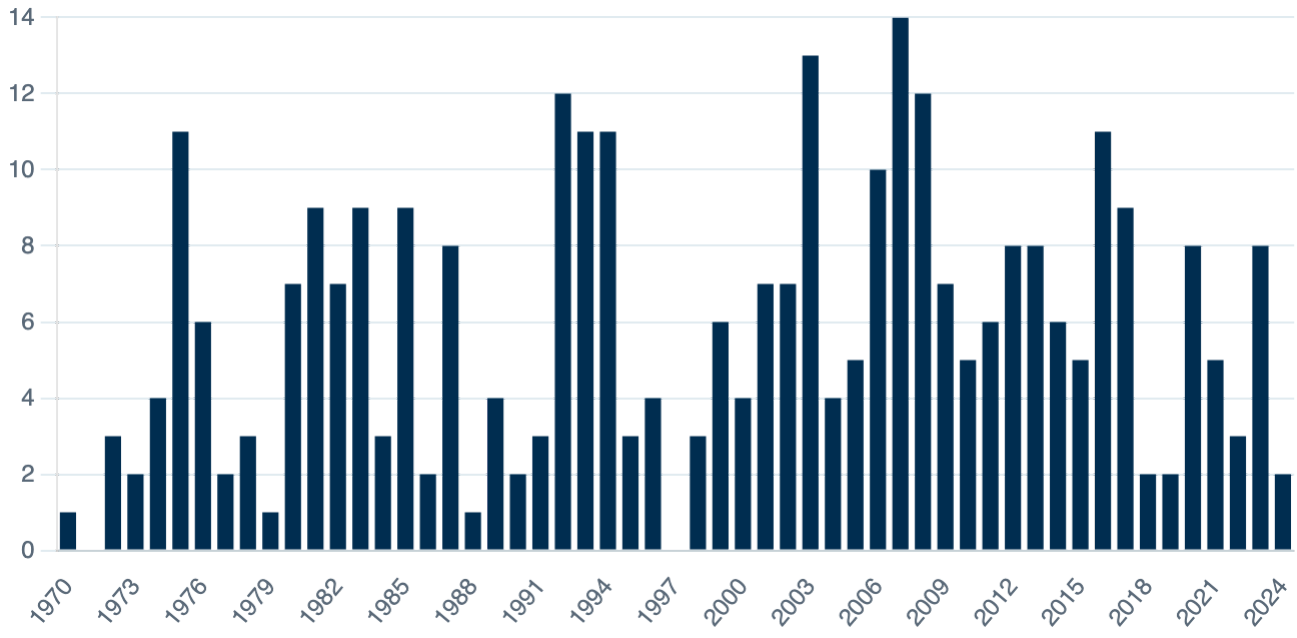
19
of 45 classes used

1946
first trademark filed

50
filed in the last 10 years

A portfolio built over time

Kimberly-Clark filed its first South African trademark in 1946 and has filed 374 since; its busiest year was 1969, with 14 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

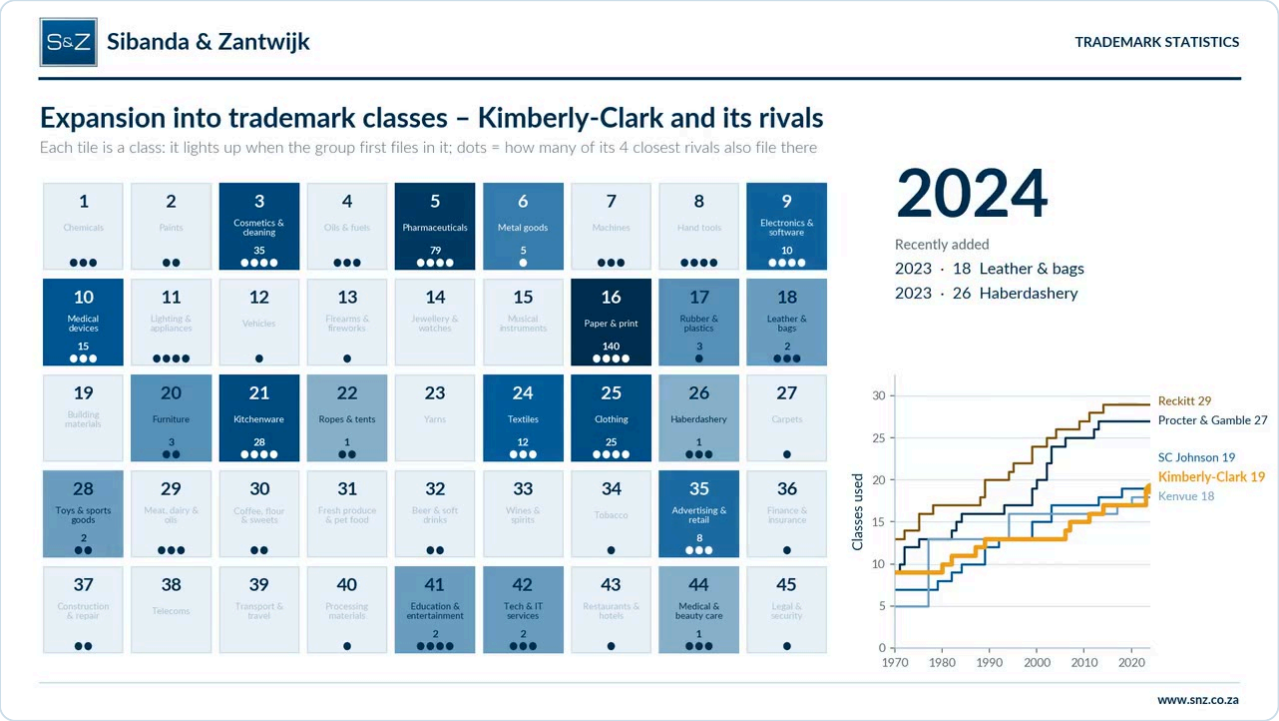
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Kimberly-Clark	257	1947–2024
Kimberly Clark of South Africa	77	1946–2012
Kimberly Clark	32	1955–2013
Kimberley Clark Worldwide	19	1956–2014
Kimberly Clark Tissue	1	1994–1994

Where Kimberly-Clark expanded its business

Trademark classes show what a business sells. Kimberly-Clark's portfolio is concentrated in paper & print (class 16), pharmaceuticals (class 5), cosmetics & cleaning (class 3). Its most recent moves were into haberdashery (2023), leather & bags (2023), medical & beauty care (2014).

Kimberly-Clark trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/kimberly-clark-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
16 Paper & print	140	37.4%	1949
5 Pharmaceuticals	79	21.1%	1946
3 Cosmetics & cleaning	35	9.4%	1966
21 Kitchenware	28	7.5%	1947
25 Clothing	25	6.7%	1957
10 Medical devices	15	4.0%	1982
24 Textiles	12	3.2%	1947
9 Electronics & software	10	2.7%	2006

The brands Kimberly-Clark protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	KLEENEX	15	9	1949–2020
2	HUGGIES	13	6	1981–2023
3	CARLTON	9	5	1958–1992
4	KOTEX	8	5	1955–2022
5	DEPEND	7	5	1981–2016
6	KIMBERLY-CLARK	5	5	1966–2011
7	KIMTECH	5	5	2000–2006
8	SCOTT	5	3	1991–2016
9	WYPALL	5	3	1947–2007
10	KIMBIES	4	4	1969–1969
11	KIMTECH PURE	4	4	2003–2006
12	KLEENEX PROACTIVE CARE	4	4	2020–2020
13	POISE	4	3	2002–2022
14	BRAG	3	3	1985–1985
15	KIMCLOTH	3	3	1983–1983

Logos filed most often (since 2020)



7 filings · 7 classes



1 filing · 1 class



1 filing · 1 class

Kimberly-Clark's logos

The 3 different logos Kimberly-Clark 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.



7 classes



1 class

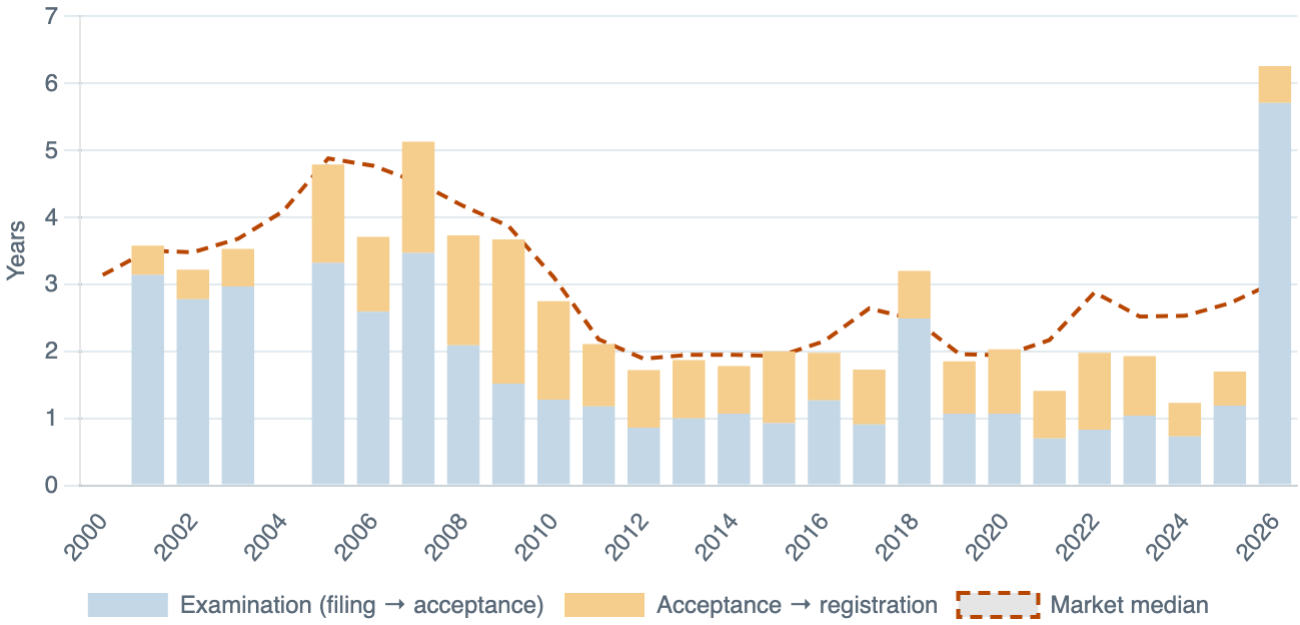


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Kimberly-Clark's marks took a median of **2.0 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

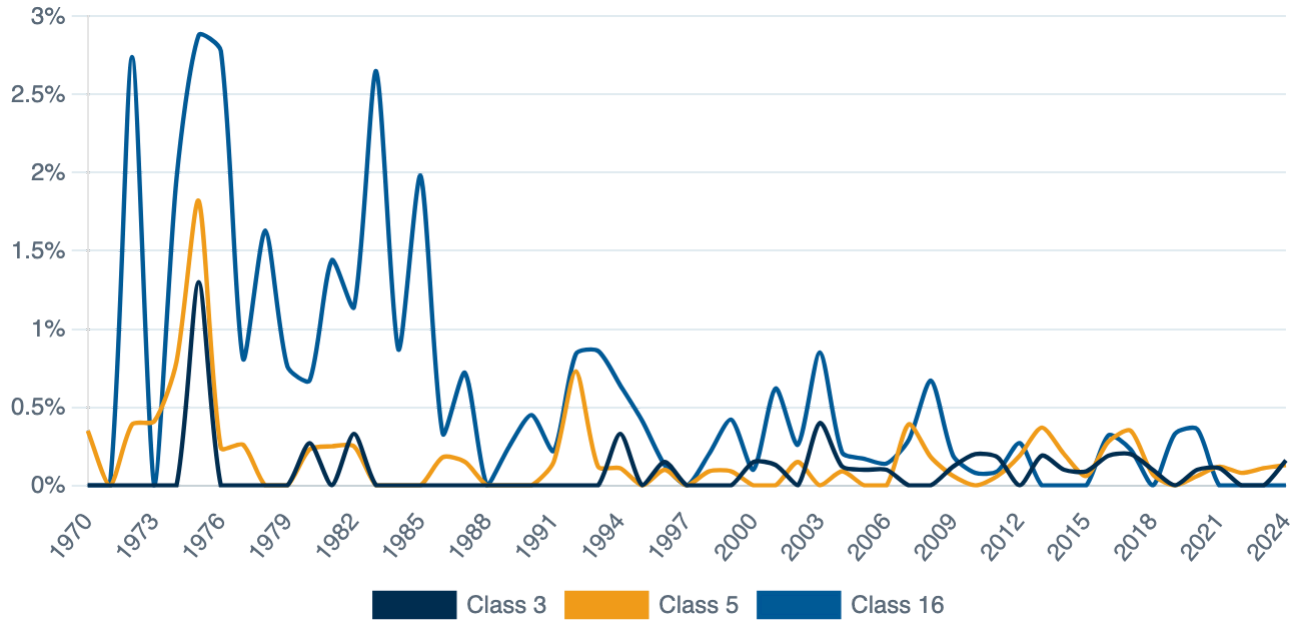


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Kimberly-Clark's classes

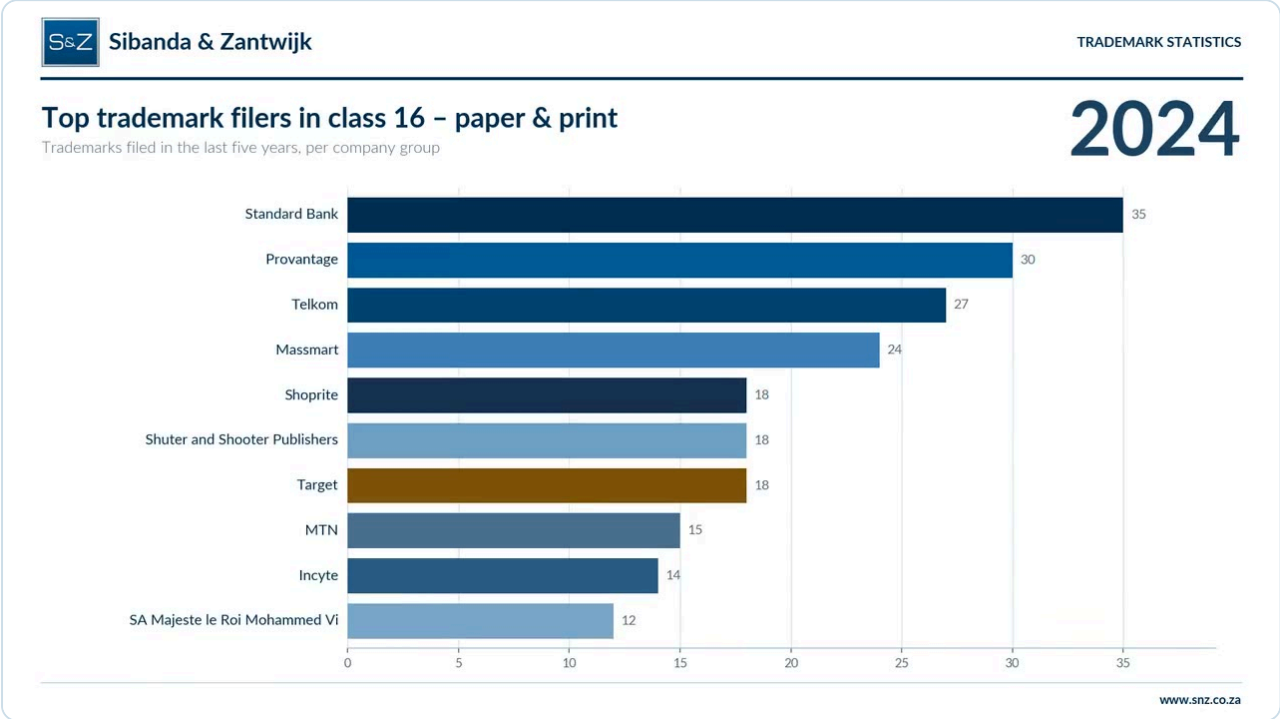
> Ranked by **number of trademarks filed in Kimberly-Clark's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Kimberly-Clark's market position, not who is most like it.

In the last five years, Kimberly-Clark was **#213** of 1,191 filers in class 16 (paper & print), with 2 of 2,264 trademarks; **#152** of 2,050 filers in class 5 (pharmaceuticals), with 6 of 6,111 trademarks; **#227** of 1,836 filers in class 3 (cosmetics & cleaning), with 3 of 3,958 trademarks.



Kimberly-Clark's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 16 (paper & print), South Africa 1975–2024: Kimberly-Clark



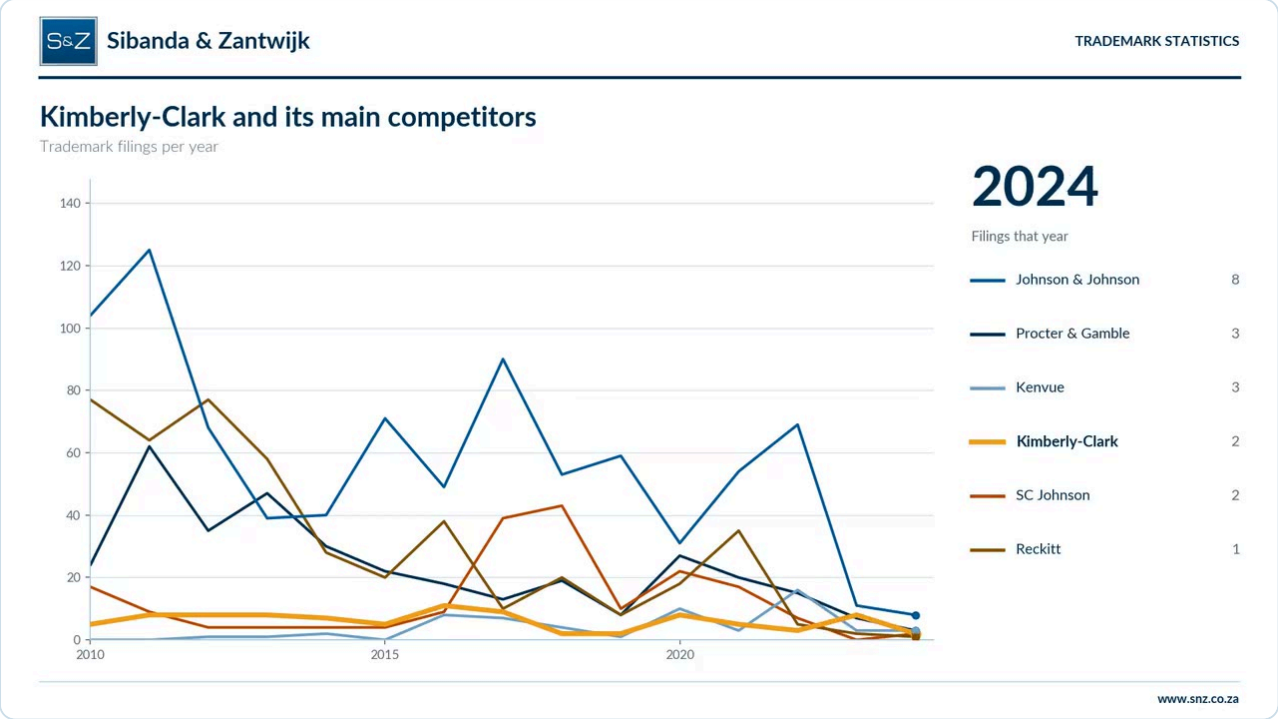
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/kimberly-clark-south-african-trademarks/class-16-race-video.html

Main competitors – the companies most like Kimberly-Clark

> Ranked by **how similar their whole trademark portfolio is to Kimberly-Clark'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.

Kimberly-Clark's closest competitors in South Africa are Procter & Gamble, SC Johnson, Kenvue and Reckitt.

Kimberly-Clark 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/kimberly-clark-south-african-trademarks/competitors-video.html

Trademark filings per year: Kimberly-Clark (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Procter & Gamble	Direct competitor	81%
2	SC Johnson	Direct competitor	74%
3	Kenvue	Direct competitor	74%
4	Reckitt	Direct competitor	73%
5	Johnson & Johnson	Related field	85%
6	Adcock Ingram	Related field	83%
7	Inova Pharmaceuticals	Related field	75%
8	Nativa	Related field	75%
9	Shoprite	Retailer's own brands	87%
10	Pick n Pay	Retailer's own brands	86%

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

Kimberly-Clark – relevant export countries

South Africa exported **US$2.7 billion** of the goods Kimberly-Clark's main classes cover in the last year – paper; brochures; pamphlets; facial tissue (class 16); pants; diapers; sanitary napkins; sanitary panties (class 5); cologne; cleaning preparations; wipes; cleansers (class 3); mugs; cups; drinking glasses (class 21); hats; shirts; jackets; clothing (class 25). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Kimberly-Clark's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	74	US$144 m	-0%	National	US$2,388
2	United States of America	71	US$74 m	-1%	National	US$3,425
3	United Kingdom	68	US$38 m	-5%	National	US$1,371
4	Namibia	64	US$440 m	+5%	ARIPO	US$450
5	Japan	63	US$11 m	-7%	National	US$1,774
6	Canada	61	US$10 m	-4%	National	US$2,192
7	Australia	60	US$36 m	-5%	National	US$2,380
8	Botswana	60	US$371 m	-1%	ARIPO	US$450
9	Zimbabwe	60	US$305 m	-0%	ARIPO	US$450
10	Mexico	58	US$10 m	+8%	National	US$3,050

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	64	US$440 m	+5%	ARIPO	US$450 S&Z
2	Botswana	60	US$371 m	-1%	ARIPO	US$450 S&Z
3	Zimbabwe	60	US$305 m	-0%	ARIPO	US$450 S&Z
4	Mozambique	55	US$200 m	-9%	ARIPO	US$450 S&Z
5	Nigeria	53	US$15 m	-18%	National	US$1,015 S&Z
6	OAPI (17 states)	53	US$28 m	+2%	National	US$1,563 S&Z
7	Malawi	53	US$56 m	+10%	ARIPO	US$450 S&Z
8	Tanzania	52	US$34 m	-18%	ARIPO	US$450 S&Z
9	Egypt	51	US$4.3 m	-3%	National	US$2,278
10	Algeria	50	US$1.2 m	+8%	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)
KLEENEX	9	US$1,827	US$2,302
HUGGIES	6	US$1,218	US$1,748
CARLTON	5	US$1,015	US$1,563
KOTEX	5	US$1,015	US$1,563
DEPEND	5	US$1,015	US$1,563

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 Kimberly-Clark's five most-filed brands: word marks of **other companies** (not Kimberly-Clark'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 KLEENEX (classes 3, 5, 16, 21, 25; searched 2020-10-28 to 2026-11-08)

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

Similar to HUGGIES (classes 3, 5, 16, 18, 24, 25; searched 2018-08-29 to 2026-11-08)

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

Similar to CARLTON (classes 3, 5, 6, 10, 16; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to KOTEX (classes 3, 5, 6, 20, 25; searched 2018-04-25 to 2026-11-08)

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

Similar to DEPEND (classes 5, 10, 16, 24, 25; 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

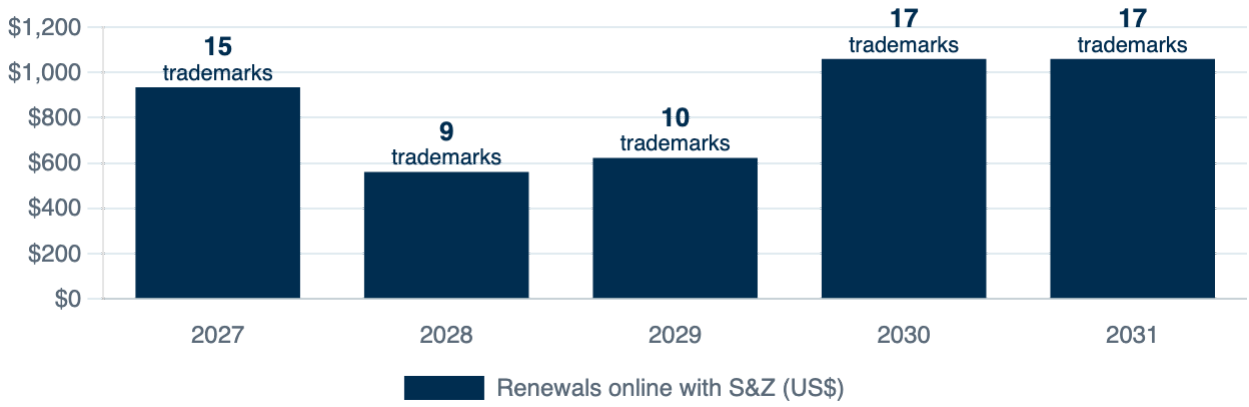
S&Z prices – South African trademarks

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$.

Kimberly-Clark's next five years of renewals

68 of Kimberly-Clark's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$4,236** over the five years.



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