Panasonic – South African trademarks

Updated 8 November 2026

Panasonic is a Japanese electronics company. It makes household appliances, batteries, electrical and lighting products, and industrial and automotive components.

How Panasonic 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.

#194
largest trademark owner in South Africa (of 121,626)

310
trademarks filed

1
different logos published since 2020

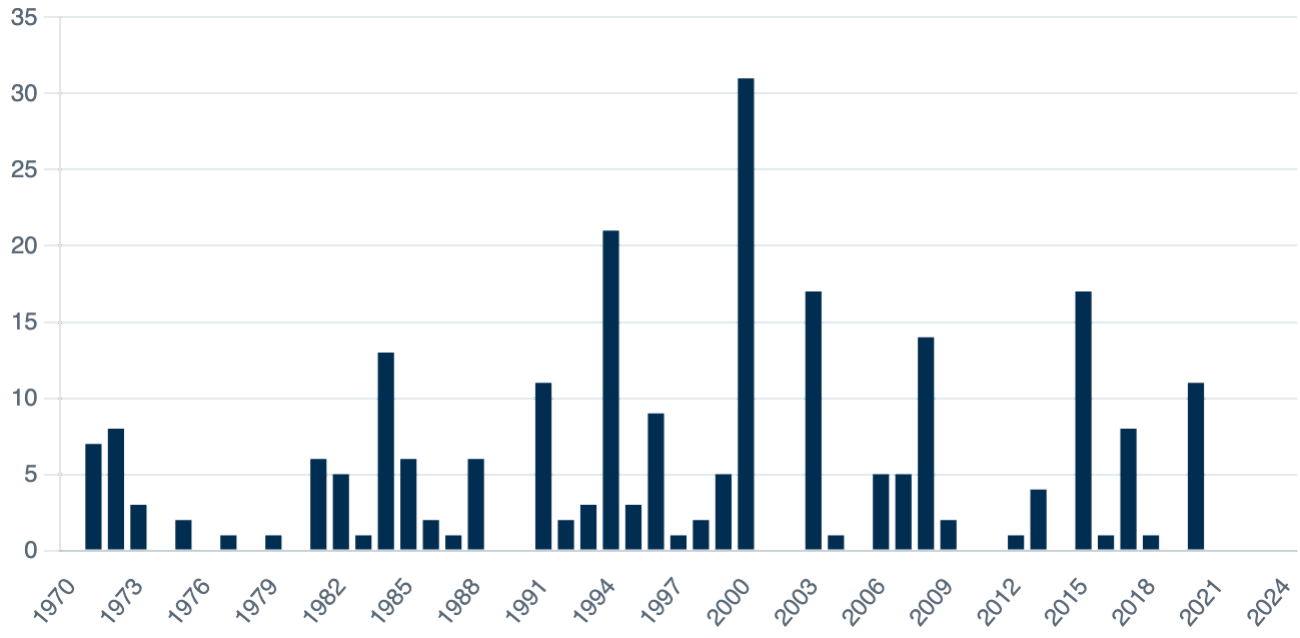
37
of 45 classes used

1955
first trademark filed

21
filed in the last 10 years

A portfolio built over time

Panasonic filed its first South African trademark in 1955 and has filed 310 since; its busiest year was 2000, with 31 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

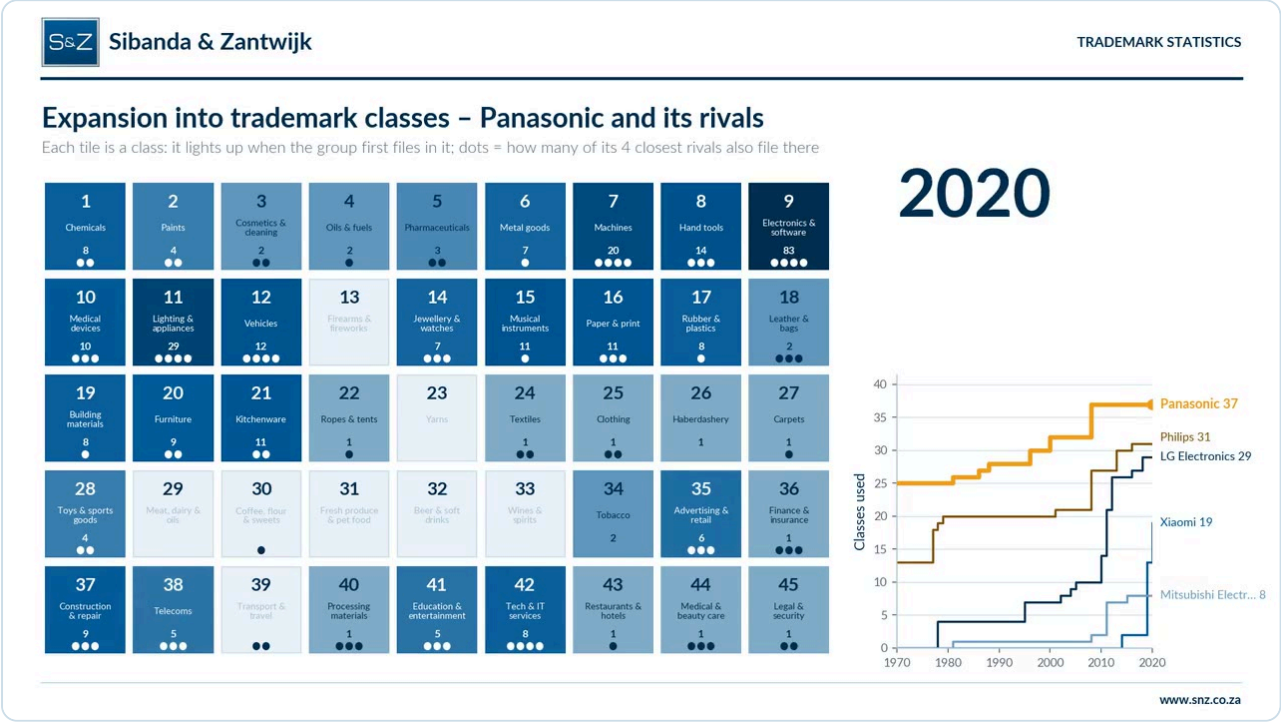
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Matsushita Electric Industrial	186	1955–2008
Panasonic	184	1955–2020
Matsushita Electric Industrial Co Ltd Matsushita Denki Sangyo	7	2003–2008
Matsushita Electric Works	3	1993–2006

Where Panasonic expanded its business

Trademark classes show what a business sells. Panasonic's portfolio is concentrated in electronics & software (class 9), lighting & appliances (class 11), machines (class 7). Its most recent moves were into legal & security (2008), medical & beauty care (2008), restaurants & hotels (2008).

Panasonic trademarks: expansion into trademark classes, 1970–2020



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/panasonic-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
9	Electronics & software	83	26.8%	1955
11	Lighting & appliances	29	9.4%	1955
7	Machines	20	6.5%	1955
8	Hand tools	14	4.5%	1955
12	Vehicles	12	3.9%	1955
16	Paper & print	11	3.5%	1955
21	Kitchenware	11	3.5%	1955
15	Musical instruments	11	3.5%	1955

The brands Panasonic protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	PANASONIC	113	32	1964–2020
2	KADOMAX	23	23	1955–1955
3	PANA	23	14	1968–1984
4	N NATIONAL	20	16	1961–1969
5	NATIONAL	16	14	1959–2000
6	PANASONIC IDEAS FOR LIFE	14	14	2003–2003
7	TECHNICS	11	7	1972–2015
8	A Better Life A Better World	6	6	2013–2017
9	PANASONIC BUSINESS	5	5	2015–2015
10	ECO IDEAS	4	4	2007–2008
11	JAPAN PREMIUM	4	4	2017–2017
12	MATSUSHITA	4	3	1994–1999
13	TAU GIGA FLAT DIGITAL	2	1	2000–2000
14	D-SNAP	1	1	2003–2003
15	DDD	1	1	1996–1996

Logos filed most often (since 2020)



11 filings · 10 classes

Panasonic's logos

The 1 different logos Panasonic 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.

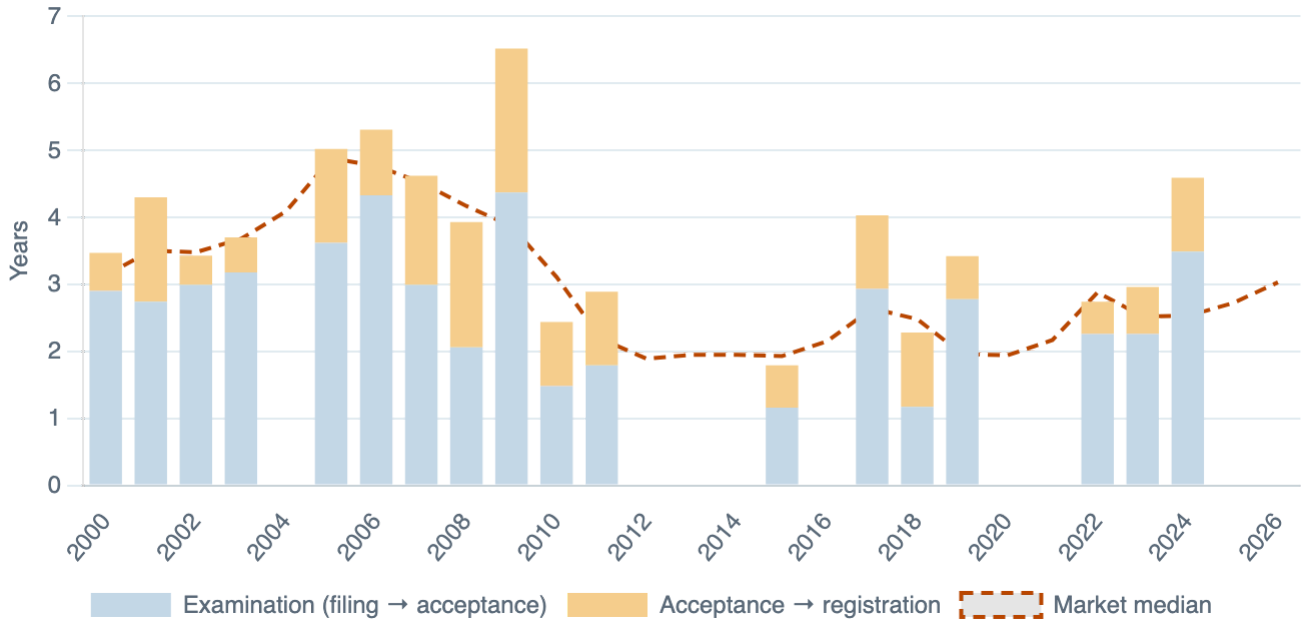
Panasonic

10 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Panasonic's marks took a median of **2.7 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.

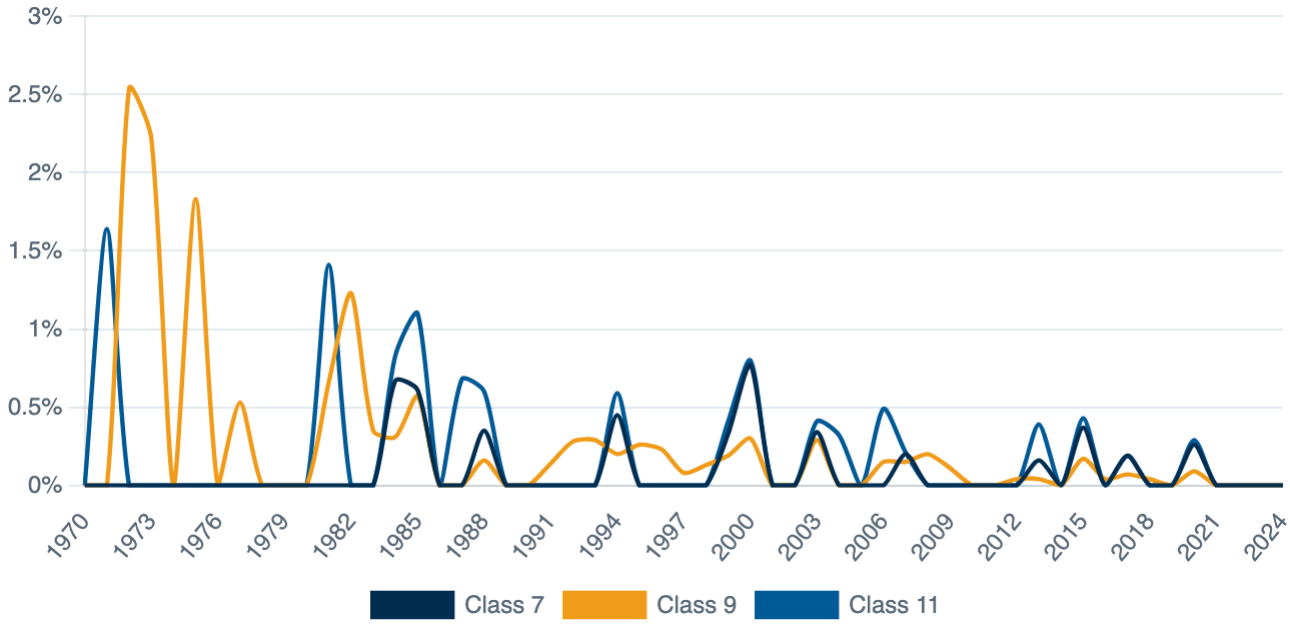


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Panasonic's classes

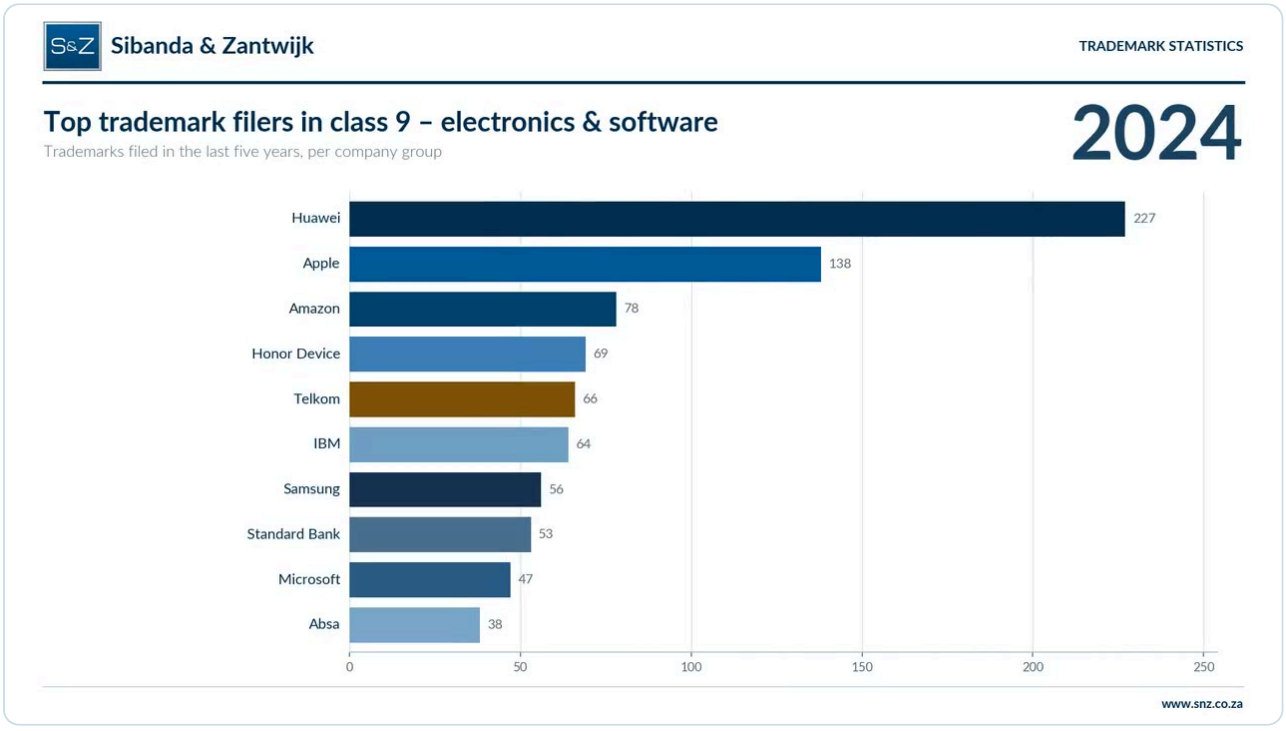
> Ranked by **number of trademarks filed in Panasonic's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Panasonic's market position, not who is most like it.

In the last five years, Panasonic was **#1036** of 4,926 filers in class 9 (electronics & software), with 2 of 10,252 trademarks; **#318** of 983 filers in class 11 (lighting & appliances), with 1 of 1,630 trademarks; **#424** of 1,185 filers in class 7 (machines), with 1 of 1,880 trademarks.



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

Top trademark filers in class 9 (electronics & software), South Africa 1975–2024: Panasonic



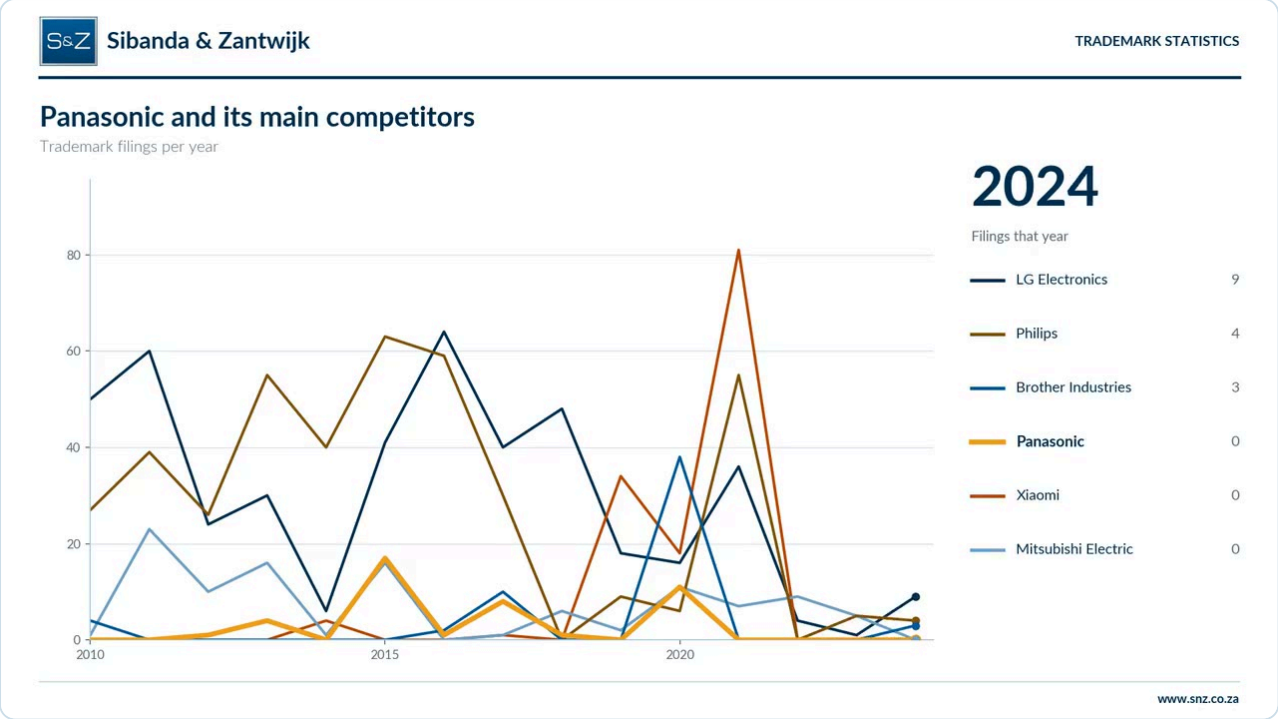
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/panasonic-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like Panasonic

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

Panasonic's closest competitors in South Africa are LG Electronics, Xiaomi, Mitsubishi Electric and Philips.

Panasonic 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/panasonic-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	LG Electronics	Direct competitor	76%
2	Xiaomi	Direct competitor	70%
3	Mitsubishi Electric	Direct competitor	63%
4	Philips	Direct competitor	62%
5	Brother Industries	Related field	62%
6	Pick n Pay	Retailer's own brands	94%
7	Massmart	Retailer's own brands	84%
8	Dis-Chem	Retailer's own brands	72%
9	Walmart	Retailer's own brands	62%
10	Bidvest	Other field	77%

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

Panasonic – relevant export countries

South Africa exported **US$15.4 billion** of the goods Panasonic's main classes cover in the last year – computer software; computer hardware; computers; cases (class 9); ceiling lights; filters; light bulbs; air conditioners (class 11); machines; machine tools; vacuum cleaners; industrial robots (class 7); hand tools; cutlery; blades; hair clippers (class 8); automobiles; bicycles; tires (class 12). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Panasonic's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	80	US$5.3 billion	+3%	National	US$2,388
2	United States of America	72	US$1.9 billion	+5%	National	US$3,425
3	United Kingdom	65	US$1.5 billion	+4%	National	US$1,371
4	Türkiye	59	US$533 m	+14%	National	US$1,258
5	Canada	57	US$124 m	+2%	National	US$2,192
6	India	56	US$27 m	+4%	National	US$1,295
7	Russian Federation	55	US$9.9 m	+14%	National	US$1,915
8	Australia	55	US$286 m	+1%	National	US$2,380
9	Switzerland	53	US$137 m	+2%	National	US$1,660
10	China	53	US$57 m	-2%	National	US$1,224

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	OAPI (17 states)	47	US$212 m	+9%	National	US$1,563 S&Z
2	Egypt	46	US$93 m	+2%	National	US$2,278
3	Morocco	46	US$15 m	+20%	National	US$1,408
4	Nigeria	46	US$41 m	-5%	National	US$1,015 S&Z
5	Algeria	44	US$776 k	+32%	National	US$1,445
6	Tanzania	43	US$122 m	+3%	ARIPO	US$450 S&Z
7	Zimbabwe	43	US$574 m	+13%	ARIPO	US$450 S&Z
8	Namibia	43	US$507 m	+17%	ARIPO	US$450 S&Z
9	Malawi	41	US$77 m	+38%	ARIPO	US$450 S&Z
10	Uganda	41	US$14 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)
PANASONIC	32	US$6,496	US$6,550
KADOMAX	23	US$4,669	US$4,887
PANA	14	US$2,842	US$3,225
N NATIONAL	16	US$3,248	US$3,595
NATIONAL	14	US$2,842	US$3,225

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 Panasonic's five most-filed brands: word marks of **other companies** (not Panasonic'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 PANASONIC (classes 7, 8, 9, 11, 12; searched 2018-06-27 to 2026-11-08)

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

Similar to KADOMAX (classes 7, 8, 9, 11, 12; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to PANA (classes 7, 8, 9, 11, 12; searched 2023-07-26 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
PANA ND	2023-07-26	9	Panavision International, L.P.

Similar to N NATIONAL (classes 7, 8, 9, 11, 12; searched 2018-01-31 to 2026-11-08)

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

Similar to NATIONAL (classes 7, 9, 11, 12; 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

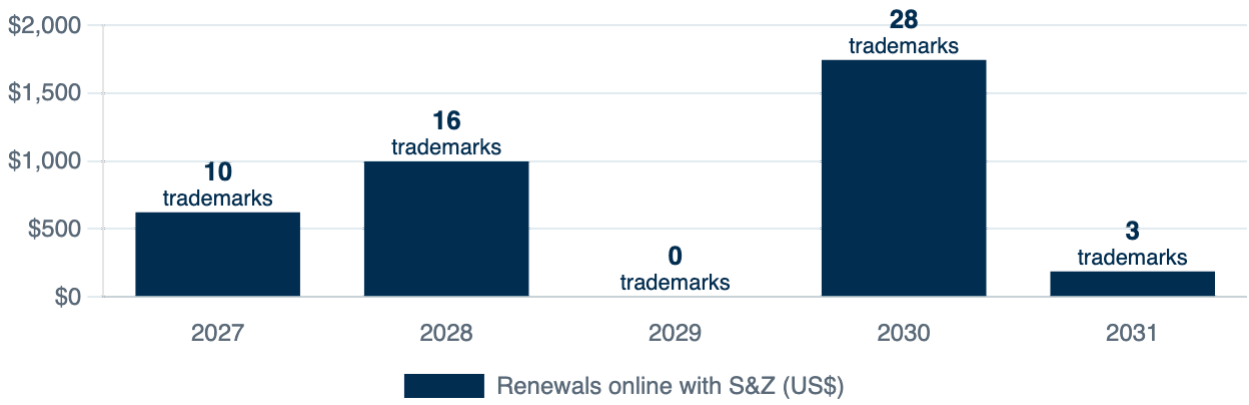
S&Z prices – South African trademarks

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$.

Panasonic's next five years of renewals

57 of Panasonic's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$3,551** over the five years.



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