Pfizer – South African trademarks

Updated 8 November 2026

Pfizer is a US pharmaceutical company. It develops and supplies medicines and vaccines in areas such as oncology, inflammation and infectious diseases.

How Pfizer 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.

#89
largest trademark owner in South Africa (of 121,626)

651
trademarks filed

20
different logos published since 2020

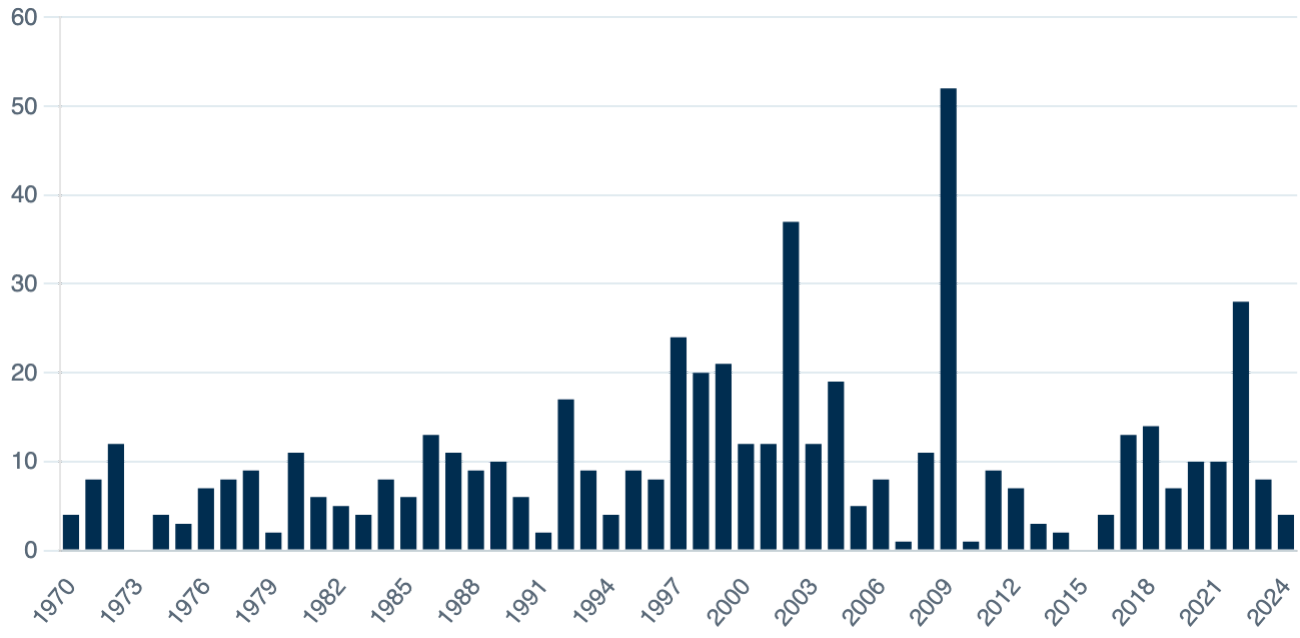
15
of 45 classes used

1933
first trademark filed

98
filed in the last 10 years

A portfolio built over time

Pfizer filed its first South African trademark in 1933 and has filed 651 since; its busiest year was 2009, with 52 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

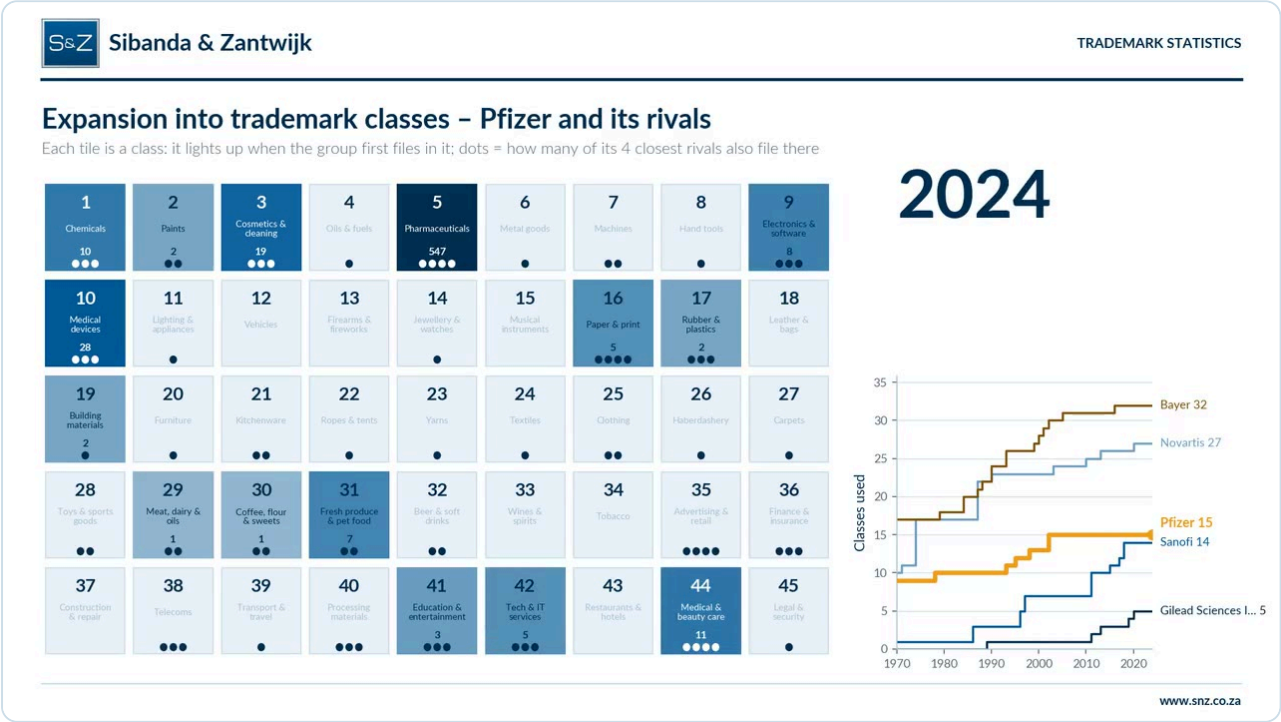
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Pfizer Products	356	1950–2012
Pfizer	342	1933–2024
Pfizer Health	43	1955–2008

Where Pfizer expanded its business

Trademark classes show what a business sells. Pfizer's portfolio is concentrated in pharmaceuticals (class 5), medical devices (class 10), cosmetics & cleaning (class 3). Its most recent moves were into medical & beauty care (2002), tech & it services (2002), meat, dairy & oils (1998).

Pfizer trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pfizer-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	547	84.0%	1943
10	Medical devices	28	4.3%	1955
3	Cosmetics & cleaning	19	2.9%	1933
44	Medical & beauty care	11	1.7%	2002
1	Chemicals	10	1.5%	1955
9	Electronics & software	8	1.2%	1993
31	Fresh produce & pet food	7	1.1%	1954
16	Paper & print	5	0.8%	1995

The brands Pfizer protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	PFIZER	23	8	1955–2009
2	PHARMACIA	5	5	1993–1993
3	ID MIGRAINE	3	3	2002–2002
4	KABI PHARMACIA	3	3	1992–1992
5	VOAHH	3	3	2022–2022
6	YOVO	3	3	2022–2022
7	TERRAMYCIN	3	2	1950–1958
8	ABREZE	2	2	1999–1999
9	ABREZIN	2	2	1999–1999
10	ALPHAGEST	2	2	1989–1989
11	BEN-A-DERM	2	2	1986–1986
12	BETTER ERECTIONS FOR BETTER SEX	2	2	2005–2005
13	BRIARA	2	2	1998–1998
14	EBREZA	2	2	1999–1999
15	EXUBERA	2	2	1989–1999

Logos filed most often (since 2020)



6 filings · 3 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Pfizer's logos

The 20 different logos Pfizer 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.


3 classes



1 class


1 class


1 class


1 class


1 class


1 class


1 class


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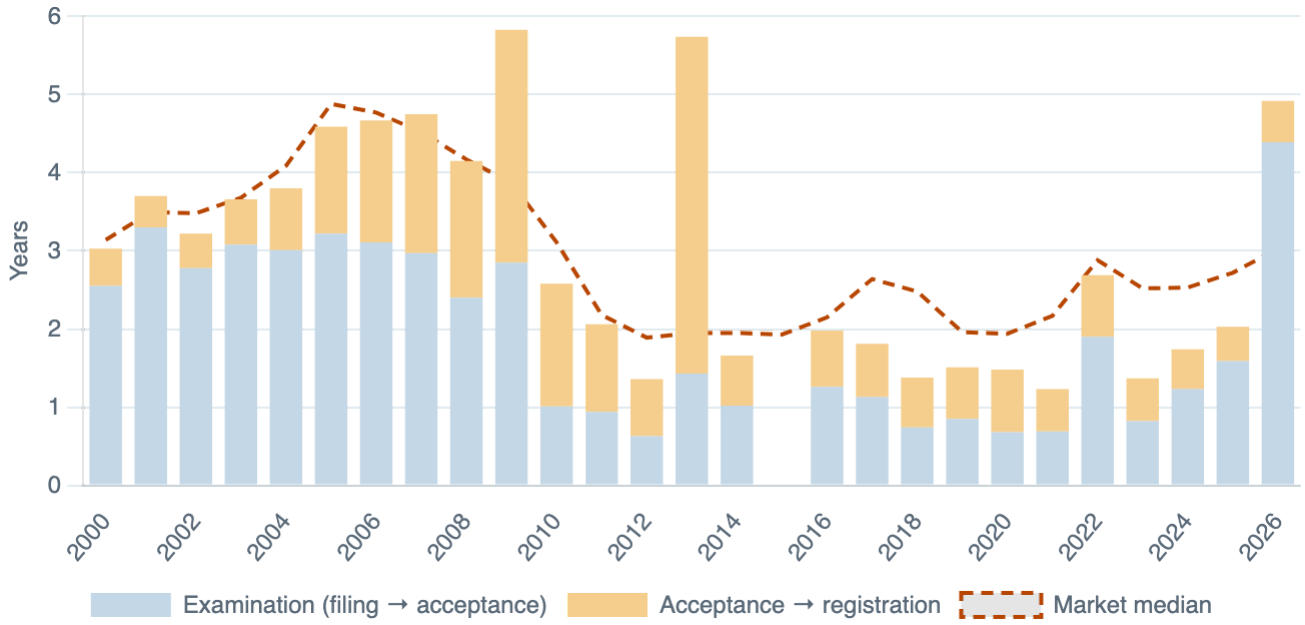
1 class


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Pfizer's marks took a median of **1.5 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 0.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

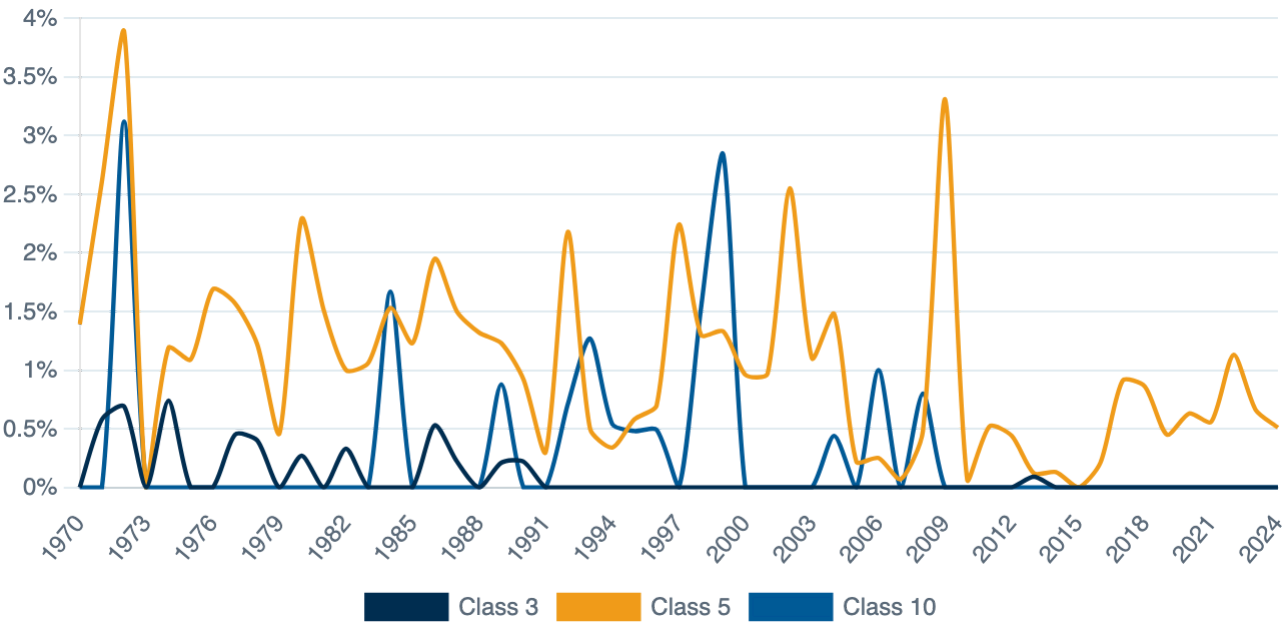


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Pfizer's classes

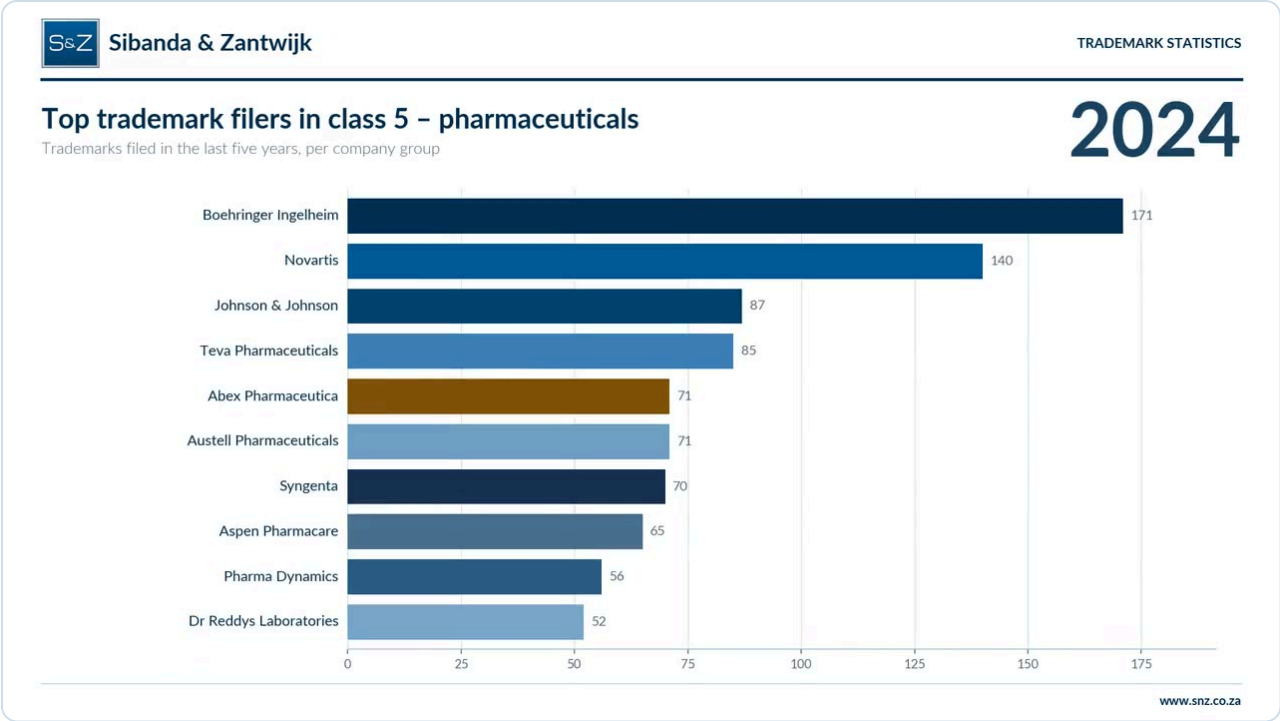
> Ranked by **number of trademarks filed in Pfizer's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Pfizer's market position, not who is most like it.

In the last five years, Pfizer was **#17** of 2,050 filers in class 5 (pharmaceuticals), with 44 of 6,111 trademarks.



Pfizer'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: Pfizer



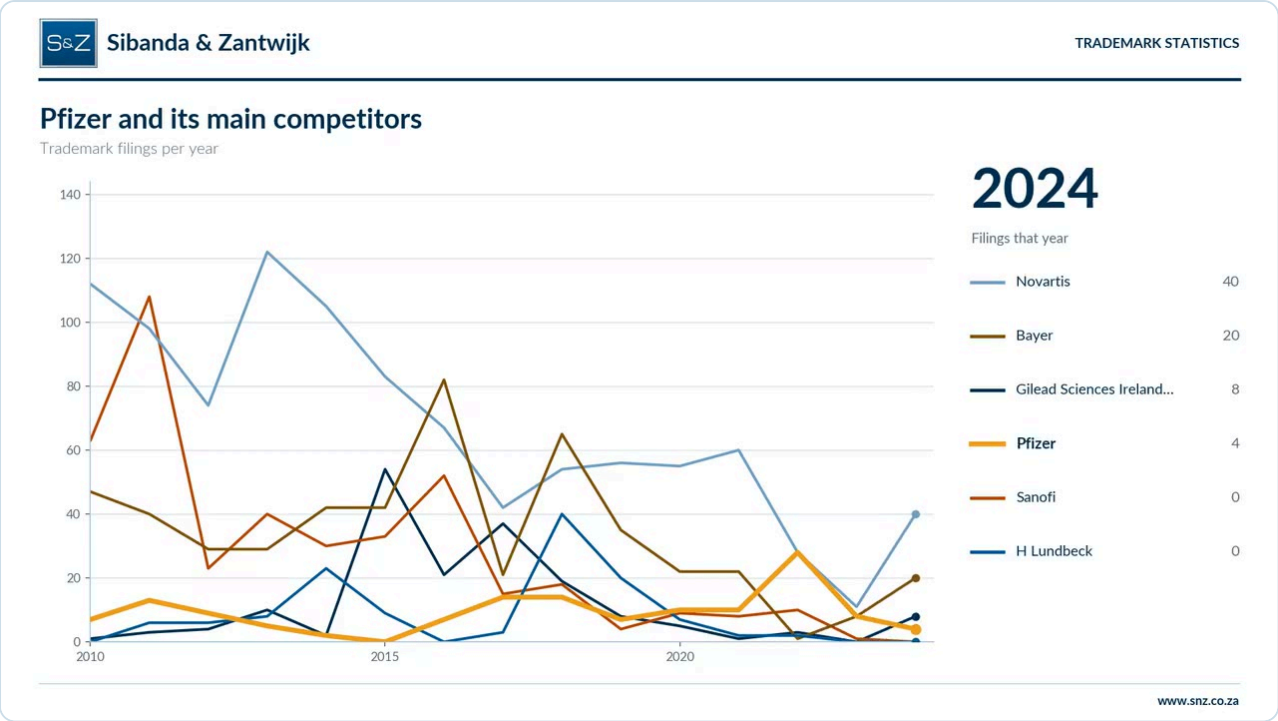
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pfizer-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Pfizer

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

Pfizer's closest competitors in South Africa are Gilead Sciences Ireland Uc, Sanofi, Novartis and Bayer.

Pfizer 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/pfizer-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Gilead Sciences Ireland Uc	Direct competitor	70%
2	Sanofi	Direct competitor	70%
3	Novartis	Direct competitor	70%
4	Bayer	Direct competitor	70%
5	H Lundbeck	Direct competitor	70%
6	Johnson & Johnson	Direct competitor	70%
7	Biofarma	Direct competitor	70%
8	Illumina	Related field	70%
9	Innovative Water Care	Related field	70%
10	Arysta LifeScience	Other field	70%

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

Pfizer – relevant export countries

South Africa exported **US$5.3 billion** of the goods Pfizer's main classes cover in the last year – dietary supplements; adapted; sanitary preparations; disinfectants (class 5); medical devices; components (class 10); cosmetics; essential oils; perfumes (class 3); chemicals; fertilizers; chemical preparations (class 1); computer software; downloadable; computer programs; mobile (class 9). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Pfizer's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	81	US$596 m	-0%	National	US$2,388
2	United States of America	76	US$330 m	+3%	National	US$3,425
3	United Kingdom	68	US$106 m	-3%	National	US$1,371
4	India	64	US$36 m	+3%	National	US$1,295
5	Namibia	63	US$524 m	+19%	ARIPO	US$450
6	Japan	62	US$23 m	-6%	National	US$1,774
7	Canada	62	US$47 m	-4%	National	US$2,192
8	Australia	61	US$104 m	-3%	National	US$2,380
9	Türkiye	61	US$26 m	+6%	National	US$1,258
10	Zimbabwe	61	US$450 m	+19%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	63	US$524 m	+19%	ARIPO	US$450 S&Z
2	Zimbabwe	61	US$450 m	+19%	ARIPO	US$450 S&Z
3	Botswana	59	US$486 m	-8%	ARIPO	US$450 S&Z
4	Zambia	57	US$635 m	+7%	National	US$2,610
5	Nigeria	56	US$71 m	-15%	National	US$1,015 S&Z
6	Lesotho	56	US$146 m	+8%	National	US$326
7	Malawi	55	US$80 m	+32%	ARIPO	US$450 S&Z
8	OAPI (17 states)	54	US$80 m	+4%	National	US$1,563 S&Z
9	Eswatini	54	US$182 m	-11%	National	US$446
10	Mozambique	53	US$221 m	-12%	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)
PFIZER	8	US$1,624	US$2,117
PHARMACIA	5	US$1,015	US$1,563
ID MIGRAINE	3	US$609	US$1,194
KABI PHARMACIA	3	US$609	US$1,194
VOAHH	3	US$609	US$1,194

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 Pfizer's five most-filed brands: word marks of **other companies** (not Pfizer'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 PFIZER (classes 1, 2, 3, 5, 10, 17, 19, 31; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to PHARMACIA (classes 1, 5, 9, 10, 41; searched 2018-01-31 to 2026-11-07)

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

Similar to ID MIGRAINE (classes 16, 42, 44; searched 2018-07-25 to 2026-11-07)

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

Similar to KABI PHARMACIA (classes 1, 5, 10; searched 2018-03-28 to 2026-11-07)

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

Similar to VOAHH (classes 9, 42, 44; 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

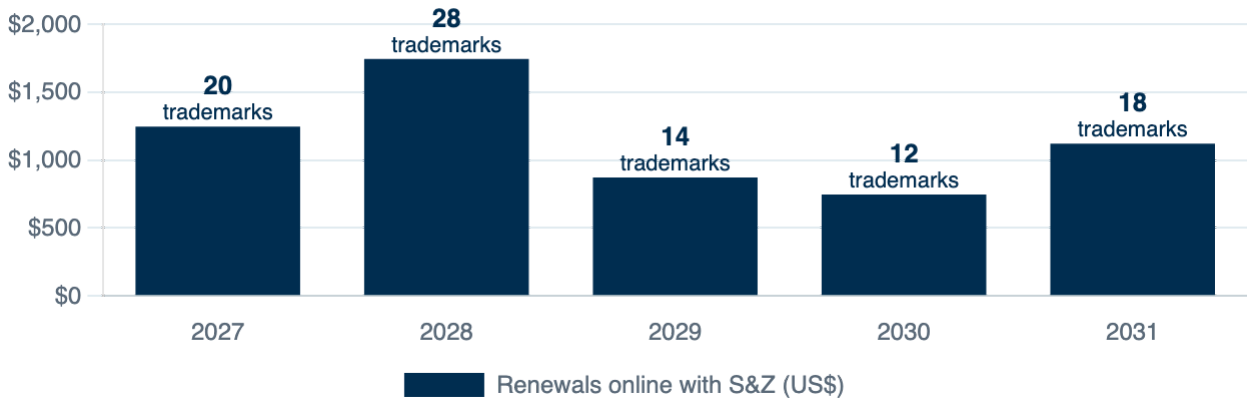
S&Z prices – South African trademarks

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$.

Pfizer's next five years of renewals

92 of Pfizer's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$5,730** over the five years.



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