Philips – South African trademarks

Updated 8 November 2026

Philips is a Dutch health technology company. It makes medical systems and personal health products such as shavers and oral care.

How Philips 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.

#106
largest trademark owner in South Africa (of 121,626)

549
trademarks filed

11
different logos published since 2020

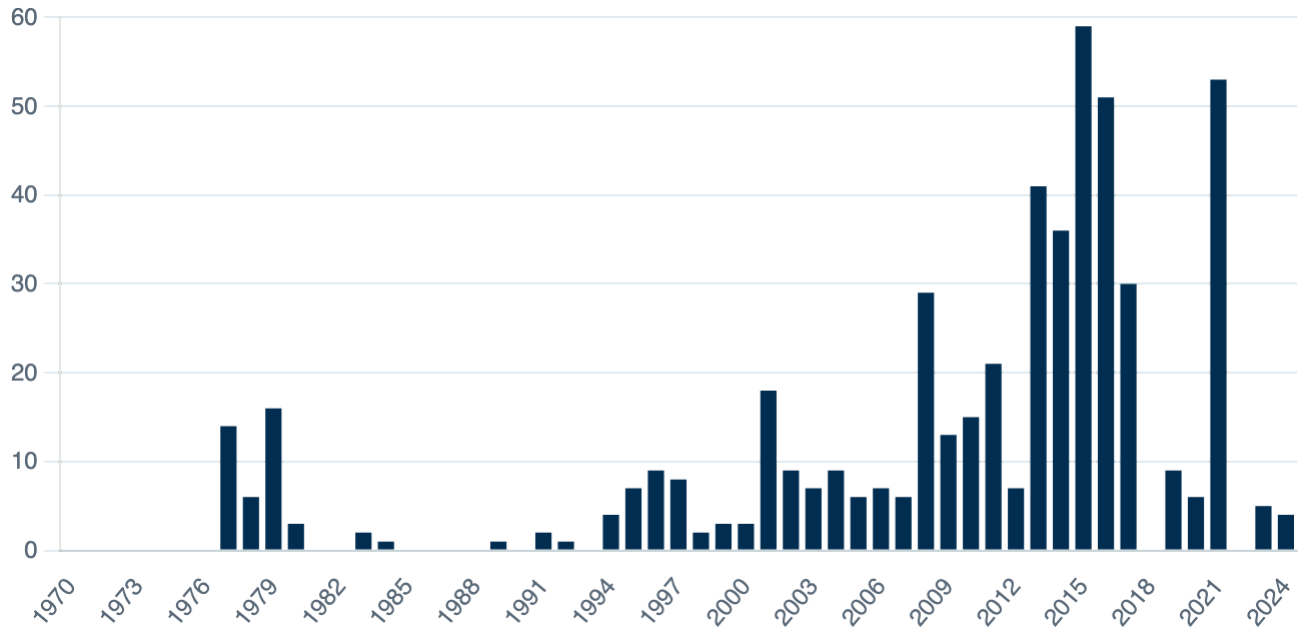
32
of 45 classes used

1939
first trademark filed

158
filed in the last 10 years

A portfolio built over time

Philips filed its first South African trademark in 1939 and has filed 549 since; its busiest year was 2015, 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

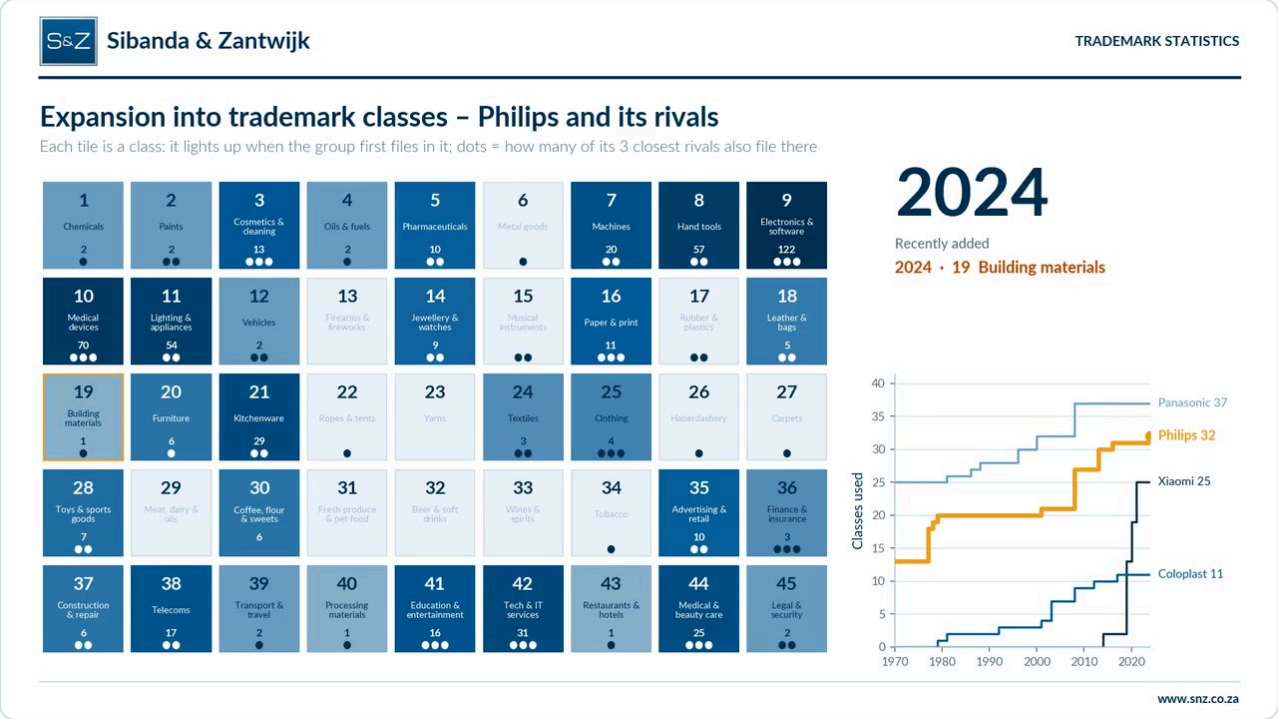
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Philips	582	1939–2024
Koninklijke Philips Electronics	145	1983–2013

Where Philips expanded its business

Trademark classes show what a business sells. Philips' portfolio is concentrated in electronics & software (class 9), medical devices (class 10), hand tools (class 8). Its most recent moves were into building materials (2024), restaurants & hotels (2016), vehicles (2013).

Philips trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/philips-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	122	22.2%	1949
10	Medical devices	70	12.8%	1939
8	Hand tools	57	10.4%	1939
11	Lighting & appliances	54	9.8%	1957
42	Tech & IT services	31	5.6%	1977
21	Kitchenware	29	5.3%	1949
44	Medical & beauty care	25	4.6%	2008
7	Machines	20	3.6%	1957

The brands Philips protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	PHILIPS	100	27	1949–2024
2	AVENT	45	20	2013–2020
3	UGROW	27	15	2015–2016
4	IQ	24	8	2021–2021
5	SENSEIQ	21	8	2021–2021
6	INNOVATION YOU	12	12	2013–2013
7	OPTICARDIOGRAM	11	6	2017–2017
8	GAGGIA	8	5	1979–2019
9	DOSEWISE	6	6	2015–2015
10	VISAPURE	6	6	2015–2015
11	DUNLEE	5	5	2017–2017
12	LIGHTXCHANGE	5	5	2001–2001
13	SONICARE	5	5	2013–2014
14	SAECO	5	3	1999–2019
15	BLUECONTROL	4	4	2014–2014

Logos filed most often (since 2020)



27 filings · 24 classes



25 filings · 19 classes



24 filings · 8 classes



13 filings · 8 classes



8 filings · 8 classes



5 filings · 5 classes



4 filings · 4 classes



3 filings · 3 classes



1 filing · 1 class



1 filing · 1 class

Philips' logos

The 11 different logos Philips 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.



24 classes



19 classes



8 classes



8 classes



8 classes



5 classes



4 classes



3 classes



1 class



1 class

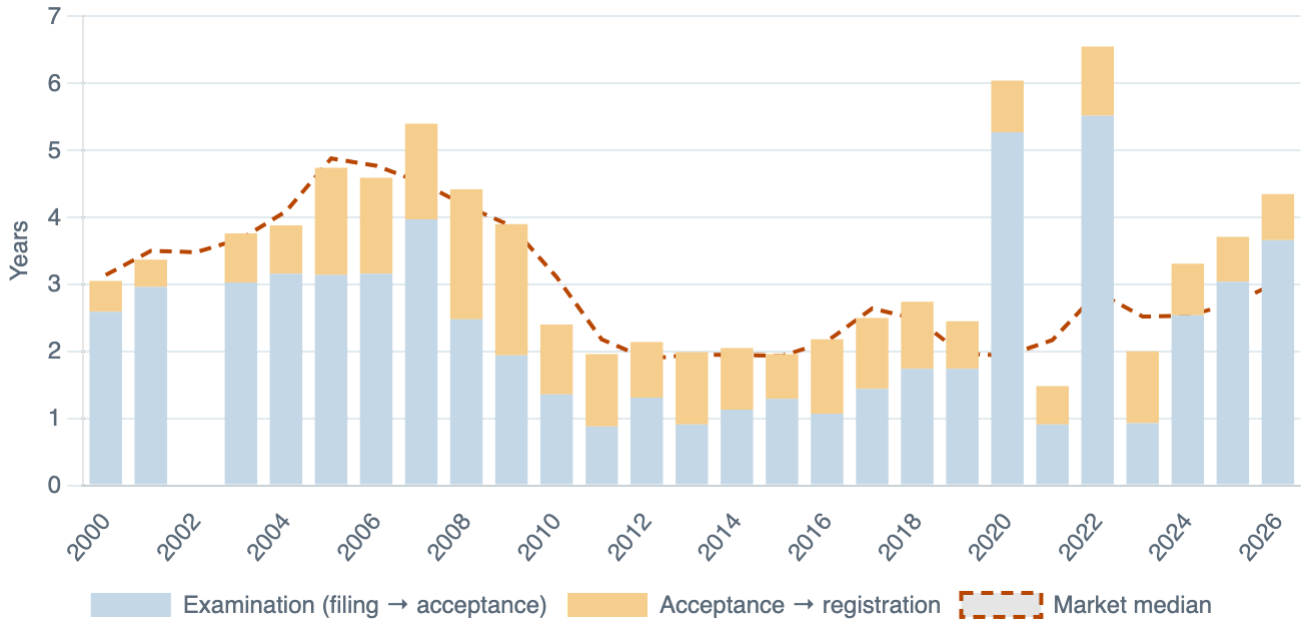


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Philips' marks took a median of **3.3 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

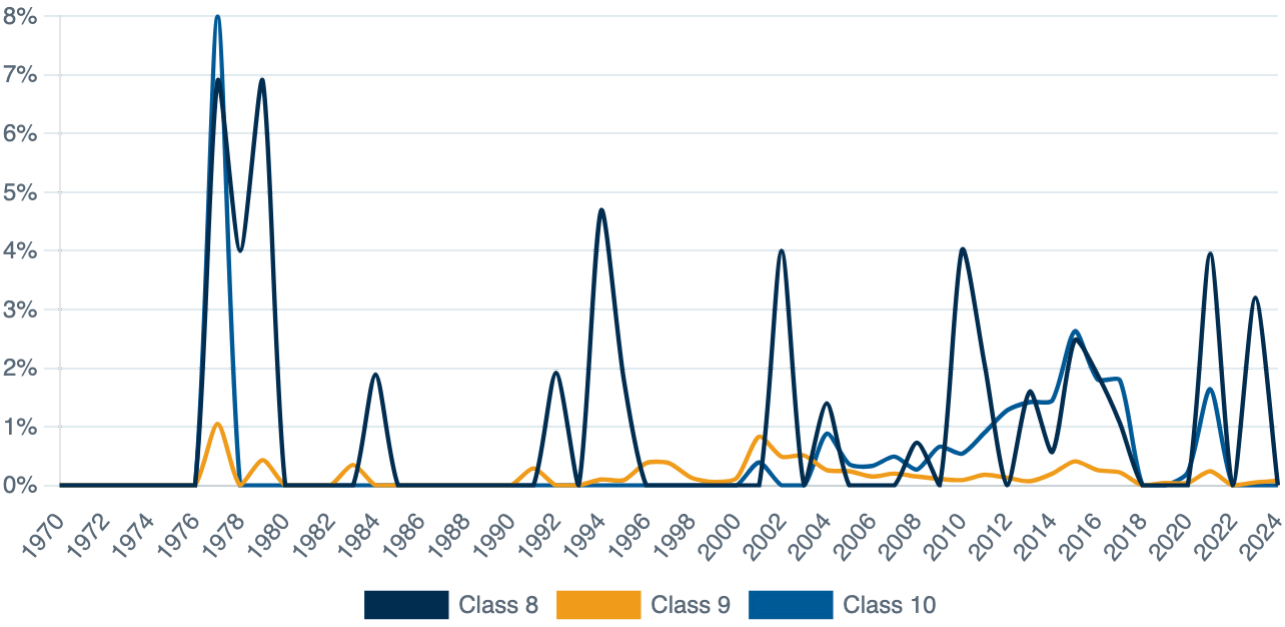


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Philips' classes

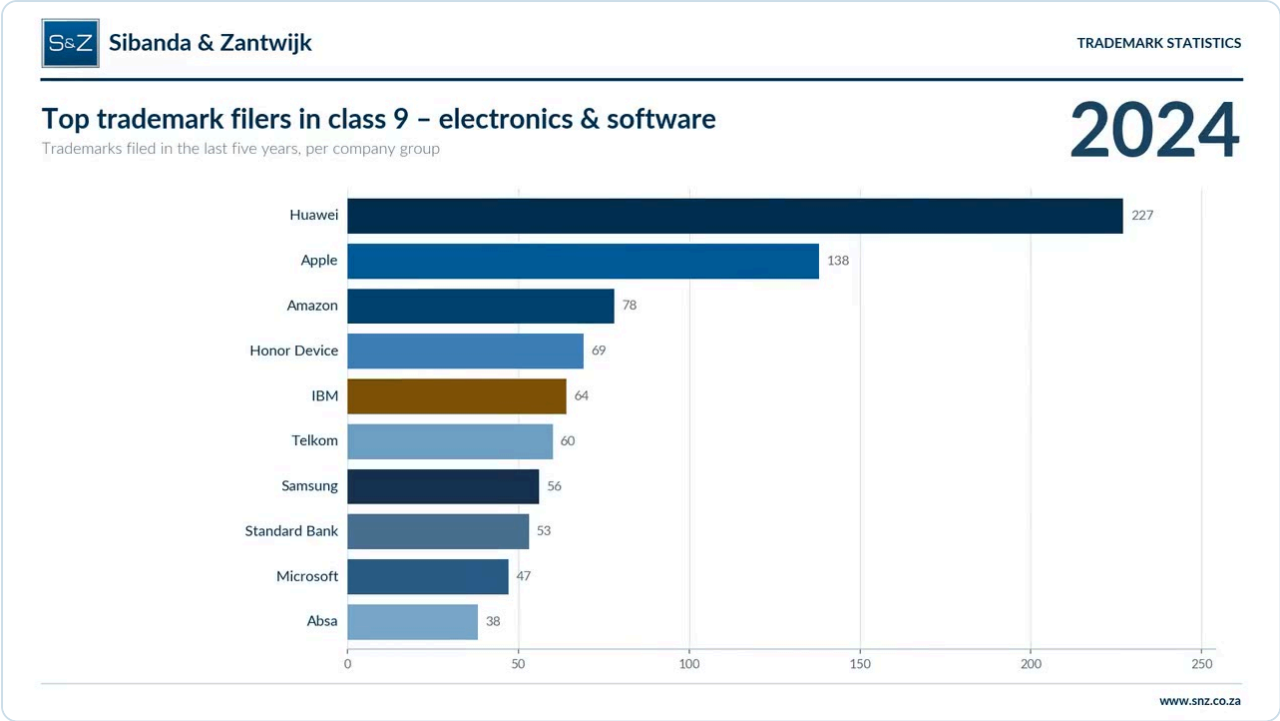
> Ranked by **number of trademarks filed in Philips' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Philips' market position, not who is most like it.

In the last five years, Philips was **#100** of 4,926 filers in class 9 (electronics & software), with 9 of 10,252 trademarks; **#20** of 814 filers in class 10 (medical devices), with 8 of 1,561 trademarks; **#4** of 395 filers in class 8 (hand tools), with 11 of 691 trademarks.



Philips' 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: Philips



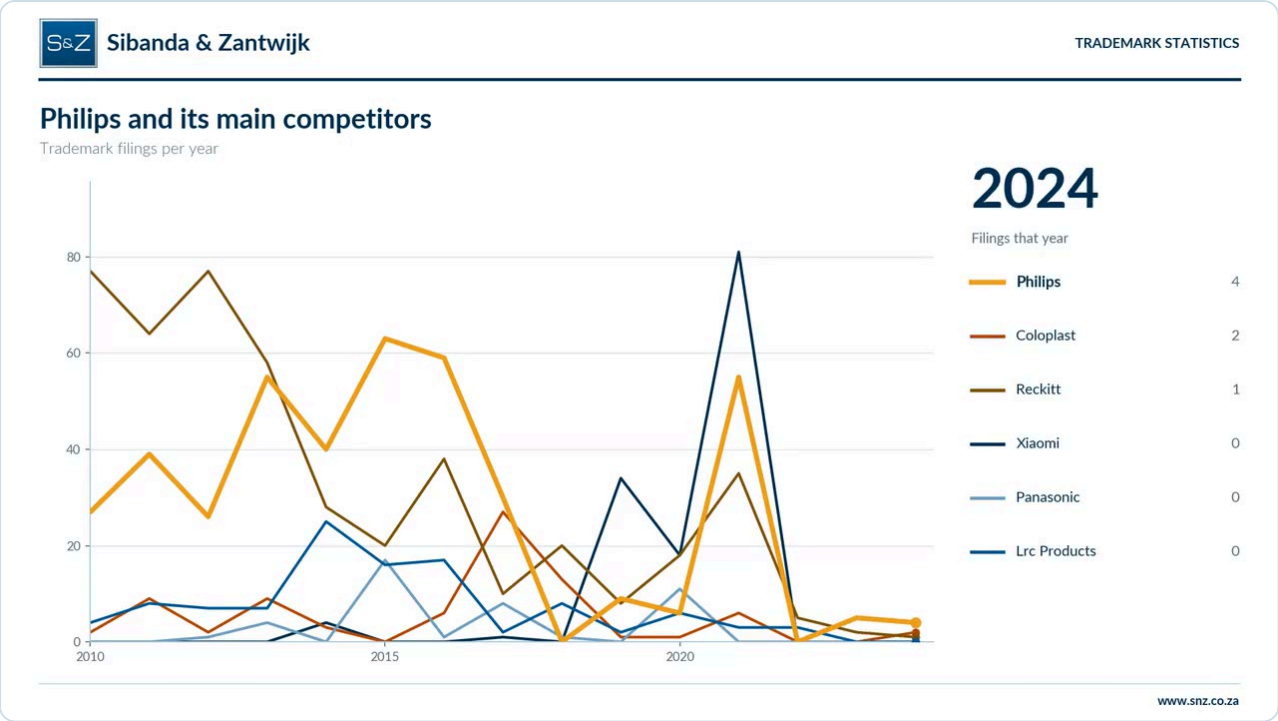
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/philips-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like Philips

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

Philips' closest competitors in South Africa are Xiaomi, Coloplast and Panasonic.

Philips 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/philips-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Xiaomi	Direct competitor	64%
2	Coloplast	Direct competitor	62%
3	Panasonic	Direct competitor	61%
4	Reckitt	Related field	75%
5	Lrc Products	Related field	68%
6	Essity	Related field	68%
7	Massmart	Retailer's own brands	80%
8	Suning International Services	Retailer's own brands	66%
9	Aldi	Retailer's own brands	66%
10	Shoprite	Retailer's own brands	65%

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

Philips – relevant export countries

South Africa exported **US$1.0 billion** of the goods Philips' main classes cover in the last year – computer software; computers; computer programs; computer hardware (class 9); instruments; surgical; parts; massage apparatus (class 10); razors; blades; parts; clippers (class 8); parts; electric; heaters; machines (class 11); brushes; containers; dispensers; combs (class 21). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Philips' trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	77	US$99 m	+1%	National	US$2,388
2	United States of America	72	US$44 m	+4%	National	US$3,425
3	United Kingdom	65	US$18 m	-1%	National	US$1,371
4	Japan	59	US$1.2 m	-0%	National	US$1,774
5	India	58	US$1.5 m	+0%	National	US$1,295
6	Canada	57	US$2.9 m	-4%	National	US$2,192
7	Australia	56	US$10 m	-3%	National	US$2,380
8	Hong Kong SAR	56	US$2.2 m	+11%	National	US$1,715
9	Russian Federation	56	US$9.3 m	+3%	National	US$1,915
10	Namibia	55	US$165 m	+13%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	55	US$165 m	+13%	ARIPO	US$450 S&Z
2	Zimbabwe	49	US$92 m	+8%	ARIPO	US$450 S&Z
3	Botswana	49	US$146 m	-13%	ARIPO	US$450 S&Z
4	OAPI (17 states)	46	US$13 m	+6%	National	US$1,563 S&Z
5	Nigeria	46	US$6.2 m	-5%	National	US$1,015 S&Z
6	Morocco	45	US$265 k	+13%	National	US$1,408
7	Mozambique	44	US$54 m	-3%	ARIPO	US$450 S&Z
8	Algeria	44	US$147 k	+37%	National	US$1,445
9	Egypt	43	US$334 k	-7%	National	US$2,278
10	Eswatini	43	US$49 m	-7%	National	US$446

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)
PHILIPS	27	US$5,481	US$5,626
AVENT	20	US$4,060	US$4,333
UGROW	15	US$3,045	US$3,410
IQ	8	US$1,624	US$2,117
SENSEIQ	8	US$1,624	US$2,117

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 Philips' five most-filed brands: word marks of **other companies** (not Philips' 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 PHILIPS (classes 8, 9, 10, 11, 42; searched 2022-05-25 to 2026-11-07)

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

Similar to AVENT (classes 8, 9, 10, 11, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to UGROW (classes 8, 9, 10, 11, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to SENSEIQ (classes 8, 9, 10, 11, 21, 38, 42, 44; searched 2020-02-26 to 2026-11-07)

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

Similar to INNOVATION YOU (classes 8, 9, 10, 11, 42; searched 2018-01-31 to 2026-11-08)

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

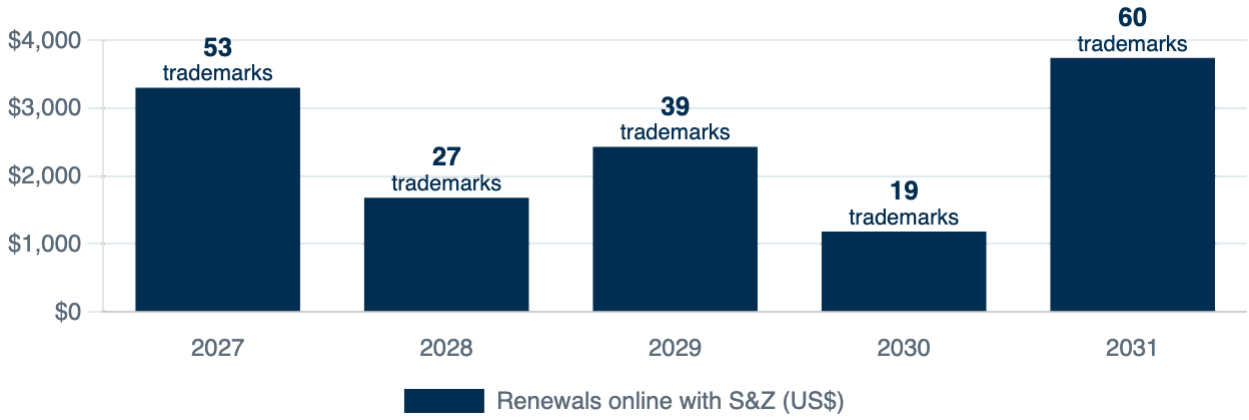
S&Z prices – South African trademarks

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$.

Philips' next five years of renewals

198 of Philips' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$12,333 over the five years.



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