Procter & Gamble – South African trademarks

Updated 8 November 2026

Procter & Gamble is a US consumer goods company. Its brands include Pampers, Ariel, Gillette, Oral-B, Pantene and Head & Shoulders.

How Procter & Gamble 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.

#33
largest trademark owner in South Africa (of 121,626)

1,172
trademarks filed

21
different logos published since 2020

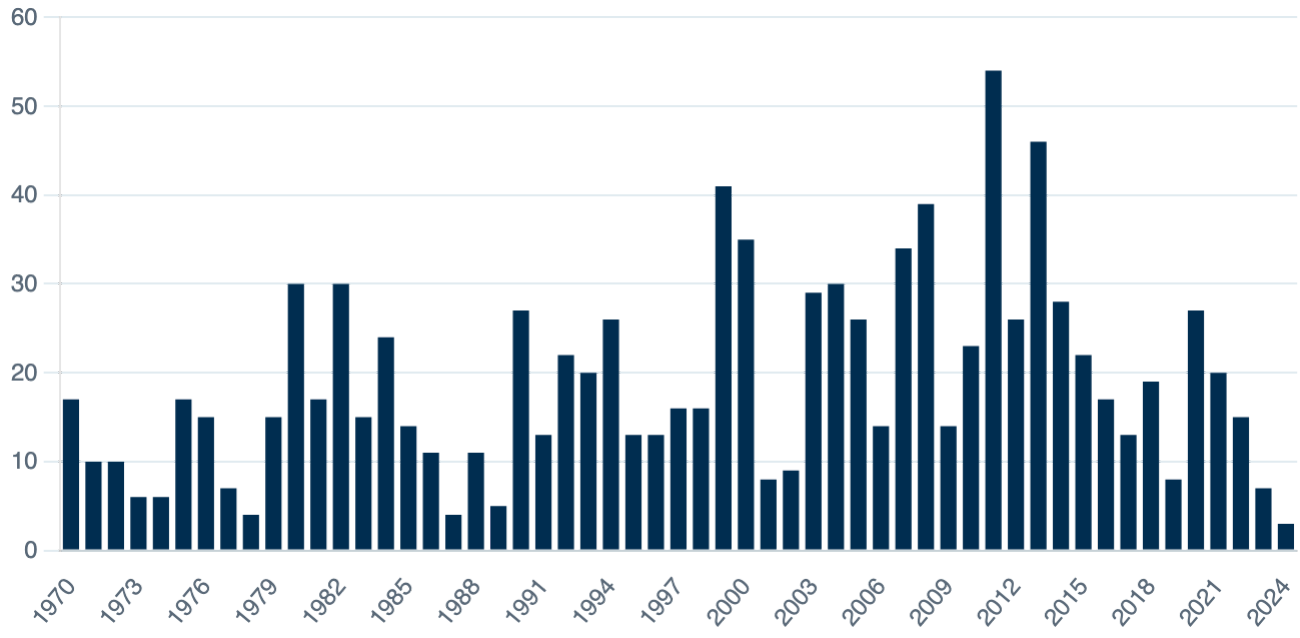
27
of 45 classes used

1917
first trademark filed

129
filed in the last 10 years

A portfolio built over time

Procter & Gamble filed its first South African trademark in 1917 and has filed 1,172 since; its busiest year was 2011, with 54 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

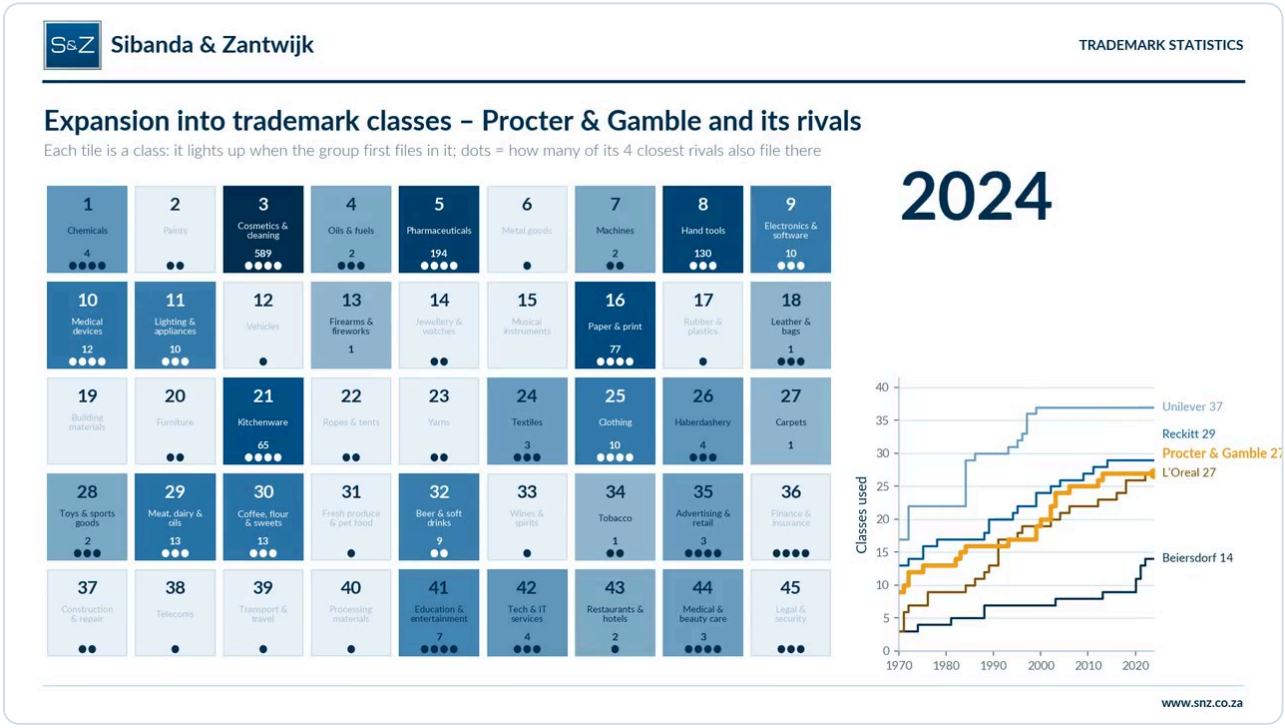
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Procter & Gamble	879	1917–2024
Gillette	308	1920–2024
Procter and Gamble International Operations	41	1966–2016
Procter and Gamble Manufacturing Cologne	41	1947–2008
Procter and Gamble Business Services Canada	19	1971–2014
Procter and Gamble Hair Care	16	1963–1994
Procter and Gamble Health	8	1938–1998
Procter and Gamble Pharmaceuticals	7	1977–2008

Where Procter & Gamble expanded its business

Trademark classes show what a business sells. Procter & Gamble's portfolio is concentrated in cosmetics & cleaning (class 3), pharmaceuticals (class 5), hand tools (class 8). Its most recent moves were into machines (2013), restaurants & hotels (2012), firearms & fireworks (2006).

Procter & Gamble trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/procter-and-gamble-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	589	50.3%	1917
5 Pharmaceuticals	194	16.6%	1923
8 Hand tools	130	11.1%	1920
16 Paper & print	77	6.6%	1968
21 Kitchenware	65	5.5%	1920
30 Coffee, flour & sweets	13	1.1%	1971
29 Meat, dairy & oils	13	1.1%	1949
10 Medical devices	12	1.0%	1972

The brands Procter & Gamble protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ALWAYS	14	4	1982–2023
2	TOUCHING LIVES, IMPROVING LIFE. P&G	12	12	2003–2003
3	GILLETTE	12	8	1920–2019
4	CLAIROL GLINTS	11	1	1982–1984
5	ORAL-B	8	5	1971–2017
6	CALSURA	8	4	2006–2007
7	PAMPERS	8	4	1973–2012
8	OLAY	7	3	1971–2014
9	KANDOO	6	6	2003–2003
10	OLD SPICE	6	4	1965–1984
11	CREST	5	4	1971–1999
12	PROCTER & GAMBLE	5	3	1965–1975
13	HEAD & SHOULDERS	5	2	1964–2008
14	NATURELLA	5	1	2003–2022
15	ALWAYS KEEPING GIRLS IN SCHOOL	4	4	2011–2011

Logos filed most often (since 2020)



12 filings · 3 classes



5 filings · 3 classes



4 filings · 4 classes



3 filings · 1 class



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 1 class



1 filing · 1 class

Procter & Gamble's logos

The 21 different logos Procter & Gamble 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.



4 classes



3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



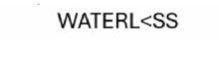
1 class



1 class



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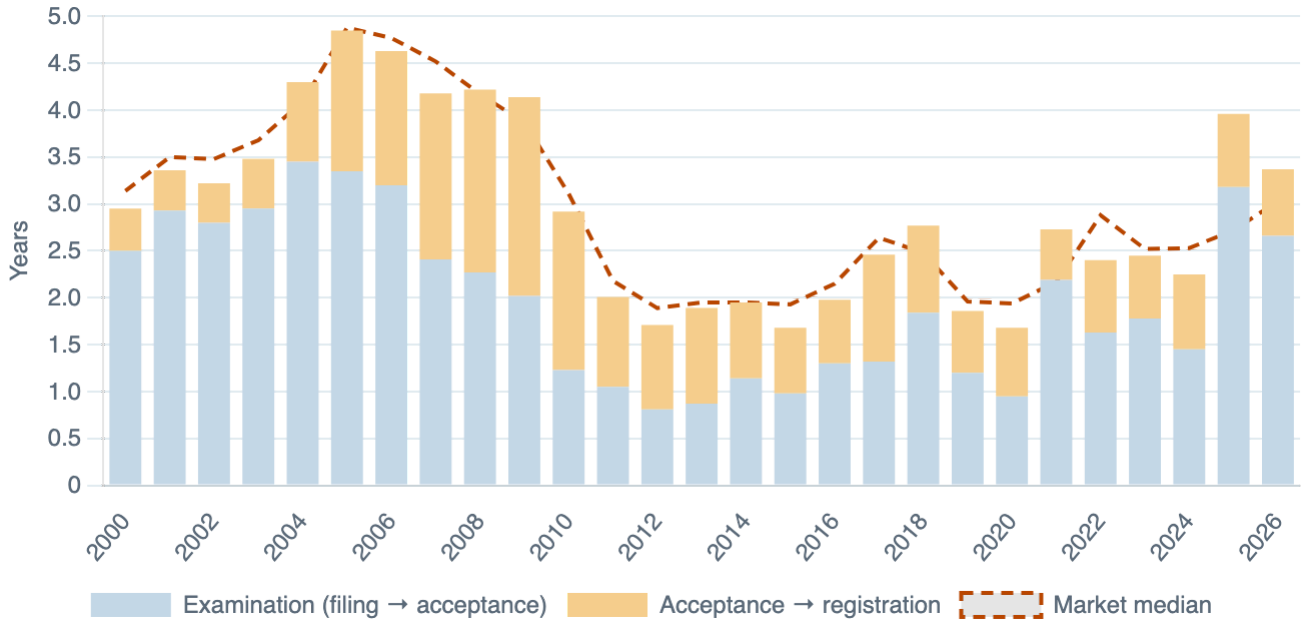


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Procter & Gamble's marks took a median of **3.4 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.4 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

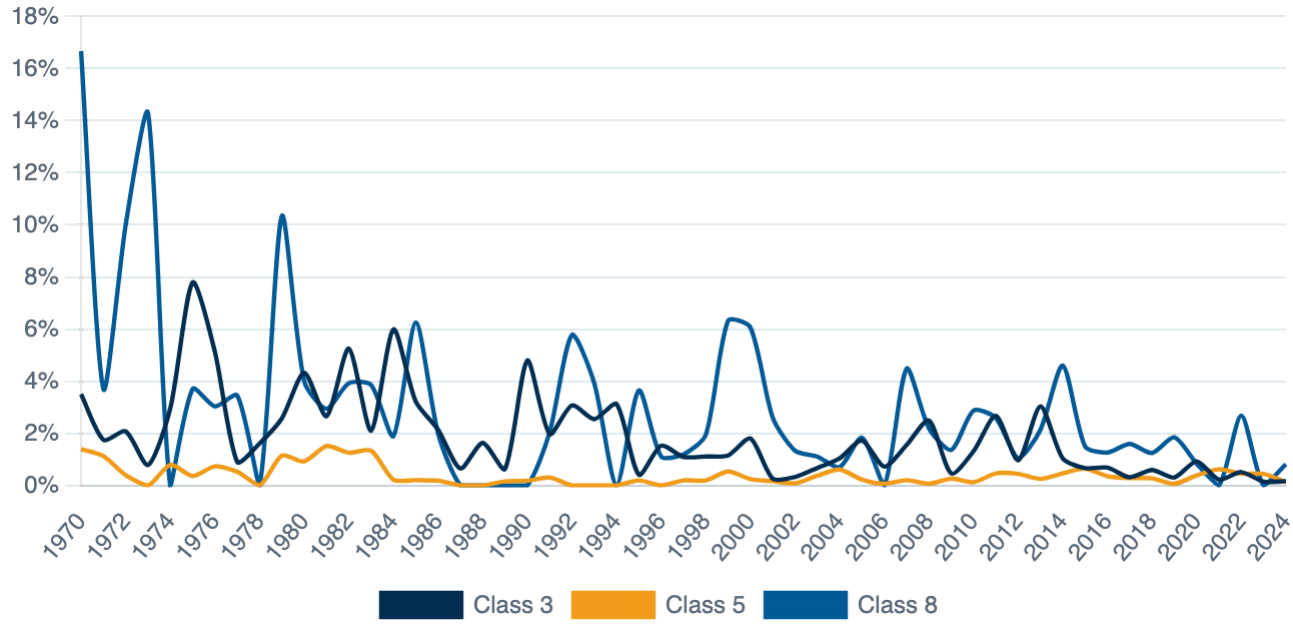


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Procter & Gamble's classes

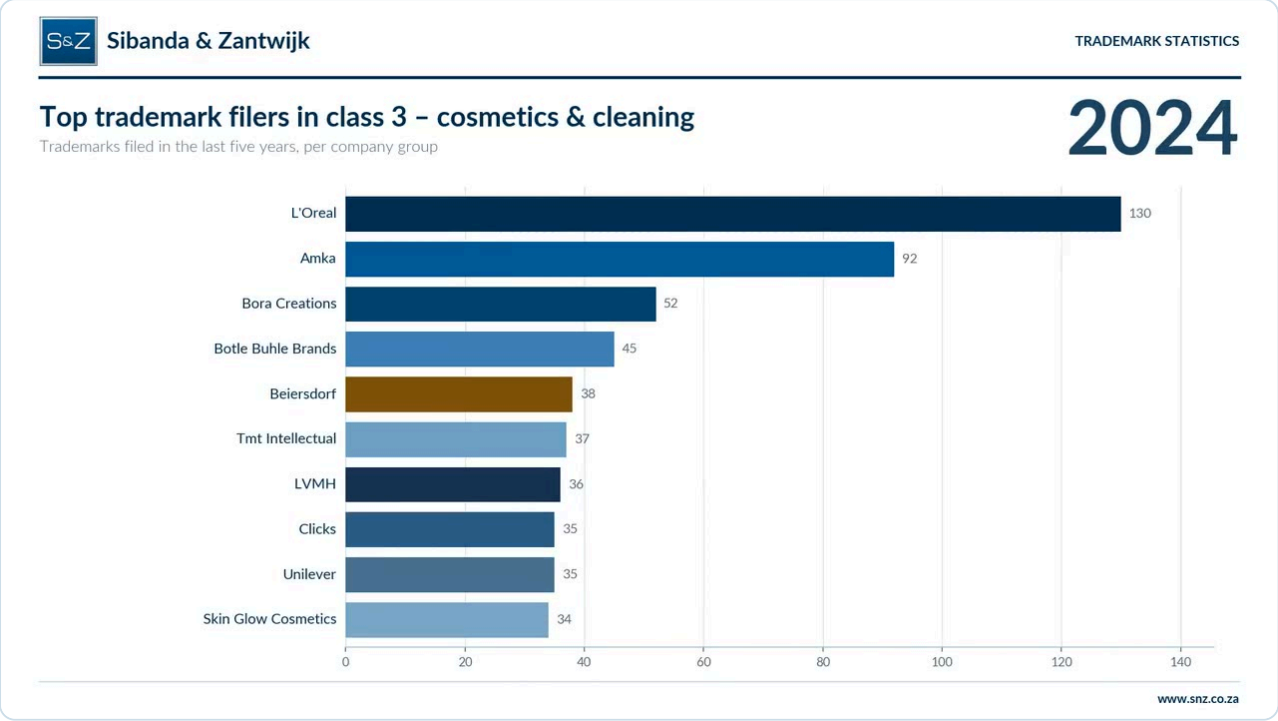
> Ranked by **number of trademarks filed in Procter & Gamble's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Procter & Gamble's market position, not who is most like it.

In the last five years, Procter & Gamble was **#20** of 1,836 filers in class 3 (cosmetics & cleaning), with 17 of 3,958 trademarks; **#24** of 2,050 filers in class 5 (pharmaceuticals), with 27 of 6,111 trademarks; **#13** of 395 filers in class 8 (hand tools), with 6 of 691 trademarks.



Procter & Gamble'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: Procter & Gamble



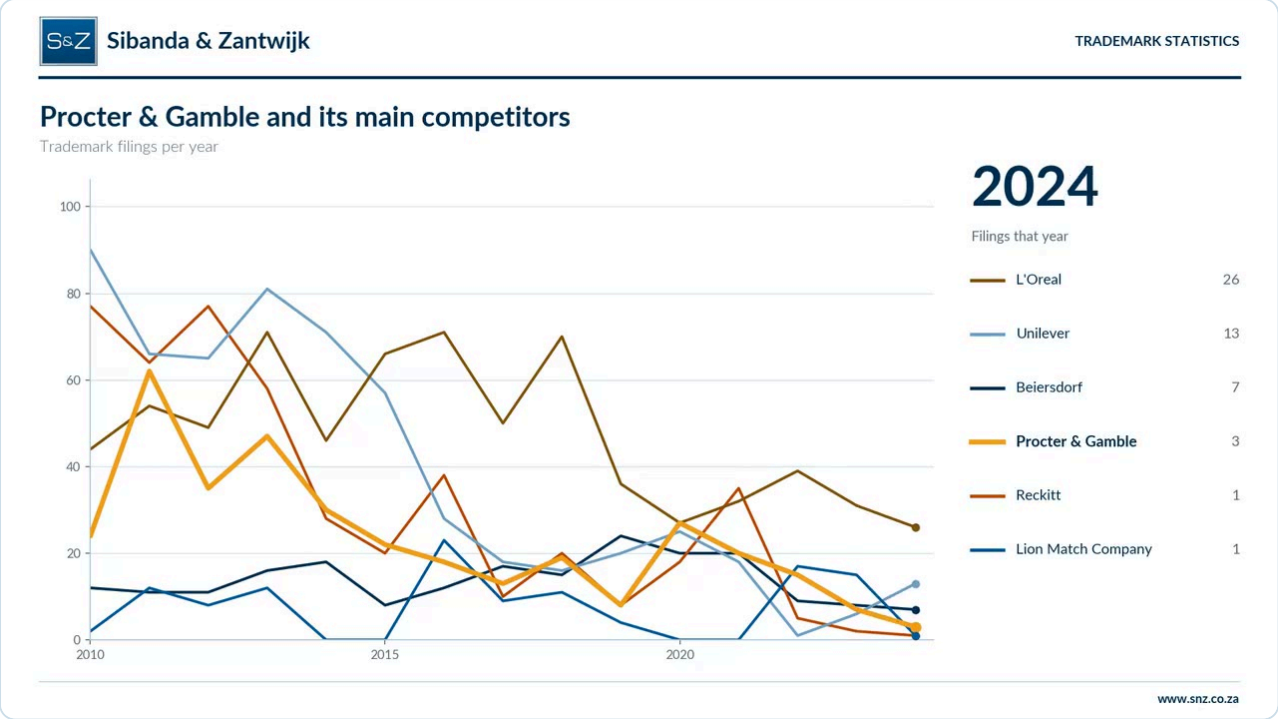
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/procter-and-gamble-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like Procter & Gamble

> Ranked by **how similar their whole trademark portfolio is to Procter & Gamble'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.

Procter & Gamble's closest competitors in South Africa are Beiersdorf, Reckitt, Unilever and L'Oreal.

Procter & Gamble 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/procter-and-gamble-south-african-trademarks/competitors-video.html

Trademark filings per year: Procter & Gamble (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Beiersdorf	Direct competitor	78%
2	Reckitt	Direct competitor	76%
3	Unilever	Direct competitor	68%
4	L'Oreal	Direct competitor	68%
5	Lion Match Company	Direct competitor	67%
6	Essity	Direct competitor	67%
7	SC Johnson	Direct competitor	67%
8	Kimberly-Clark	Direct competitor	66%
9	Johnson & Johnson	Related field	68%
10	Lrc Products	Related field	66%

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

Procter & Gamble – relevant export countries

South Africa exported **US$2.2 billion** of the goods Procter & Gamble's main classes cover in the last year – cosmetics; lotions; soaps; cleaning (class 3); pharmaceutical preparations; diapers; medicated; nutritional supplements (class 5); blades; razors; cartridges; holders (class 8); books; posters; stickers (class 16); toothbrushes; heads; cleaning; containers (class 21). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Procter & Gamble's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	United States of America	72	US$81 m	+3%	National	US$3,425
2	European Union	71	US$126 m	+2%	National	US$2,388
3	United Kingdom	62	US$37 m	-2%	National	US$1,371
4	Japan	59	US$11 m	-9%	National	US$1,774
5	Canada	57	US$11 m	-3%	National	US$2,192
6	Australia	57	US$36 m	-6%	National	US$2,380
7	Namibia	54	US$306 m	+7%	ARIPO	US$450
8	Mexico	54	US$9.6 m	+12%	National	US$3,050
9	Russian Federation	53	US$467 k	-1%	National	US$1,915
10	Zimbabwe	52	US$250 m	+1%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	54	US$306 m	+7%	ARIPO	US$450 S&Z
2	Zimbabwe	52	US$250 m	+1%	ARIPO	US$450 S&Z
3	Botswana	50	US$273 m	-3%	ARIPO	US$450 S&Z
4	Mozambique	49	US$178 m	-3%	ARIPO	US$450 S&Z
5	OAPI (17 states)	48	US$25 m	+1%	National	US$1,563 S&Z
6	Nigeria	47	US$20 m	-16%	National	US$1,015 S&Z
7	Egypt	44	US$569 k	-2%	National	US$2,278
8	Morocco	44	US$843 k	+11%	National	US$1,408
9	Algeria	44	US$1.1 m	+19%	National	US$1,445
10	Malawi	43	US$47 m	+5%	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)
ALWAYS	4	US$812	US$1,378
TOUCHING LIVES, IMPROVING LIFE. P&G	12	US$2,436	US$2,856
GILLETTE	8	US$1,624	US$2,117
CLAIROL GLINTS	1	US$203	US$824
ORAL-B	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 Procter & Gamble's five most-filed brands: word marks of **other companies** (not Procter & Gamble'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 ALWAYS (classes 3, 5, 16, 25; searched 2018-02-28 to 2026-11-07)

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

Similar to TOUCHING LIVES, IMPROVING LIFE. P&G (classes 3, 5, 16, 21; searched 2018-01-31 to 2026-11-07)

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

Similar to CLAIROL GLINTS (class 3; searched 2019-04-24 to 2026-11-07)

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

Similar to GILLETTE (classes 3, 5, 8, 10, 16, 21, 28, 34; searched 2019-06-26 to 2026-11-08)

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

Similar to ORAL-B (classes 3, 5, 9, 10, 21; searched 2018-03-28 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

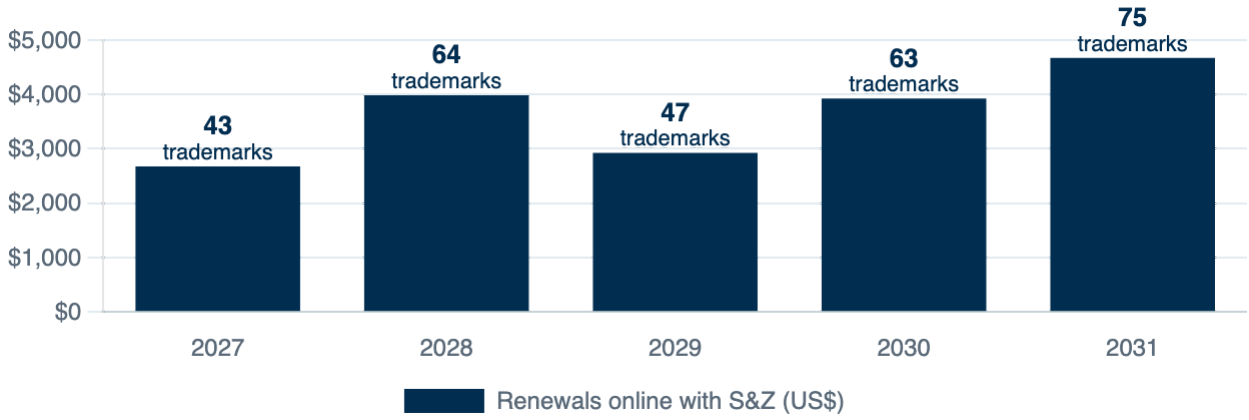
S&Z prices – South African trademarks

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$.

Procter & Gamble's next five years of renewals

292 of Procter & Gamble's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$18,189** over the five years.



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