Reckitt – South African trademarks

Updated 8 November 2026

Reckitt is a UK-based consumer health, hygiene and nutrition company. Its brands include Dettol, Strepsils, Durex, Finish, Vanish and Harpic.

How Reckitt 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.

#10
largest trademark owner in South Africa (of 121,626)

2,227
trademarks filed

18
different logos published since 2020

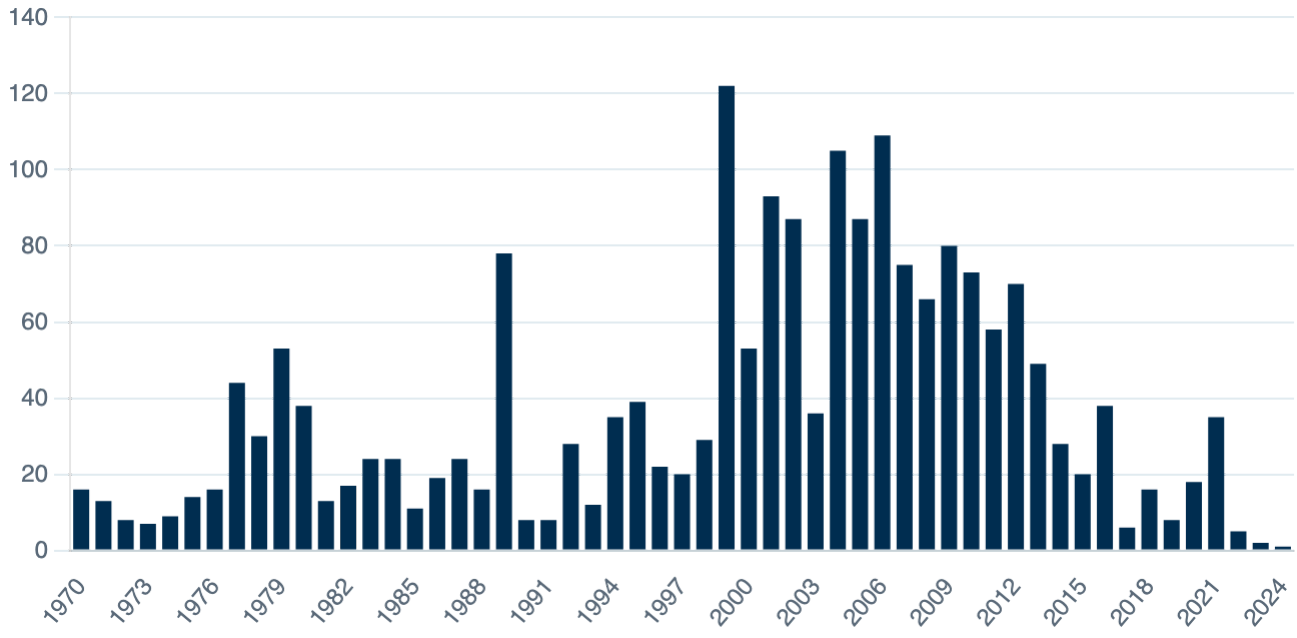
29
of 45 classes used

1917
first trademark filed

129
filed in the last 10 years

A portfolio built over time

Reckitt filed its first South African trademark in 1917 and has filed 2,227 since; its busiest year was 1999, with 122 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

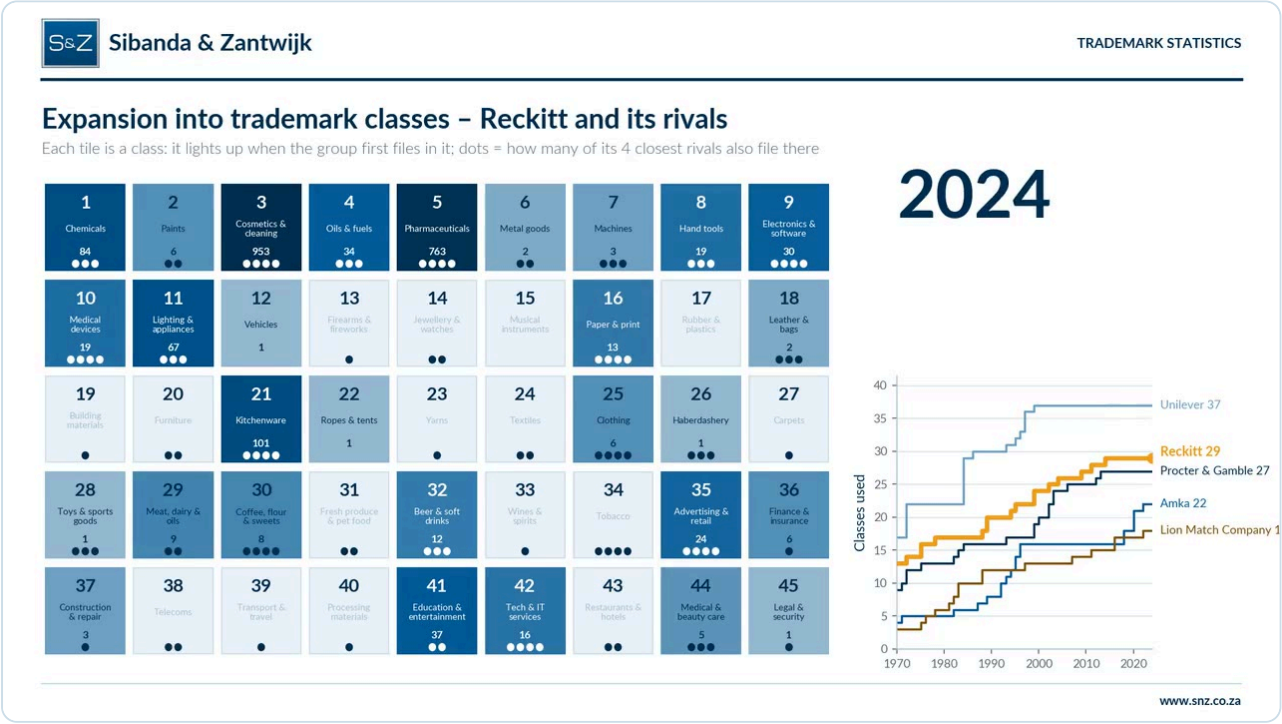
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Reckitt Benckiser South Africa	1,107	1920–2022
Reckitt	512	1917–2023
Reckitt and Colman	379	1930–2018
Reckitt Benckiser	327	1933–2015
Reckitt and Colman South Africa	161	1927–1999
Reckitt and Colman Hygiene Home	72	1954–2021
Reckitt Benckiser Vanish	67	1971–2021
Reckitt Benckiser Finish	50	1997–2023

Where Reckitt expanded its business

Trademark classes show what a business sells. Reckitt's portfolio is concentrated in cosmetics & cleaning (class 3), pharmaceuticals (class 5), kitchenware (class 21). Its most recent moves were into legal & security (2014), medical & beauty care (2011), finance & insurance (2009).

Reckitt trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/reckitt-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	953	42.8%	1917
5 Pharmaceuticals	763	34.3%	1933
21 Kitchenware	101	4.5%	1917
1 Chemicals	84	3.8%	1933
11 Lighting & appliances	67	3.0%	1972
41 Education & entertainment	37	1.7%	1995
4 Oils & fuels	34	1.5%	1952
9 Electronics & software	30	1.3%	1989

The brands Reckitt protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	DETTOL	21	9	1933–2010
2	HARPIC	19	4	1946–2020
3	RB	17	9	2009–2013
4	AIR WICK	17	4	1944–2010
5	COBRA	14	7	1917–2002
6	HAZE	13	5	1983–1999
7	JIK	12	4	1948–2020
8	DISPRIN	11	6	1946–1999
9	RECKITT BENCKISER	11	6	1999–1999
10	LYSOL	11	4	1933–2019
11	TARGET	11	4	1965–1999
12	RB RECKITT BENCKISER	10	9	2009–2013
13	RECKITT & COLMAN	10	6	1992–1996
14	VEET	10	3	1923–2007
15	HOME SOLUTIONS	9	9	2005–2005

Logos filed most often (since 2020)



17 filings · 11 classes



6 filings · 6 classes



4 filings · 4 classes



4 filings · 4 classes



4 filings · 2 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 1 class

Reckitt's logos

The 18 different logos Reckitt 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.



11 classes



6 classes



4 classes



4 classes



3 classes



3 classes



3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class

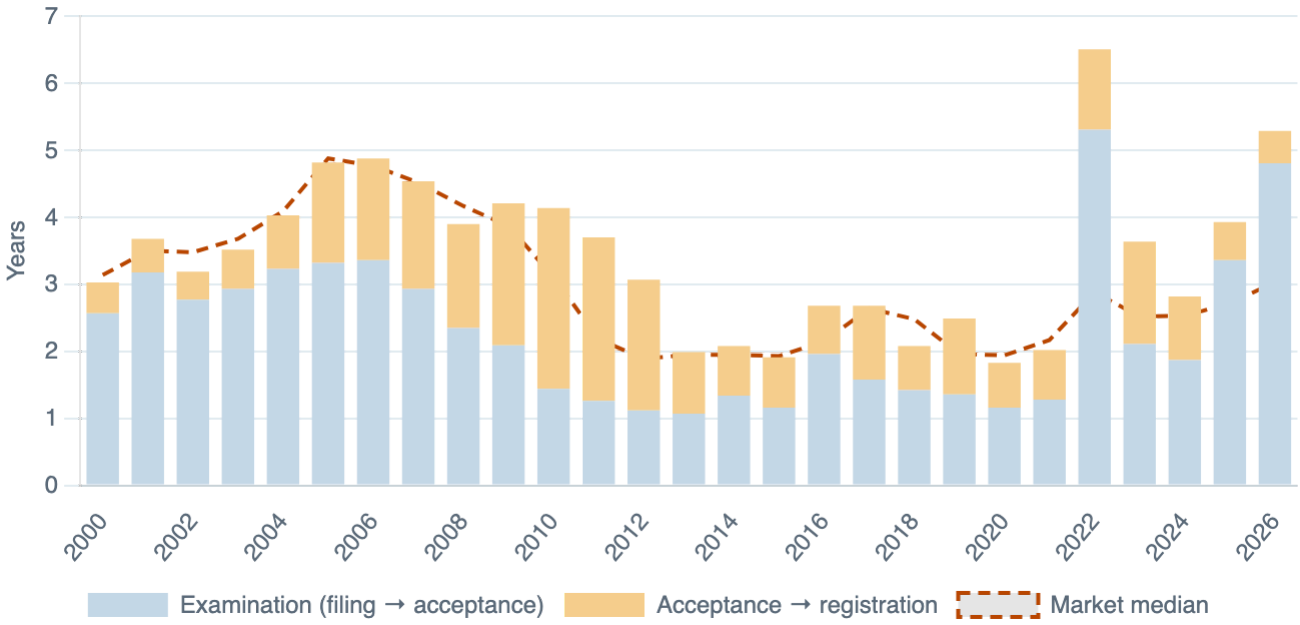


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Reckitt's marks took a median of **5.3 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 4.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.3 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

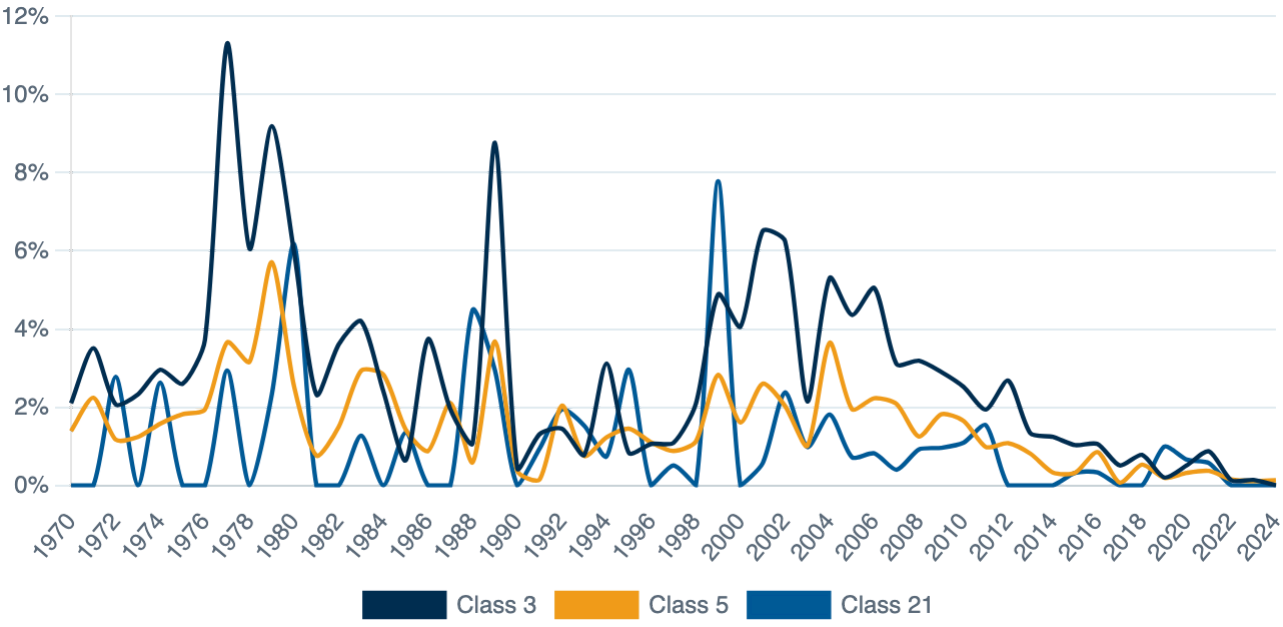


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Reckitt's classes

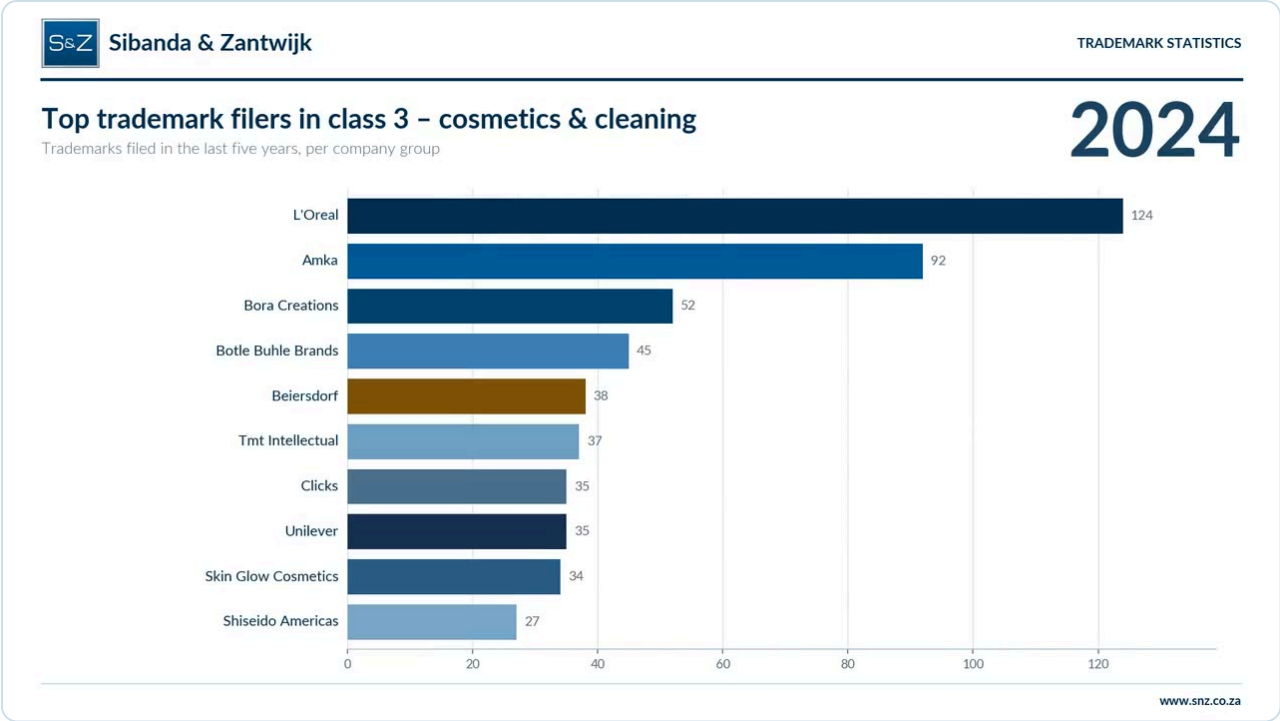
> Ranked by **number of trademarks filed in Reckitt's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Reckitt's market position, not who is most like it.

In the last five years, Reckitt was **#24** of 1,836 filers in class 3 (cosmetics & cleaning), with 15 of 3,958 trademarks; **#53** of 2,050 filers in class 5 (pharmaceuticals), with 15 of 6,111 trademarks; **#50** of 817 filers in class 21 (kitchenware), with 4 of 1,364 trademarks.



Reckitt'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: Reckitt



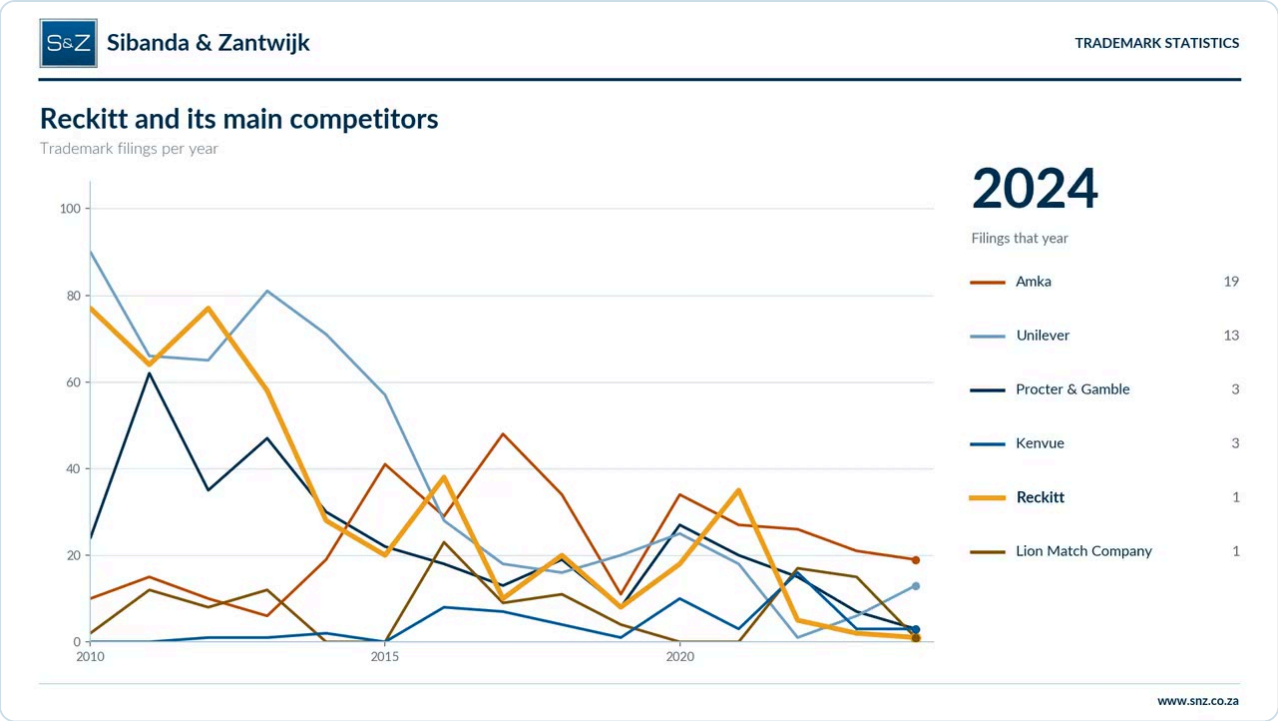
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/reckitt-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like Reckitt

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

Reckitt's closest competitors in South Africa are Procter & Gamble, Amka, Unilever and Lion Match Company.

Reckitt 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/reckitt-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Procter & Gamble	Direct competitor	82%
2	Amka	Direct competitor	82%
3	Unilever	Direct competitor	81%
4	Lion Match Company	Direct competitor	74%
5	Kenvue	Direct competitor	73%
6	SC Johnson	Direct competitor	73%
7	Amway	Direct competitor	71%
8	Colgate-Palmolive	Direct competitor	71%
9	Doterra	Direct competitor	71%
10	Trade Kings	Direct competitor	70%

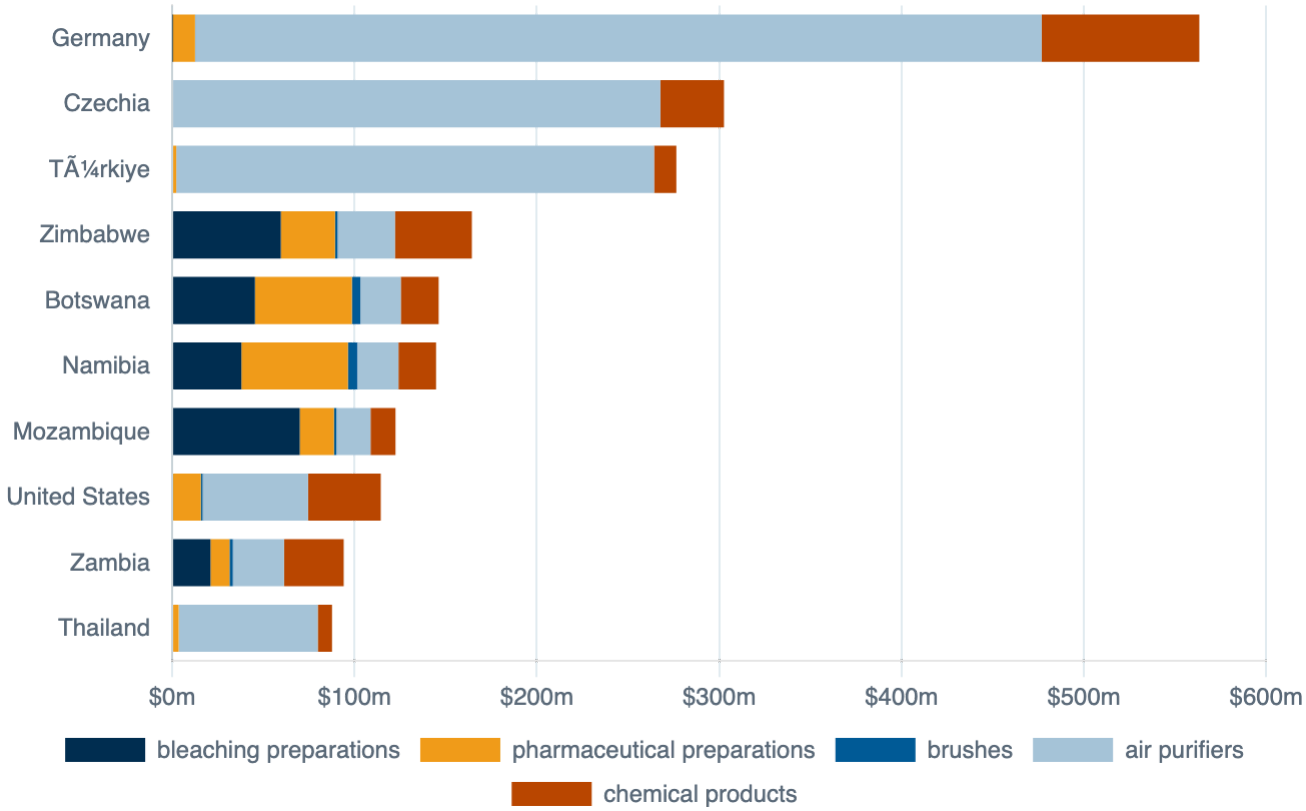
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Reckitt – relevant export countries

South Africa exported **US$4.2 billion** of the goods Reckitt's main classes cover in the last year – bleaching preparations; cosmetics; cleaning; soaps (class 3); pharmaceutical preparations; disinfectants; medicated; preparations and substances (class 5); brushes; containers; dispensers; combs (class 21); chemical products; agents; water (class 1); air purifiers; parts and fittings; filters; apparatus and instruments (class 11). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Reckitt's trademarks matter most.

Where South Africa exports Reckitt's top goods

Reckitt's trademarks most often cover bleaching preparations, pharmaceutical preparations, brushes, air purifiers and chemical products. South Africa's ten largest export markets for these goods took **76%** of its exports of them in 2024.



South Africa's exports of each good to the country in 2024 (US$ million). The goods are the ones Reckitt's specifications mention most in its main classes; the figures are national exports, not the company's own sales.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	79	US$1.0 billion	-0%	National	US$2,388
2	United States of America	71	US$167 m	+2%	National	US$3,425
3	United Kingdom	62	US$71 m	-3%	National	US$1,371
4	Canada	57	US$15 m	-5%	National	US$2,192
5	Japan	57	US$15 m	-9%	National	US$1,774
6	Türkiye	57	US$284 m	+8%	National	US$1,258
7	Australia	56	US$53 m	-7%	National	US$2,380
8	Russian Federation	55	US$8.9 m	-2%	National	US$1,915
9	Brazil	52	US$49 m	+5%	National	US$5,877
10	China	51	US$33 m	+0%	National	US$1,224

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	OAPI (17 states)	47	US$29 m	+3%	National	US$1,563 S&Z
2	Nigeria	47	US$26 m	-17%	National	US$1,015 S&Z
3	Egypt	46	US$4.4 m	-1%	National	US$2,278
4	Morocco	46	US$5.7 m	+13%	National	US$1,408
5	Namibia	46	US$344 m	+11%	ARIPO	US$450 S&Z
6	Zimbabwe	46	US$297 m	+8%	ARIPO	US$450 S&Z
7	Algeria	45	US$1.2 m	+23%	National	US$1,445
8	Botswana	43	US$336 m	-1%	ARIPO	US$450 S&Z
9	Mozambique	43	US$197 m	-5%	ARIPO	US$450 S&Z
10	Tanzania	43	US$33 m	-14%	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)
DETTOL	9	US$1,827	US$2,302
HARPIC	4	US$812	US$1,378
RB	9	US$1,827	US$2,302
AIR WICK	4	US$812	US$1,378
COBRA	7	US$1,421	US$1,932

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 Reckitt's five most-filed brands: word marks of **other companies** (not Reckitt'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 DETTOL (classes 1, 3, 5, 11, 21; searched 2020-08-26 to 2026-11-07)

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

Similar to HARPIC (classes 1, 3, 5, 21; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to AIR WICK (classes 3, 4, 5, 11; searched 2018-01-31 to 2026-11-07)

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

Similar to COBRA (classes 1, 2, 3, 5, 7, 21, 37; searched 2019-01-30 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
ST. JOHN COBRA	2020-11-25	3	Private individual

Similar to HAZE (classes 3, 4, 5, 11, 21; 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

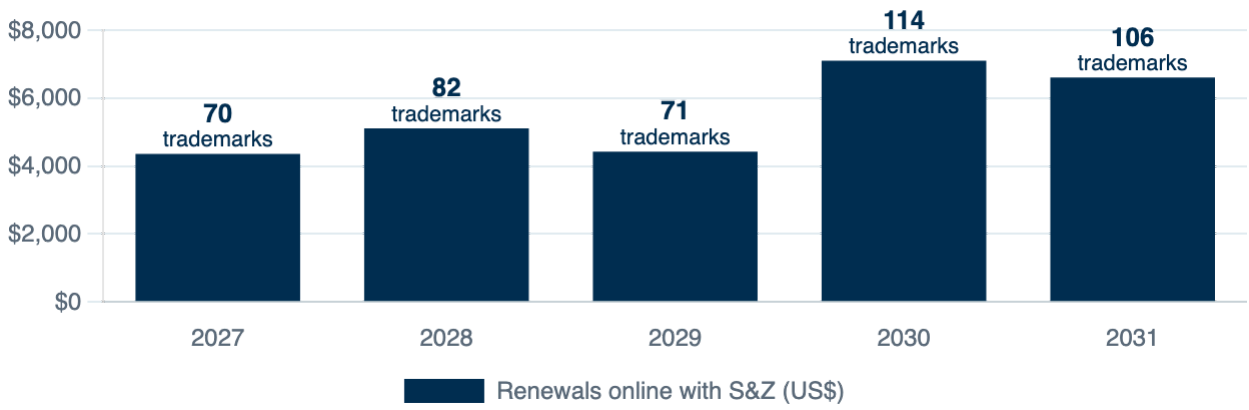
S&Z prices – South African trademarks

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$.

Reckitt's next five years of renewals

443 of Reckitt's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$27,595 over the five years.



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