Sanofi – South African trademarks

Updated 8 November 2026

Sanofi is a French global healthcare company. It develops prescription medicines and vaccines and markets consumer health products.

How Sanofi 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.

#129
largest trademark owner in South Africa (of 121,626)

428
trademarks filed

7
different logos published since 2020

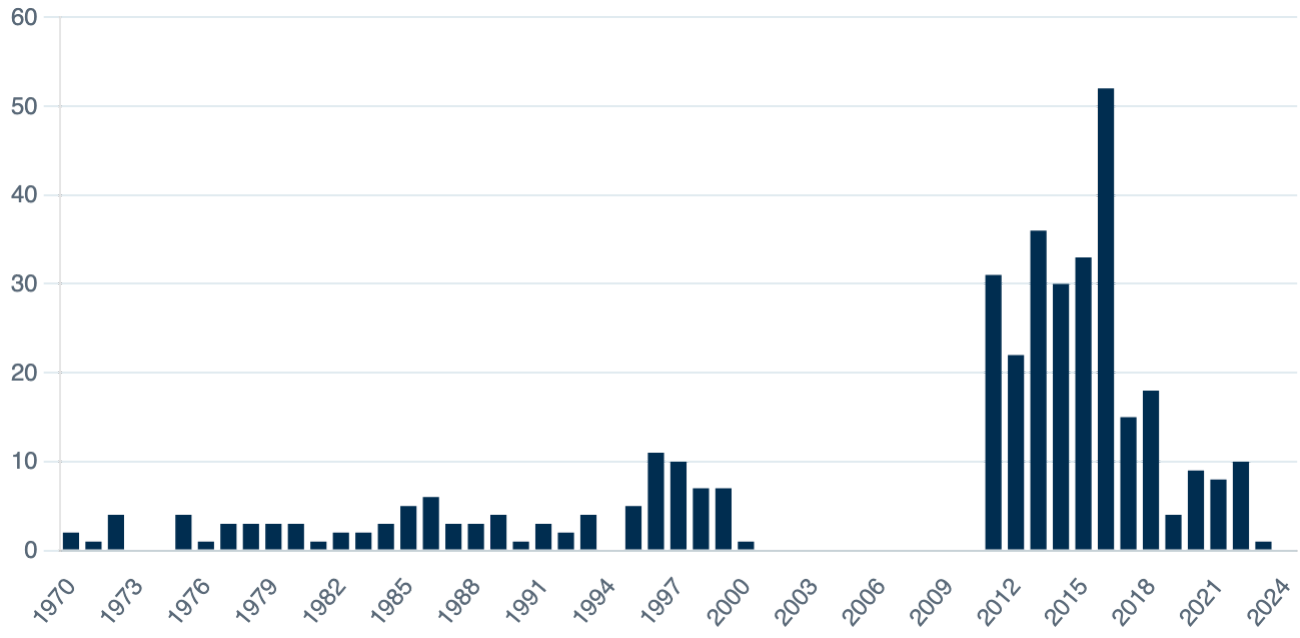
14
of 45 classes used

1921
first trademark filed

117
filed in the last 10 years

A portfolio built over time

Sanofi filed its first South African trademark in 1921 and has filed 428 since; its busiest year was 2016, 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

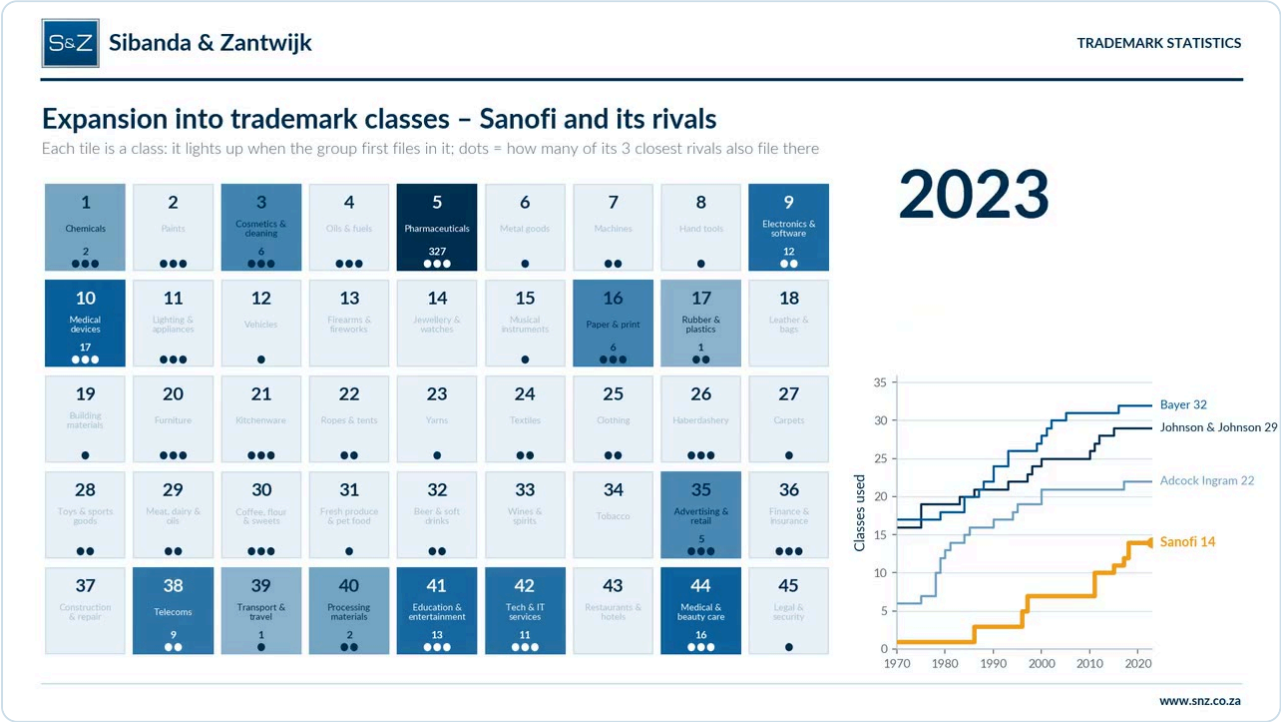
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Sanofi	832	1922–2023
Sanofi Pharmaceuticals	14	1921–1967
Sanofi UK	3	1981–1986

Where Sanofi expanded its business

Trademark classes show what a business sells. Sanofi's portfolio is concentrated in pharmaceuticals (class 5), medical devices (class 10), medical & beauty care (class 44). Its most recent moves were into chemicals (2018), transport & travel (2018), processing materials (2017).

Sanofi trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sanofi-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	327	76.4%	1921
10	Medical devices	17	4.0%	1986
44	Medical & beauty care	16	3.7%	2011
41	Education & entertainment	13	3.0%	1996
9	Electronics & software	12	2.8%	1997
42	Tech & IT services	11	2.6%	1997
38	Telecoms	9	2.1%	2011
3	Cosmetics & cleaning	6	1.4%	1986

The brands Sanofi protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SANOFI GENZYME	13	13	2018–2018
2	AT SANOFI, WE CHASE THE MIRACLES OF SCIENCE TO IMPROVE PEOPLE’S LIVES	10	10	2022–2022
3	EYENTIAL	8	8	2011–2011
4	ARTHCOACH	4	4	2014–2014
5	EGICCA	4	4	1997–1997
6	MYSTAR	4	4	2012–2013
7	BETTER LIFE WITH SANOFI	3	3	2016–2016
8	CONNECTING MIDWIVES	3	3	2015–2015
9	CONNECTING NURSES	3	3	2012–2012
10	EMPOWERING LIFE	3	3	2016–2016
11	MOMMY'S BOOK	3	3	2012–2012
12	PLURIPRO	3	3	1986–1986
13	SANOFI	3	3	1995–2018
14	ACTIV GUARD BALMADERM	2	2	2011–2011
15	AUBACHECK	2	2	2016–2016

Logos filed most often (since 2020)

10 filings · 10 classes

3 filings · 3 classes

2 filings · 2 classes

2 filings · 2 classes



1 filing · 1 class

1 filing · 1 class

1 filing · 1 class

Sanofi's logos

The 7 different logos Sanofi 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.

10 classes

3 classes

2 classes

2 classes



1 class

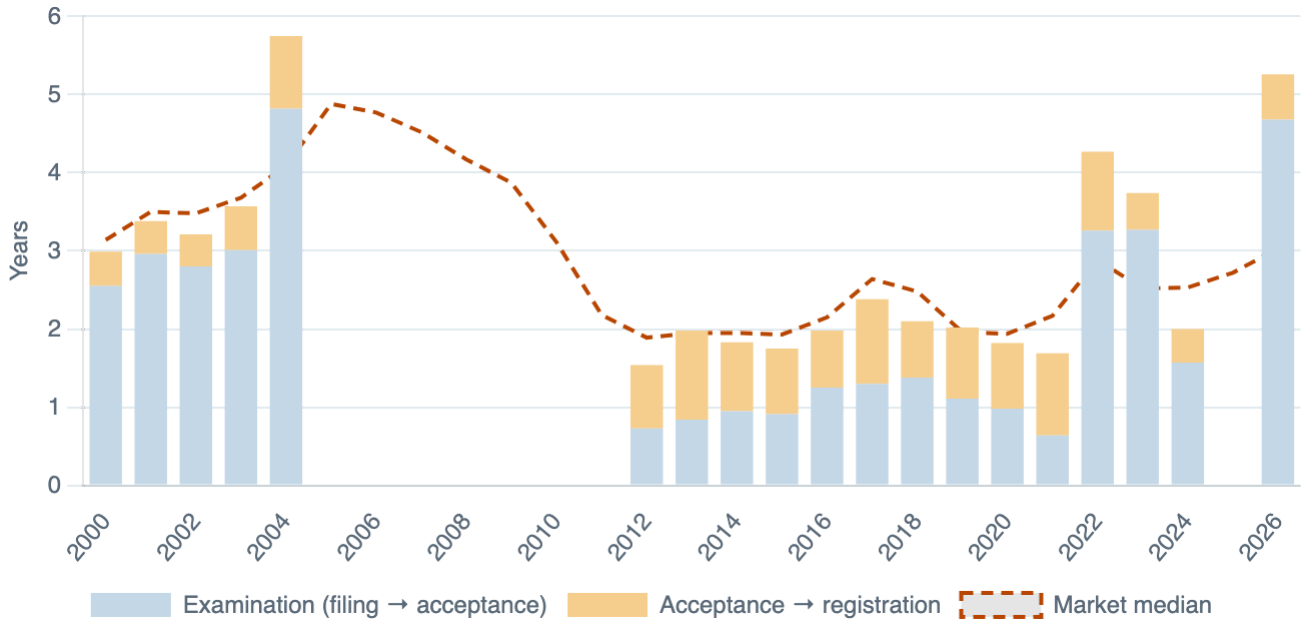
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Sanofi's marks took a median of **3.0 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 1.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

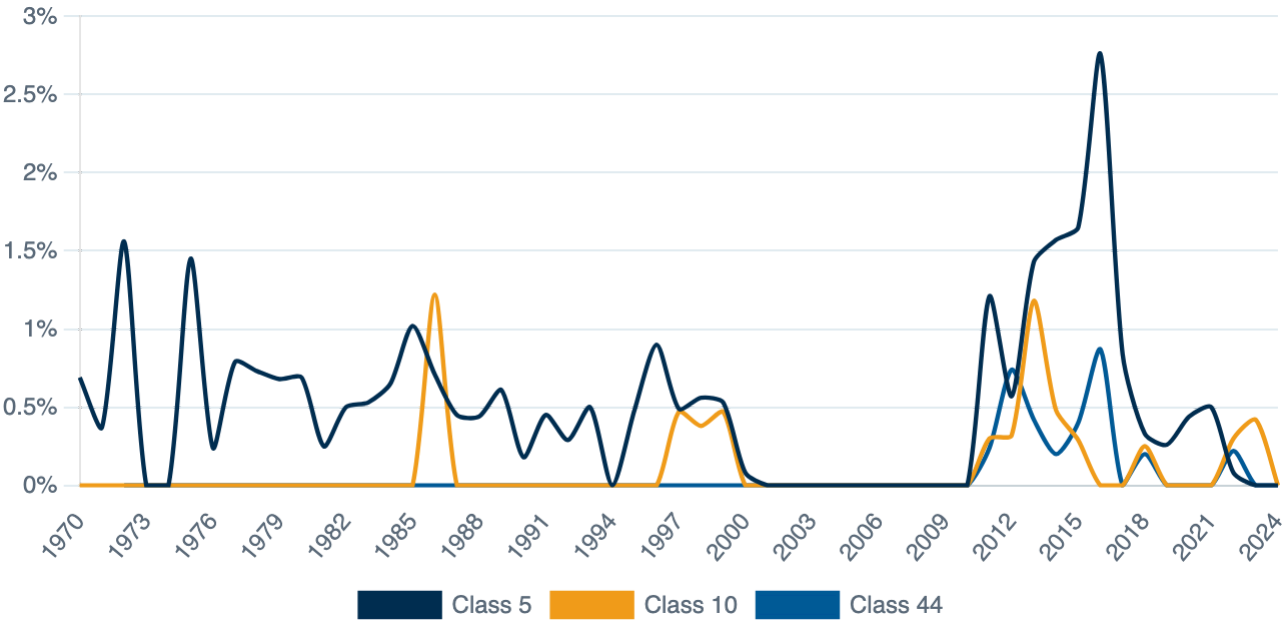


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Sanofi's classes

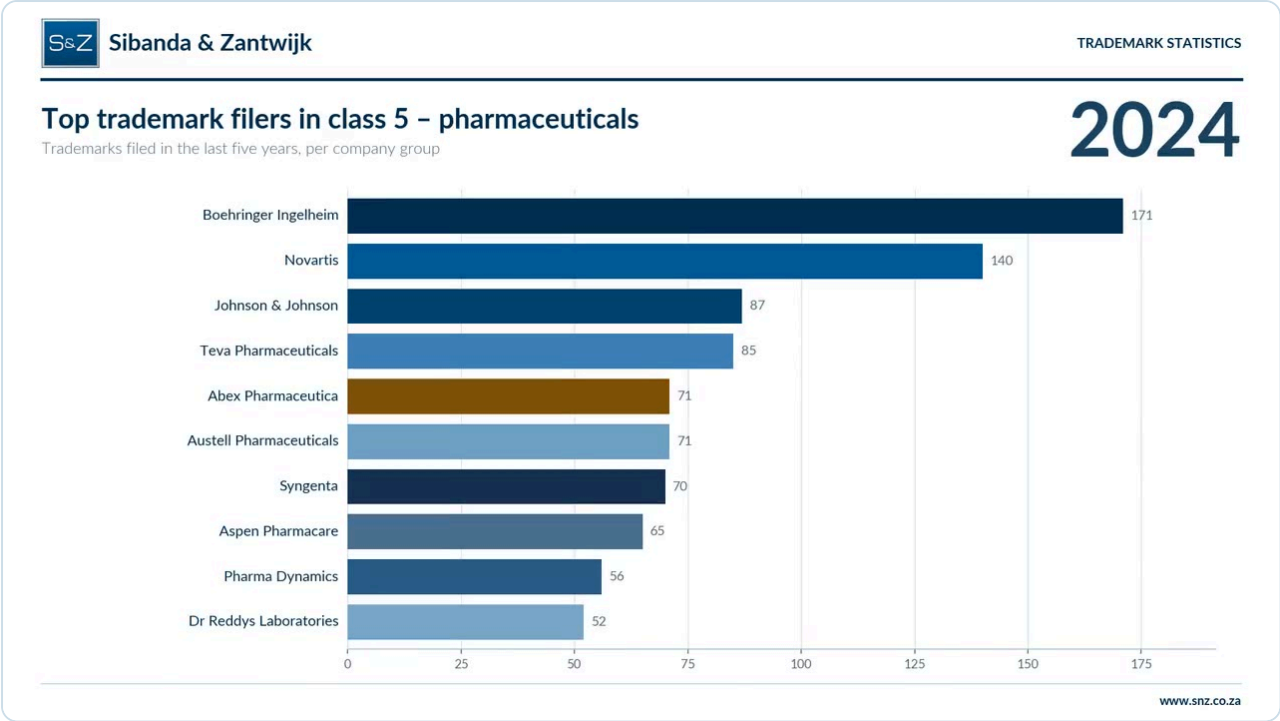
> Ranked by **number of trademarks filed in Sanofi's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Sanofi's market position, not who is most like it.

In the last five years, Sanofi was **#47** of 2,050 filers in class 5 (pharmaceuticals), with 16 of 6,111 trademarks; **#223** of 814 filers in class 10 (medical devices), with 2 of 1,561 trademarks; **#657** of 1,101 filers in class 44 (medical & beauty care), with 1 of 1,960 trademarks.



Sanofi'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: Sanofi



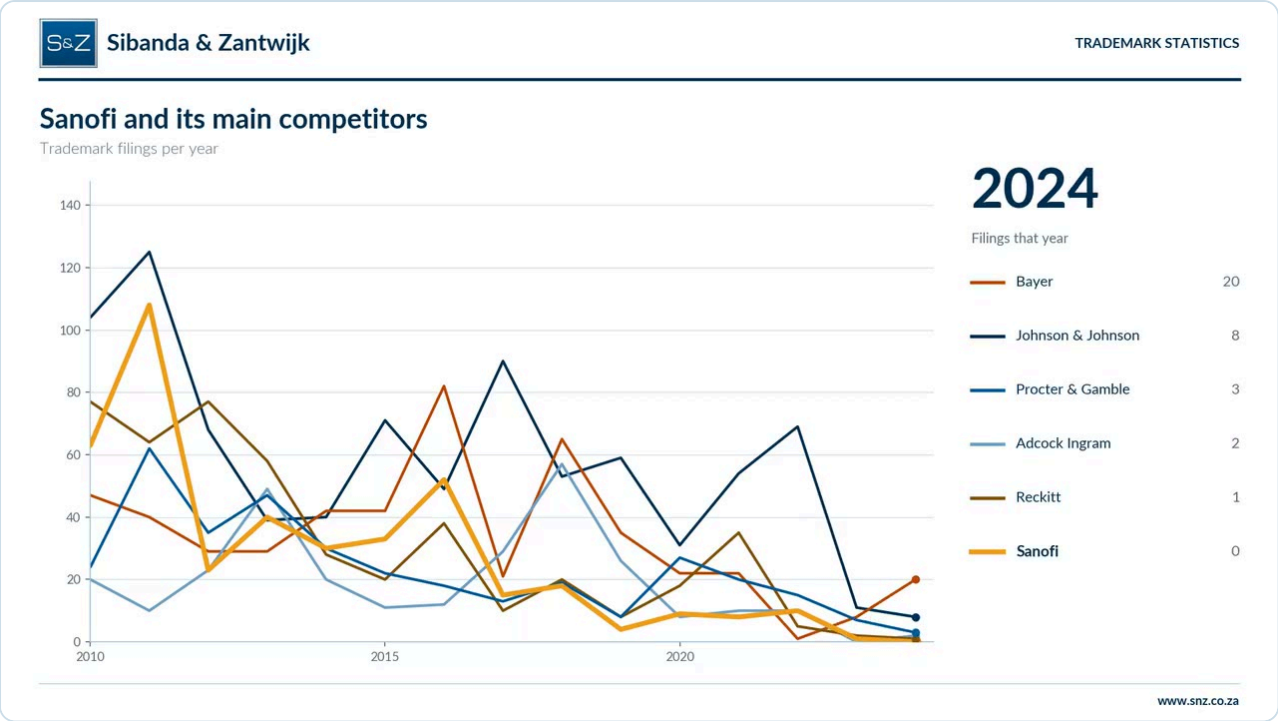
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sanofi-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Sanofi

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

Sanofi's closest competitors in South Africa are Johnson & Johnson, Bayer and Adcock Ingram.

Sanofi 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/sanofi-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Johnson & Johnson	Direct competitor	100%
2	Bayer	Direct competitor	100%
3	Adcock Ingram	Direct competitor	85%
4	Reckitt	Related field	100%
5	Procter & Gamble	Related field	100%
6	Kenvue	Related field	98%
7	SC Johnson	Related field	85%
8	Nativa	Related field	85%
9	Lrc Products	Related field	85%
10	Kimberly-Clark	Related field	84%

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

Sanofi – relevant export countries

South Africa exported **US$2.2 billion** of the goods Sanofi's main classes cover in the last year – pharmaceutical products; pharmaceutical preparations; nutritional supplements; vitamins (class 5); suture materials; artificial limbs; surgical; syringes (class 10); software; eyeglasses; downloadable; optical (class 9); soaps; cosmetic preparations; toothpaste; body (class 3). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Sanofi's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	76	US$146 m	+4%	National	US$2,123
2	United States of America	74	US$86 m	+2%	National	US$2,750
3	United Kingdom	67	US$50 m	+1%	National	US$1,192
4	Japan	61	US$12 m	-2%	National	US$1,481
5	Australia	60	US$36 m	-2%	National	US$2,020
6	Canada	60	US$7.7 m	+2%	National	US$1,907
7	Namibia	59	US$277 m	+9%	ARIPO	US$397
8	Türkiye	56	US$10 m	+6%	National	US$1,119
9	Russian Federation	56	US$1.2 m	-2%	National	US$1,703
10	United Arab Emirates	56	US$109 m	+6%	National	US$11,500

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Namibia	59	US$277 m	+9%	ARIPO	US$397 S&Z
2	Zimbabwe	55	US$213 m	+7%	ARIPO	US$397 S&Z
3	Botswana	55	US$259 m	-0%	ARIPO	US$397 S&Z
4	Mozambique	52	US$168 m	+5%	ARIPO	US$397 S&Z
5	Nigeria	52	US$37 m	-4%	National	US$812 S&Z
6	OAPI (17 states)	50	US$23 m	+5%	National	US$1,378 S&Z
7	Tanzania	48	US$36 m	-4%	ARIPO	US$397 S&Z
8	Egypt	48	US$1.4 m	+1%	National	US$1,835
9	Malawi	48	US$43 m	+13%	ARIPO	US$397 S&Z
10	Morocco	48	US$1.5 m	+12%	National	US$1,224

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 4 classes; ARIPO costs are per country, plus US$290 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)
SANOFI GENZYME	13	US$2,639	US$3,041
AT SANOFI, WE CHASE THE MIRACLES OF SCIENCE TO IMPROVE PEOPLE'S LIVES	10	US$2,030	US$2,487
EYENTIAL	8	US$1,624	US$2,117
ARTHCOACH	4	US$812	US$1,378
EGICCA	4	US$812	US$1,378

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 Sanofi's five most-filed brands: word marks of **other companies** (not Sanofi'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 SANOFI GENZYME (classes 5, 9, 10, 41, 44; searched 2018-01-31 to 2026-11-07)

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

Similar to AT SANOFI, WE CHASE THE MIRACLES OF SCIENCE TO IMPROVE PEOPLE'S LIVES (classes 5, 9, 10, 41, 44; searched 2018-12-19 to 2026-11-08)

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

Similar to EYENTIAL (classes 5, 10, 16, 35, 38, 41, 42, 44; searched 2018-07-25 to 2026-11-07)

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

Similar to ARTHCOACH (classes 9, 35, 38, 44; searched 2025-08-27 to 2026-11-07)

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

Similar to EGICCA (classes 9, 16, 41, 42; searched 2024-10-30 to 2026-11-07)

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

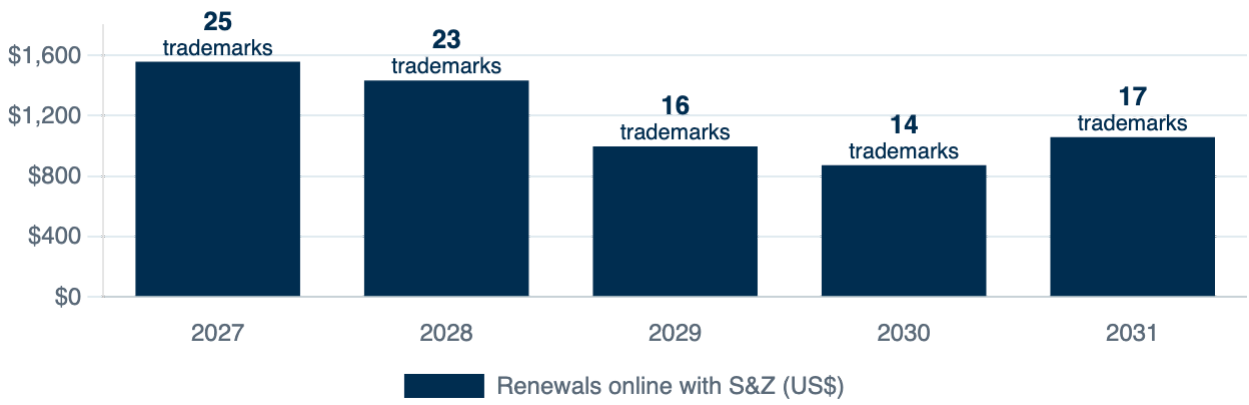
S&Z prices – South African trademarks

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$.

Sanofi's next five years of renewals

95 of Sanofi's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$5,918 over the five years.



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