Syngenta – South African trademarks

Updated 8 November 2026

Syngenta is a global agricultural science company. It supplies crop protection products and seeds to farmers.

How Syngenta 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.

#138
largest trademark owner in South Africa (of 121,626)

400
trademarks filed

6
different logos published since 2020

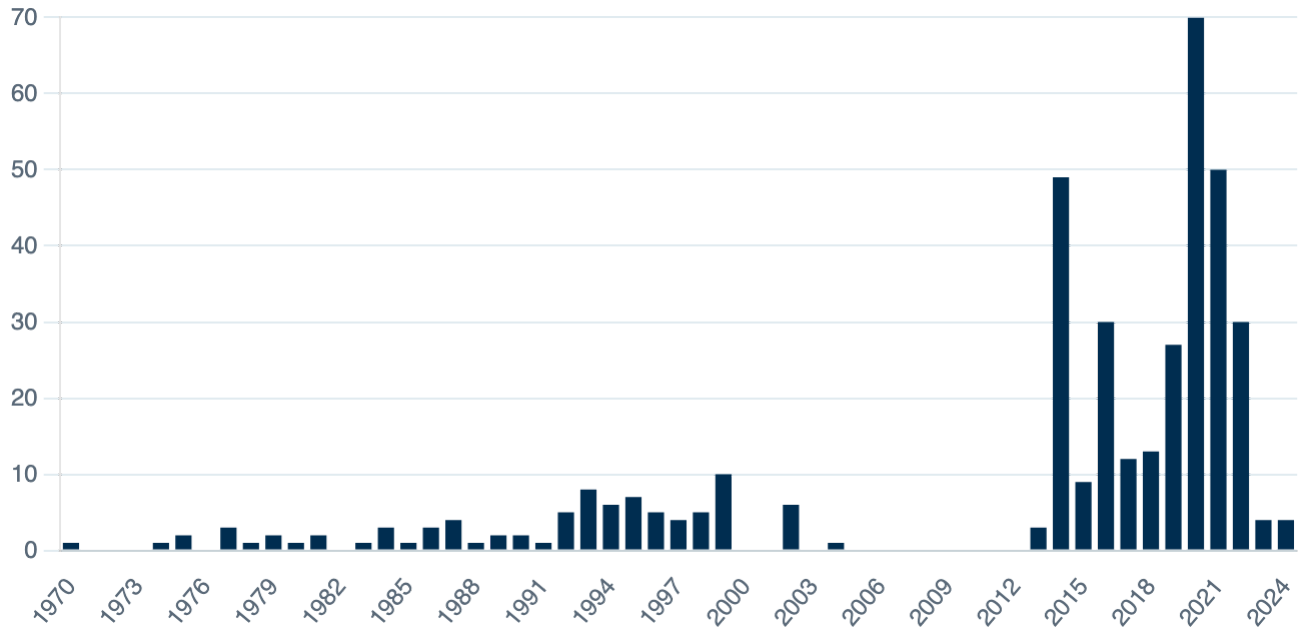
15
of 45 classes used

1953
first trademark filed

240
filed in the last 10 years

A portfolio built over time

Syngenta filed its first South African trademark in 1953 and has filed 400 since; its busiest year was 2020, with 70 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

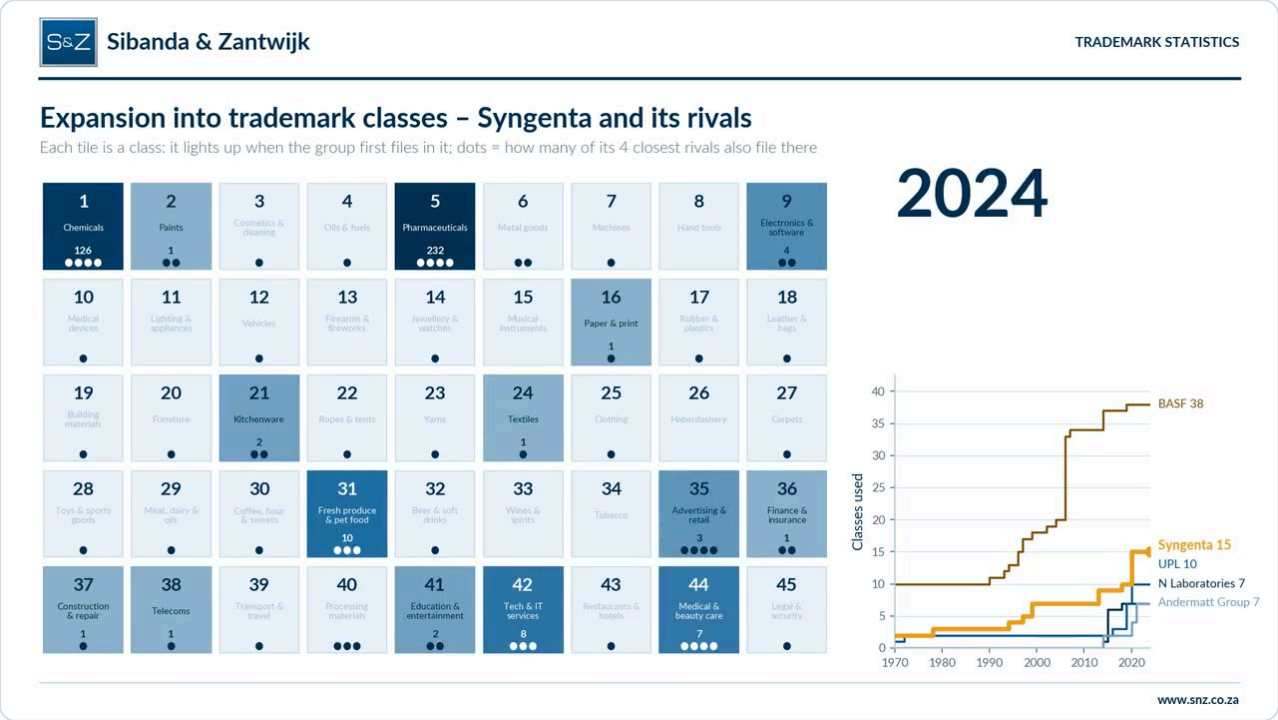
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Syngenta	601	1953–2024

Where Syngenta expanded its business

Trademark classes show what a business sells. Syngenta's portfolio is concentrated in pharmaceuticals (class 5), chemicals (class 1), fresh produce & pet food (class 31). Its most recent moves were into advertising & retail (2020), kitchenware (2020), education & entertainment (2020).

Syngenta trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/syngenta-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	232	58.0%	1961
1	Chemicals	126	31.5%	1953
31	Fresh produce & pet food	10	2.5%	1997
42	Tech & IT services	8	2.0%	1994
44	Medical & beauty care	7	1.8%	2013
9	Electronics & software	4	1.0%	1999
35	Advertising & retail	3	0.8%	2020
21	Kitchenware	2	0.5%	2020

The brands Syngenta protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SYNGENTA	6	6	1999–1999
2	CROPWISE	5	5	2020–2020
3	FIELDCOMPASS	4	4	2020–2020
4	SEEDCARE	4	4	2020–2020
5	A.I.R.	3	3	2020–2020
6	AIRSET	3	3	2020–2020
7	TRUCROP	3	3	2002–2002
8	EPIVIO	3	2	2014–2021
9	ACRENZEL	2	2	2020–2020
10	ADAPLIS	2	2	2021–2021
11	ADASTEA	2	2	2021–2021
12	ADEEN	2	2	2017–2017
13	AFINTO	2	2	2014–2014
14	AGILIA	2	2	2016–2016
15	AMBIVI	2	2	2014–2014

Logos filed most often (since 2020)



5 filings · 5 classes



4 filings · 4 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class

Syngenta's logos

The 6 different logos Syngenta 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.

Cropwise — 5 classes

Seedcare — 4 classes

3 classes

Shoots by Syngenta — 2 classes

OptiScout — 2 classes

istem — 1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Syngenta's marks took a median of **2.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 1.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

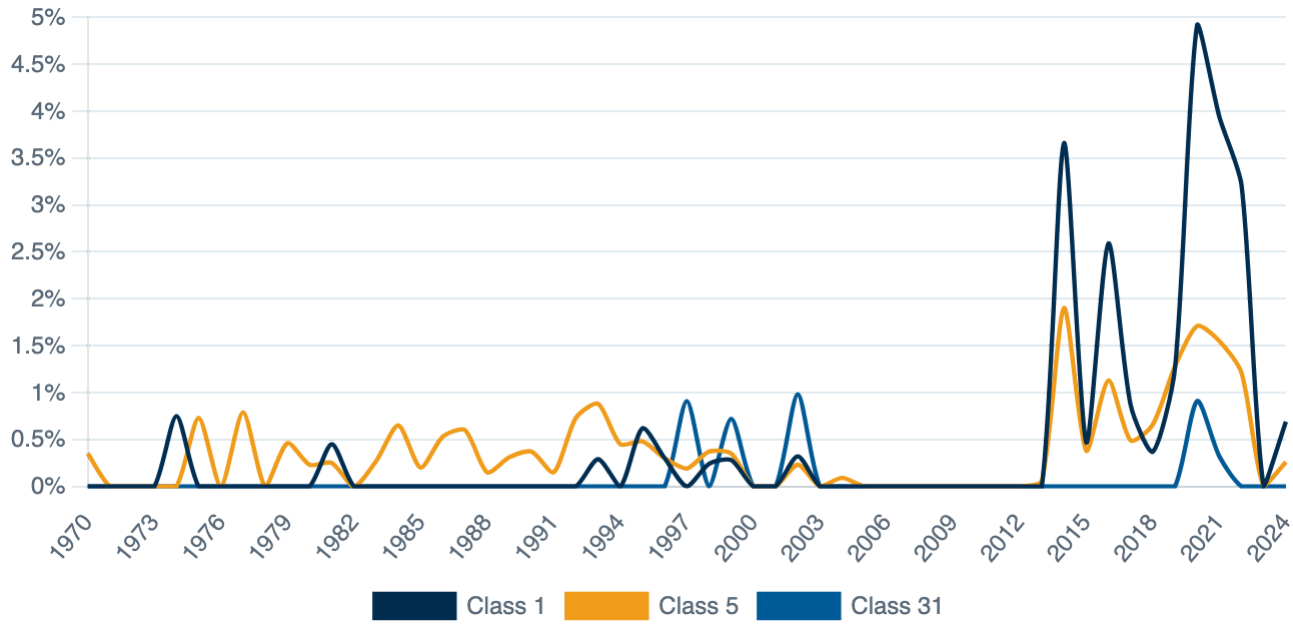


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Syngenta's classes

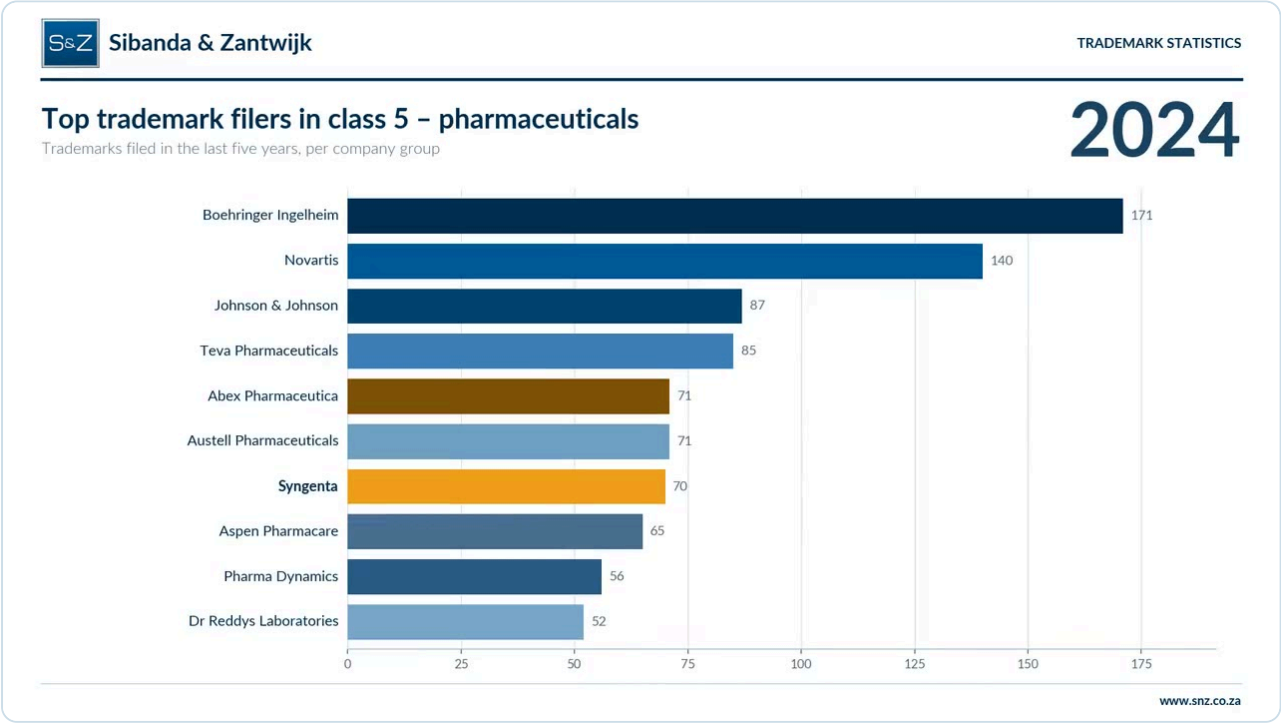
> Ranked by **number of trademarks filed in Syngenta's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Syngenta's market position, not who is most like it.

In the last five years, Syngenta was **#8** of 2,050 filers in class 5 (pharmaceuticals), with 70 of 6,111 trademarks; **#1** of 947 filers in class 1 (chemicals), with 62 of 2,054 trademarks; **#37** of 608 filers in class 31 (fresh produce & pet food), with 4 of 1,155 trademarks.



Syngenta'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: Syngenta



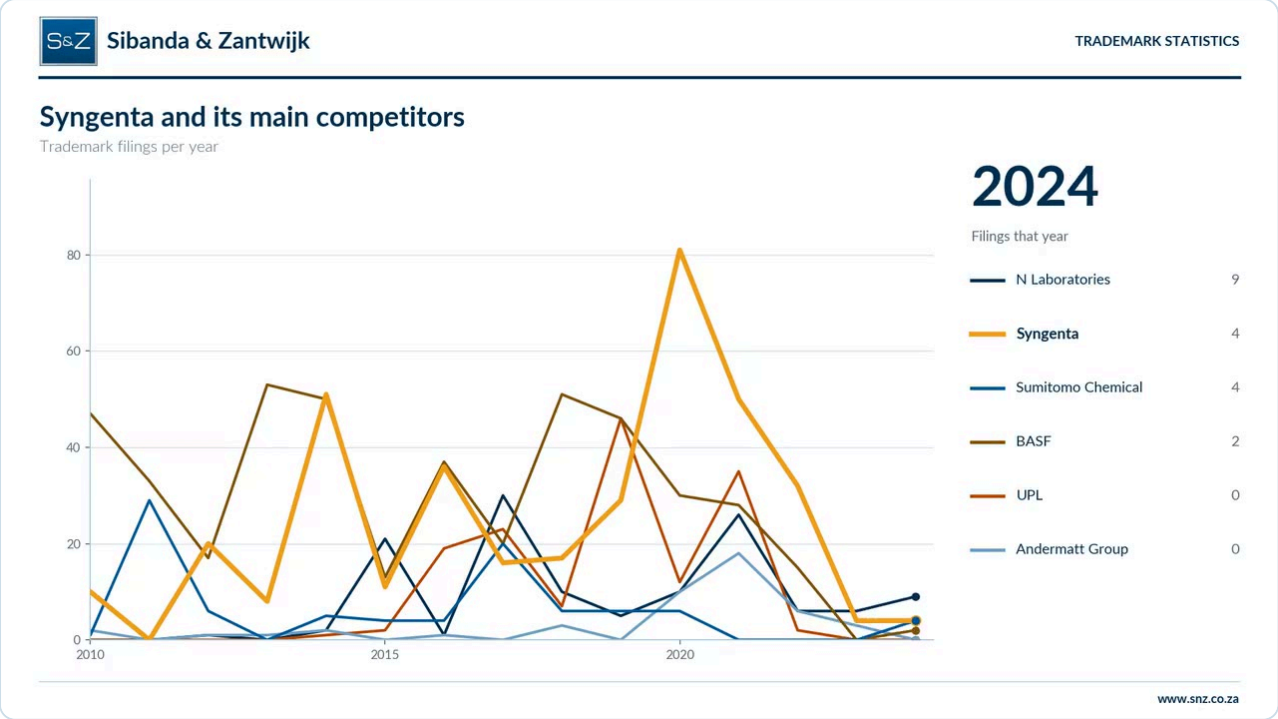
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/syngenta-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Syngenta

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

Syngenta's closest competitors in South Africa are N Laboratories, UPL, Andermatt Group and BASF.

Syngenta 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/syngenta-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	N Laboratories	Direct competitor	92%
2	UPL	Direct competitor	70%
3	Andermatt Group	Direct competitor	69%
4	BASF	Direct competitor	69%
5	Sumitomo Chemical	Direct competitor	69%
6	Corteva Agriscience	Direct competitor	69%
7	dsm-firmenich	Related field	70%
8	Ecolab	Related field	69%
9	Merck	Related field	69%
10	Dis-Chem	Retailer's own brands	80%

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

Syngenta – relevant export countries

South Africa exported **US$7.9 billion** of the goods Syngenta's main classes cover in the last year – nematicides; pharmaceutical preparations; diseases; biological (class 5); forestry; agriculture; horticulture; chemicals (class 1); seeds; horticultural and forestry products; fresh fruit; agricultural (class 31); computer software; downloadable software; application software; sensors (class 9); insect traps; bait stations (class 21). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Syngenta's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$2.4 billion	+1%	National	US$2,388
2	United Kingdom	70	US$752 m	-2%	National	US$1,371
3	United States of America	70	US$360 m	+3%	National	US$3,425
4	Canada	62	US$201 m	-4%	National	US$2,192
5	Japan	61	US$64 m	-9%	National	US$1,774
6	Russian Federation	61	US$249 m	-2%	National	US$1,915
7	Türkiye	59	US$28 m	+9%	National	US$1,258
8	Australia	58	US$66 m	-9%	National	US$2,380
9	Viet Nam	57	US$57 m	+5%	National	US$2,350
10	Philippines	56	US$54 m	-2%	National	US$1,526

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	54	US$72 m	-22%	National	US$1,015 S&Z
2	OAPI (17 states)	54	US$101 m	+2%	National	US$1,563 S&Z
3	Namibia	53	US$268 m	+16%	ARIPO	US$450 S&Z
4	Zimbabwe	53	US$188 m	+11%	ARIPO	US$450 S&Z
5	Algeria	52	US$4.7 m	+20%	National	US$1,445
6	Malawi	52	US$40 m	+1%	ARIPO	US$450 S&Z
7	Egypt	52	US$7.0 m	-0%	National	US$2,278
8	Morocco	52	US$2.3 m	+14%	National	US$1,408
9	Mozambique	51	US$99 m	-3%	ARIPO	US$450 S&Z
10	Tanzania	51	US$33 m	-19%	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)
SYNGENTA	6	US$1,218	US$1,748
CROPWISE	5	US$1,015	US$1,563
FIELDCOMPASS	4	US$812	US$1,378
SEEDCARE	4	US$812	US$1,378
A.I.R.	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 Syngenta's five most-filed brands: word marks of **other companies** (not Syngenta'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 SYNGENTA (classes 1, 5, 9, 16, 31, 42; searched 2018-01-31 to 2026-11-07)

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

Similar to CROPWISE (classes 9, 35, 38, 42, 44; searched 2018-09-26 to 2026-11-07)

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

Similar to FIELDCOMPASS (classes 9, 35, 42, 44; searched 2018-05-30 to 2026-11-07)

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

Similar to SEEDCARE (classes 1, 5, 41, 44; searched 2018-04-25 to 2026-11-07)

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

Similar to A.I.R. (classes 1, 5, 31; searched 2018-09-26 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

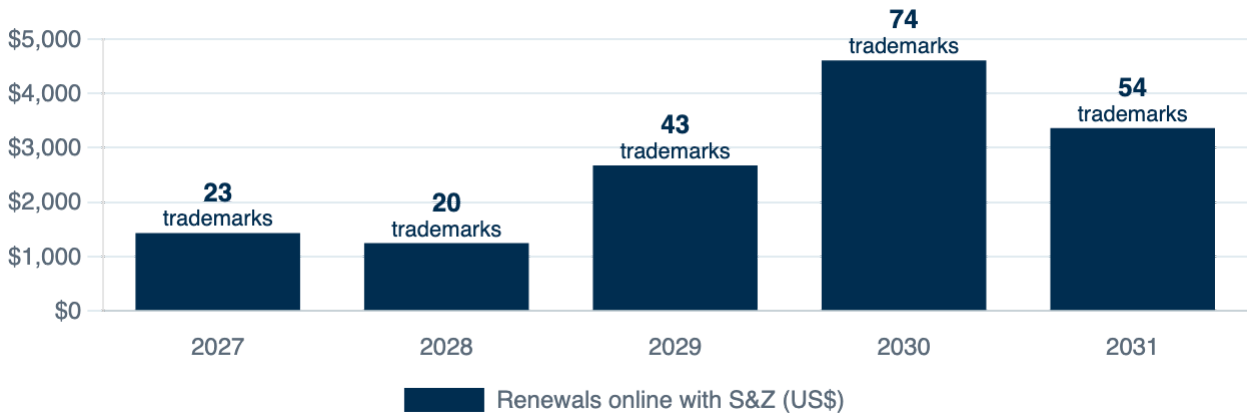
S&Z prices – South African trademarks

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$.

Syngenta's next five years of renewals

214 of Syngenta's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$13,330** over the five years.



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