Aldi – South African trademarks

Updated 8 November 2026

Aldi is a German discount supermarket chain that sells mostly its own brands of groceries and household products.

How Aldi 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.

#370
largest trademark owner in South Africa (of 121,626)

158
trademarks filed

2
different logos published since 2020

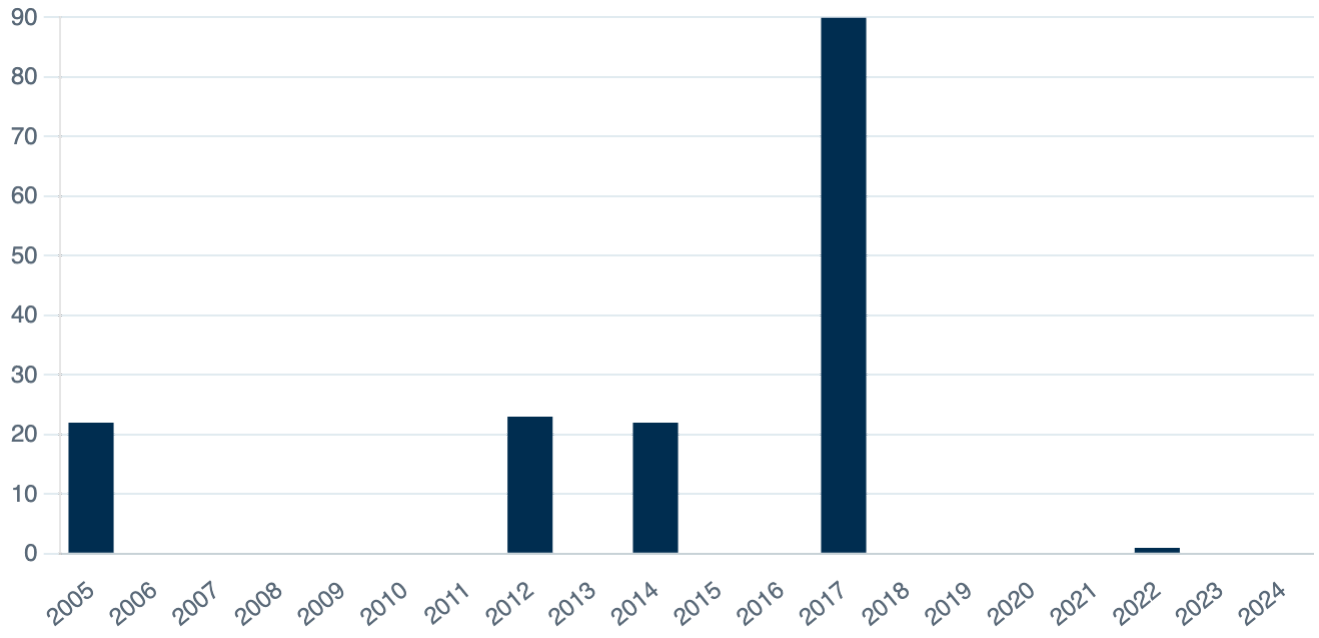
45
of 45 classes used

2005
first trademark filed

91
filed in the last 10 years

A portfolio built over time

Aldi filed its first South African trademark in 2005 and has filed 158 since; its busiest year was 2017, with 90 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

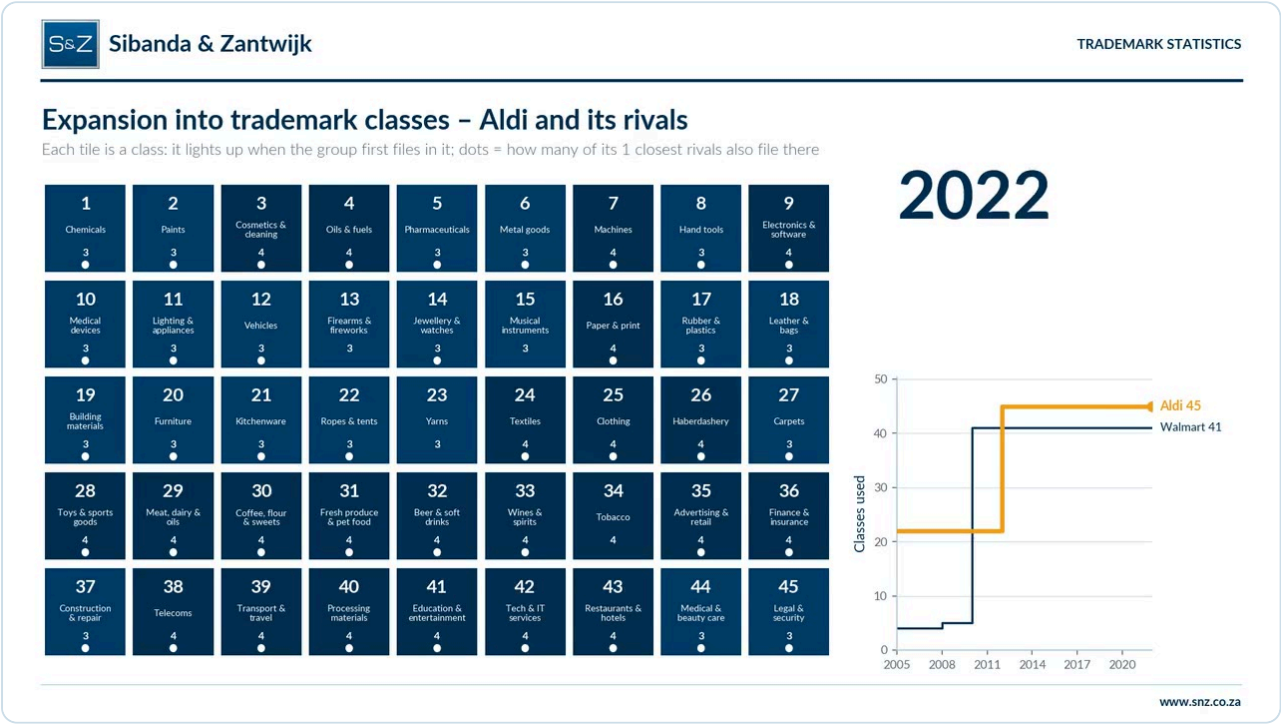
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Aldi	226	2005–2022

Where Aldi expanded its business

Trademark classes show what a business sells. Aldi's portfolio is concentrated in haberdashery (class 26), telecoms (class 38), coffee, flour & sweets (class 30). Its most recent moves were into haberdashery (2012), chemicals (2012), construction & repair (2012).

Aldi trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/aldi-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
26 Haberdashery	4	2.5%	2012
38 Telecoms	4	2.5%	2005
30 Coffee, flour & sweets	4	2.5%	2005
31 Fresh produce & pet food	4	2.5%	2005
32 Beer & soft drinks	4	2.5%	2005
33 Wines & spirits	4	2.5%	2005
34 Tobacco	4	2.5%	2005
35 Advertising & retail	4	2.5%	2005

The brands Aldi protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ALDI	23	23	2014–2022

Logos filed most often (since 2020)



45 filings · 45 classes



1 filing · 1 class

Aldi's logos

The 2 different logos Aldi 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.

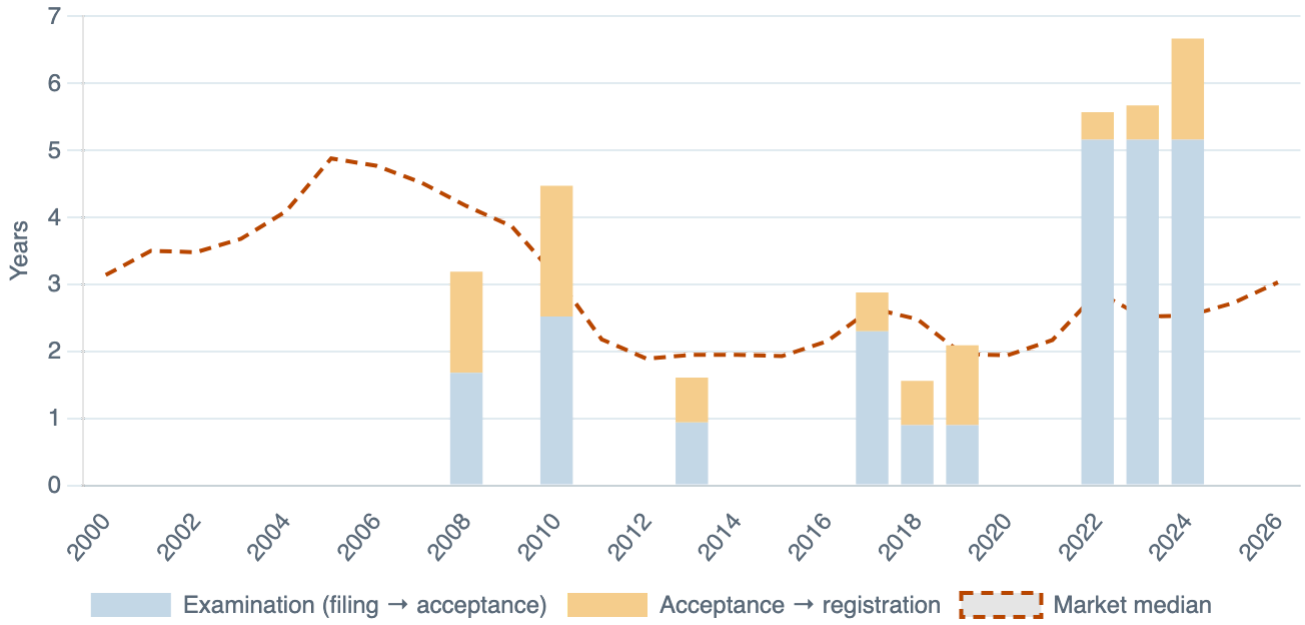
45 classes

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Aldi's marks took a median of **5.6 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 5.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

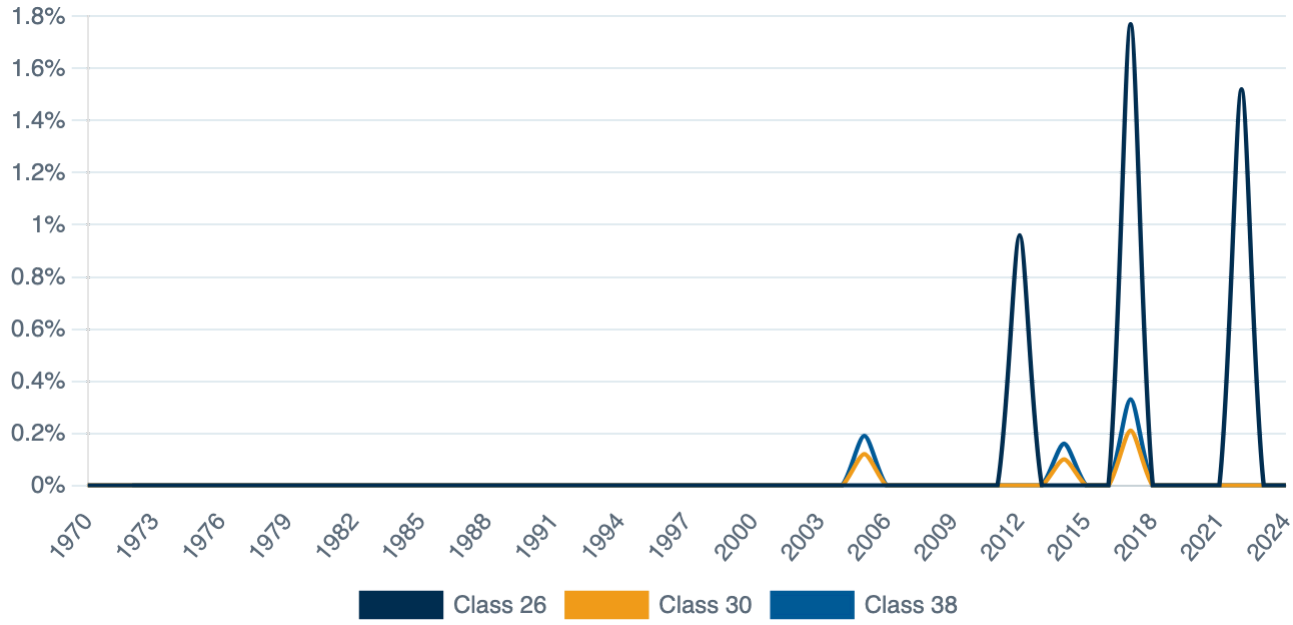


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Aldi's classes

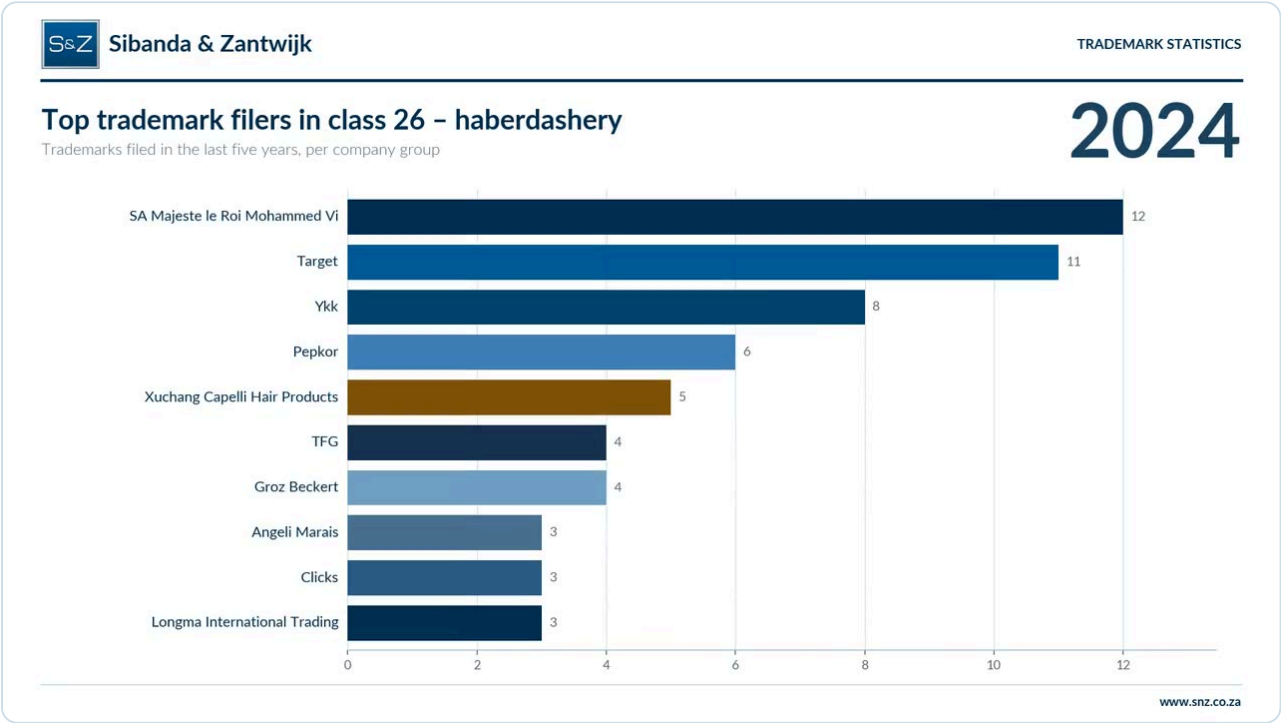
> Ranked by **number of trademarks filed in Aldi's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Aldi's market position, not who is most like it.

In the last five years, Aldi was **#123** of 174 filers in class 26 (haberdashery), with 1 of 261 trademarks.



Aldi's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 26 (haberdashery), South Africa 1975–2024: Aldi



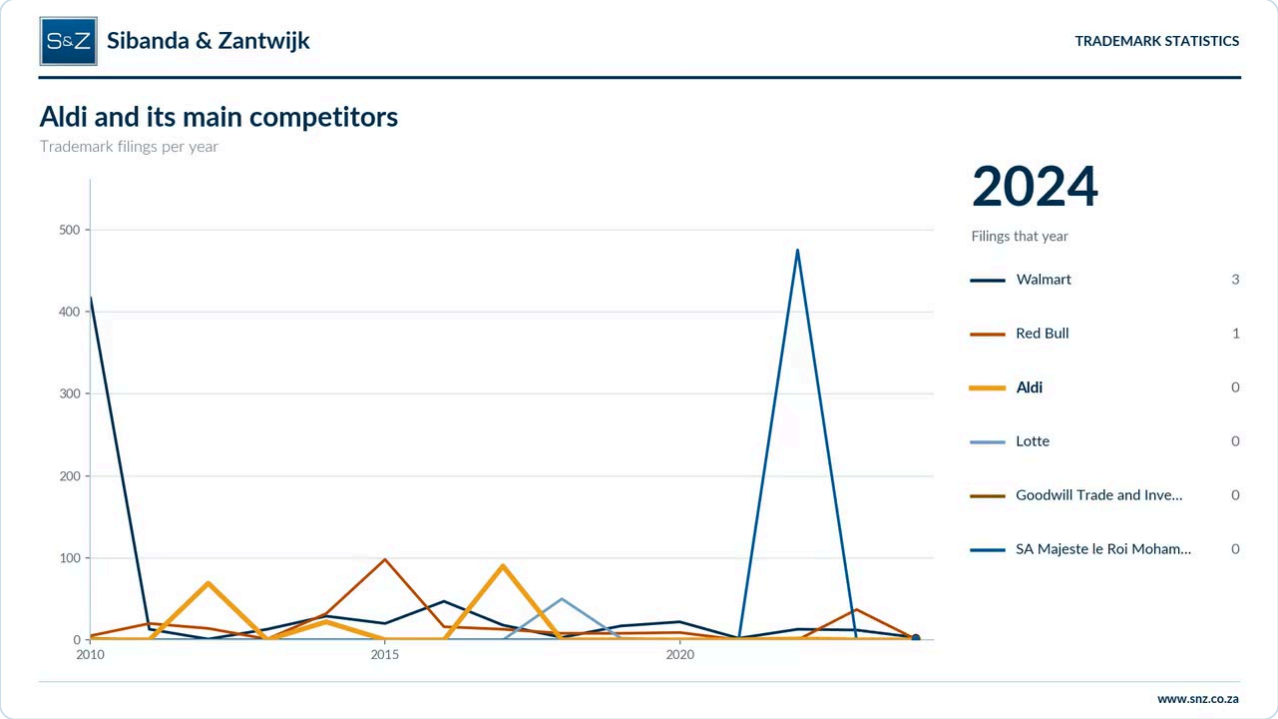
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/aldi-south-african-trademarks/class-26-race-video.html

Main competitors – the companies most like Aldi

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

Aldi's closest competitors in South Africa are Walmart.

Aldi 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/aldi-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Walmart	Direct competitor	46%
2	Red Bull	Related field	63%
3	Lotte	Related field	58%
4	Goodwill Trade and Investments	Supplier / brand owner	68%
5	SA Majeste le Roi Mohammed Vi	Supplier / brand owner	68%
6	Kganya Brands	Supplier / brand owner	68%
7	Ryno de Villiers	Supplier / brand owner	66%
8	Brother Industries	Supplier / brand owner	53%
9	Aisin Seiki Kabushiki Kaisha Also	Supplier / brand owner	44%
10	Tiktok	Supplier / brand owner	42%

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

Aldi – relevant export countries

South Africa exported **US$8.7 billion** of the goods Aldi's main classes cover in the last year – buttons; artificial flowers; lace; ribbons (class 26); coffee; bread; spices; honey (class 30); seeds; fresh fruits and vegetables; malt; foodstuffs (class 31); beer; energy drinks; fruit juices; syrups (class 32); wine; alcoholic beverages; spirits; beer (class 33). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Aldi's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$2.5 billion	+7%	National	US$2,388
2	United Kingdom	73	US$932 m	+7%	National	US$1,371
3	United States of America	70	US$391 m	+2%	National	US$3,425
4	Canada	63	US$228 m	+1%	National	US$2,192
5	India	62	US$109 m	+15%	National	US$1,295
6	Japan	62	US$79 m	-1%	National	US$1,774
7	Russian Federation	61	US$251 m	+4%	National	US$1,915
8	Switzerland	59	US$54 m	+3%	National	US$1,660
9	Hong Kong SAR	58	US$73 m	+1%	National	US$1,715
10	Philippines	56	US$56 m	+5%	National	US$1,526

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	56	US$69 m	-7%	National	US$1,015 S&Z
2	OAPI (17 states)	54	US$98 m	+4%	National	US$1,563 S&Z
3	Namibia	53	US$370 m	+9%	ARIPO	US$450 S&Z
4	Zimbabwe	52	US$202 m	+8%	ARIPO	US$450 S&Z
5	Algeria	52	US$3.9 m	+25%	National	US$1,445
6	Eswatini	51	US$139 m	-2%	National	US$446
7	Lesotho	51	US$126 m	-2%	National	US$326
8	Botswana	49	US$357 m	-2%	ARIPO	US$450 S&Z
9	Dem. Rep. of the Congo	48	US$43 m	+9%	National	US$2,100
10	Mauritius	46	US$75 m	+8%	National	US$1,154

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)
ALDI	23	US$4,669	US$4,887

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 Aldi's five most-filed brands: word marks of **other companies** (not Aldi'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 ALDI (classes 39, 40, 41, 42, 43; 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

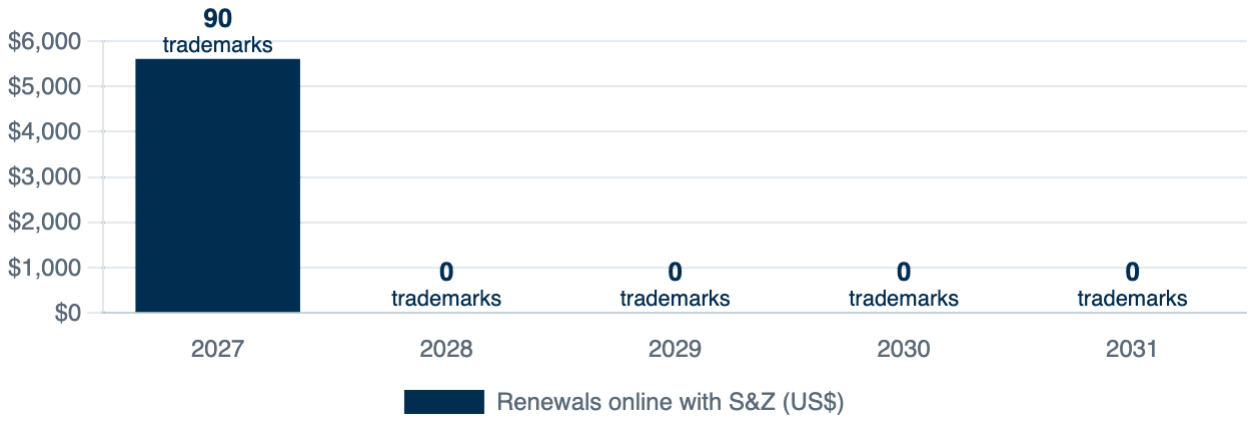
S&Z prices – South African trademarks

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$.

Aldi's next five years of renewals

90 of Aldi's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$5,606** over the five years.



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