Coca-Cola – South African trademarks

Updated 8 November 2026

The Coca-Cola Company is the global beverage company behind Coca-Cola, Fanta, Sprite and Schweppes. In South Africa its drinks are bottled and distributed by bottling partners.

How Coca-Cola 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.

#45
largest trademark owner in South Africa (of 121,626)

970
trademarks filed

21
different logos published since 2020

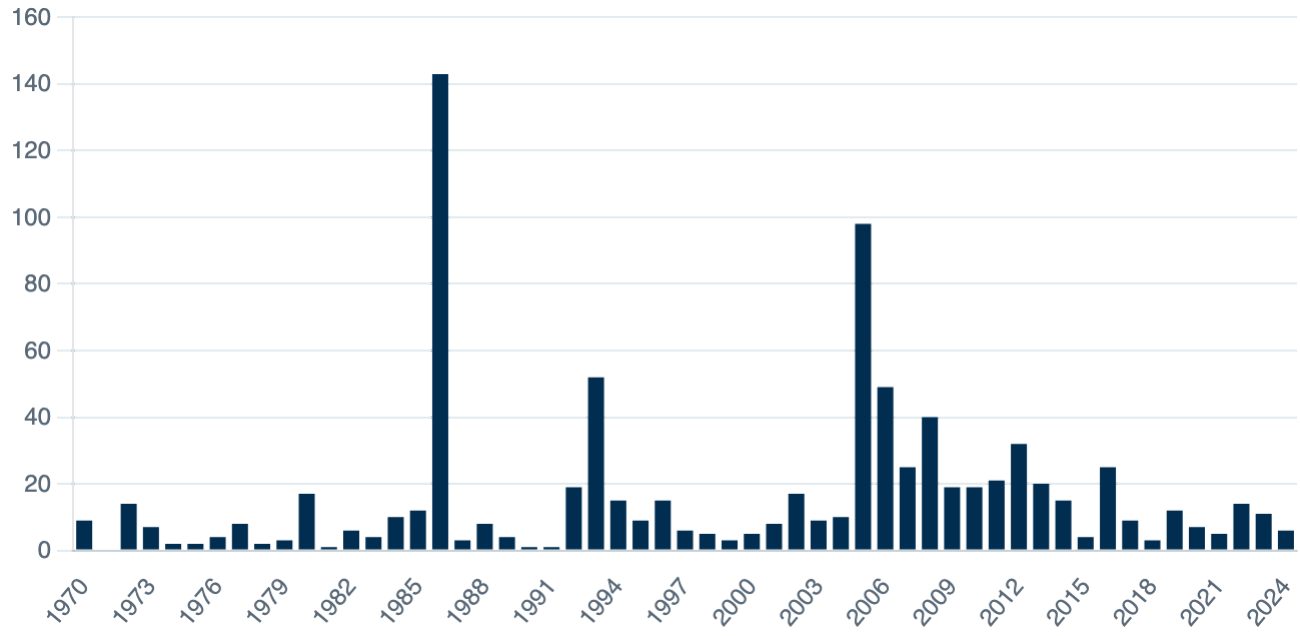
44
of 45 classes used

1926
first trademark filed

93
filed in the last 10 years

A portfolio built over time

Coca-Cola filed its first South African trademark in 1926 and has filed 970 since; its busiest year was 1986, with 143 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

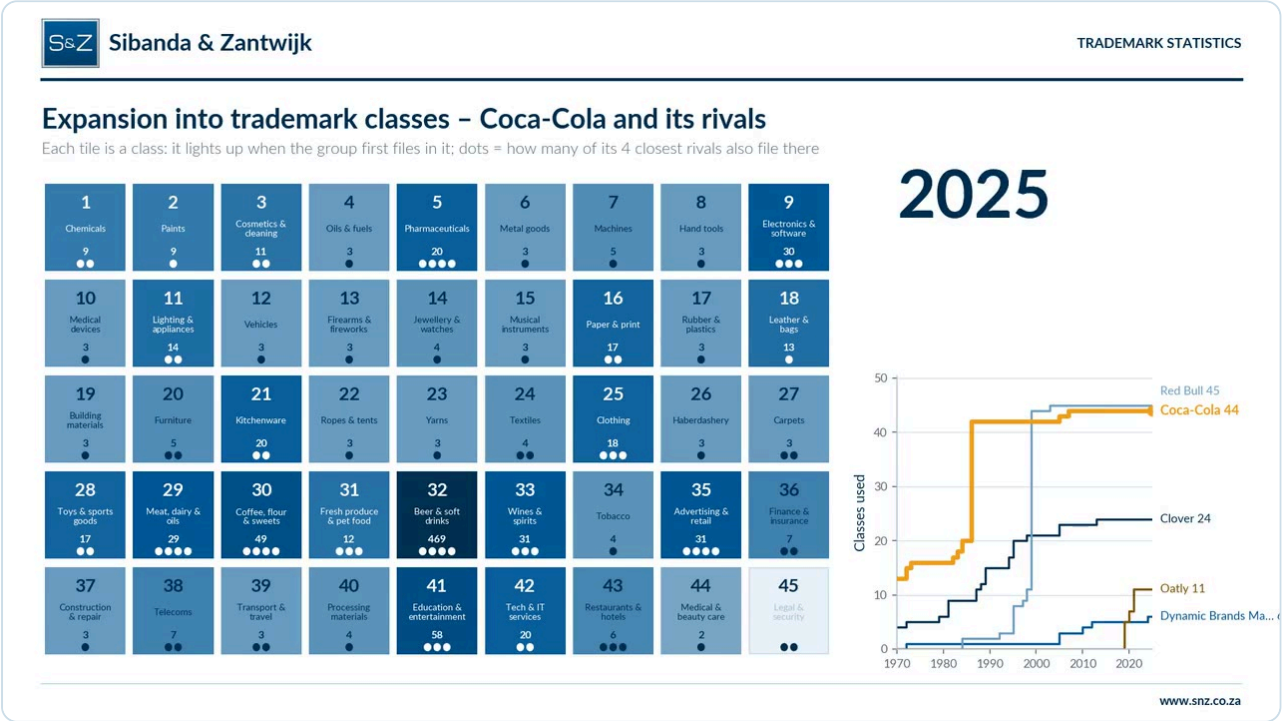
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Coca-Cola	996	1926–2025
Coca Cola Allied Beverages	9	1936–2013
Coca Cola Southern Africa	3	1990–1996

Where Coca-Cola expanded its business

Trademark classes show what a business sells. Coca-Cola's portfolio is concentrated in beer & soft drinks (class 32), education & entertainment (class 41), coffee, flour & sweets (class 30). Its most recent moves were into medical & beauty care (2007), restaurants & hotels (2005), carpets (1986).

Coca-Cola trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/coca-cola-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
32 Beer & soft drinks	469	48.4%	1926
41 Education & entertainment	58	6.0%	1986
30 Coffee, flour & sweets	49	5.1%	1942
35 Advertising & retail	31	3.2%	1972
33 Wines & spirits	31	3.2%	1964
9 Electronics & software	30	3.1%	1982
29 Meat, dairy & oils	29	3.0%	1942
5 Pharmaceuticals	20	2.1%	1942

The brands Coca-Cola protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	COCA-COLA	69	42	1926–2023
2	COKE	53	42	1942–1986
3	SPRITE	28	16	1961–2023
4	FANTA	26	15	1955–2023
5	SPARLETTA	21	13	1951–2005
6	STONEY	17	13	1972–1986
7	PINE-NUT	13	11	1968–1980
8	TAB	13	10	1963–2005
9	MINUTE MAID	10	7	1949–2010
10	ICOKE	9	9	2005–2005
11	KREST	9	7	1962–1994
12	SPAR-LETTA	9	1	1960–2013
13	EKOCENTER	8	8	2013–2017
14	POWERADE	8	7	1993–2011
15	THE BRIDGE BY COCA-COLA	8	4	2016–2016

Logos filed most often (since 2020)



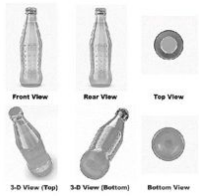
4 filings · 4 classes



2 filings · 2 classes



2 filings · 1 class



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Coca-Cola's logos

The 21 different logos Coca-Cola 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.



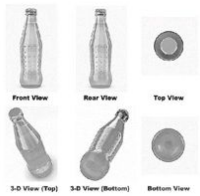
4 classes



2 classes



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



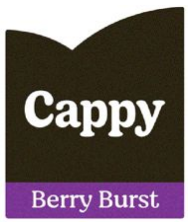
1 class



1 class



1 class



1 class

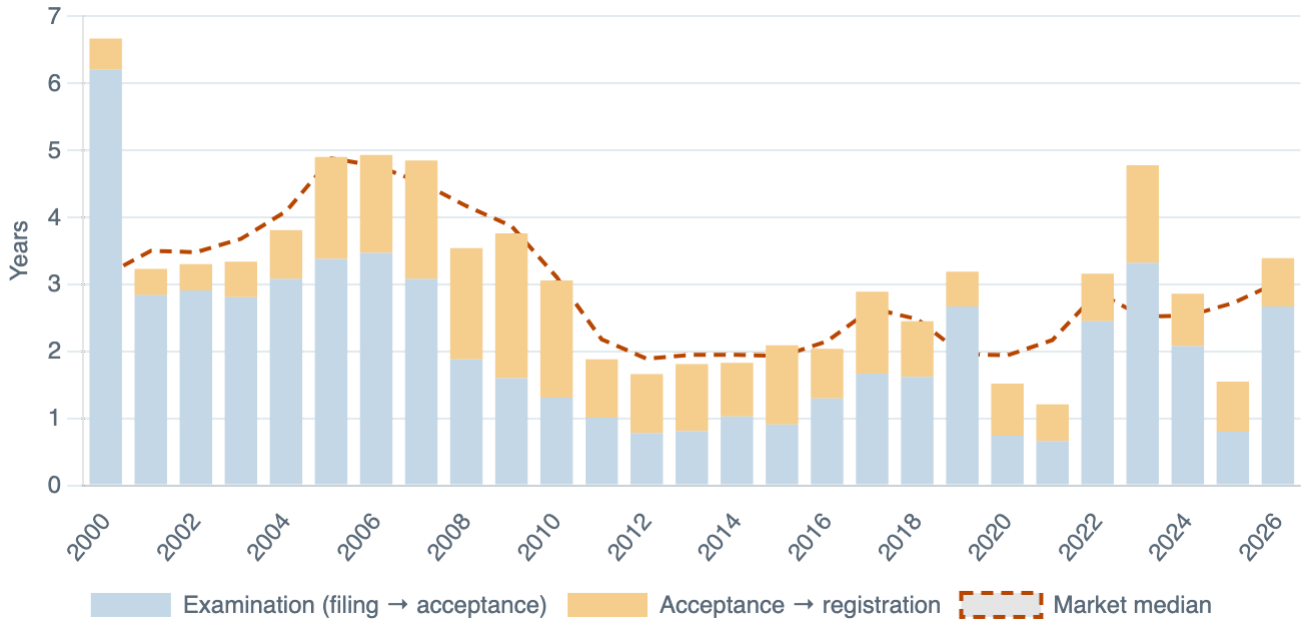


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Coca-Cola'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: 2.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

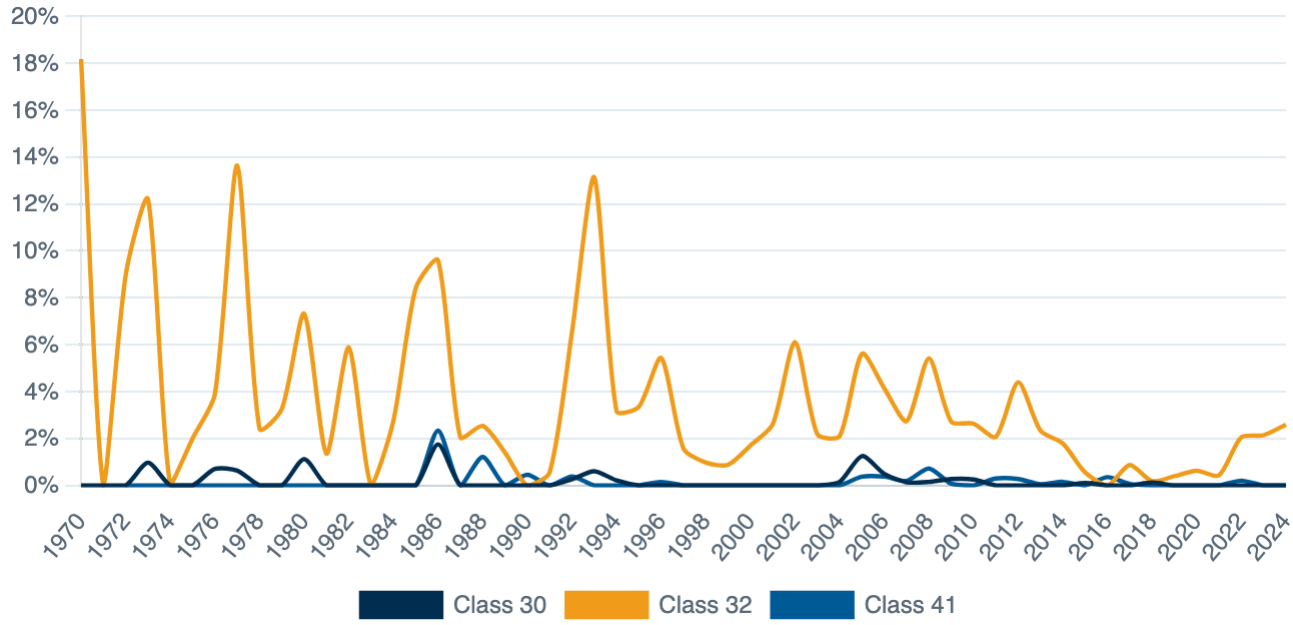


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Coca-Cola's classes

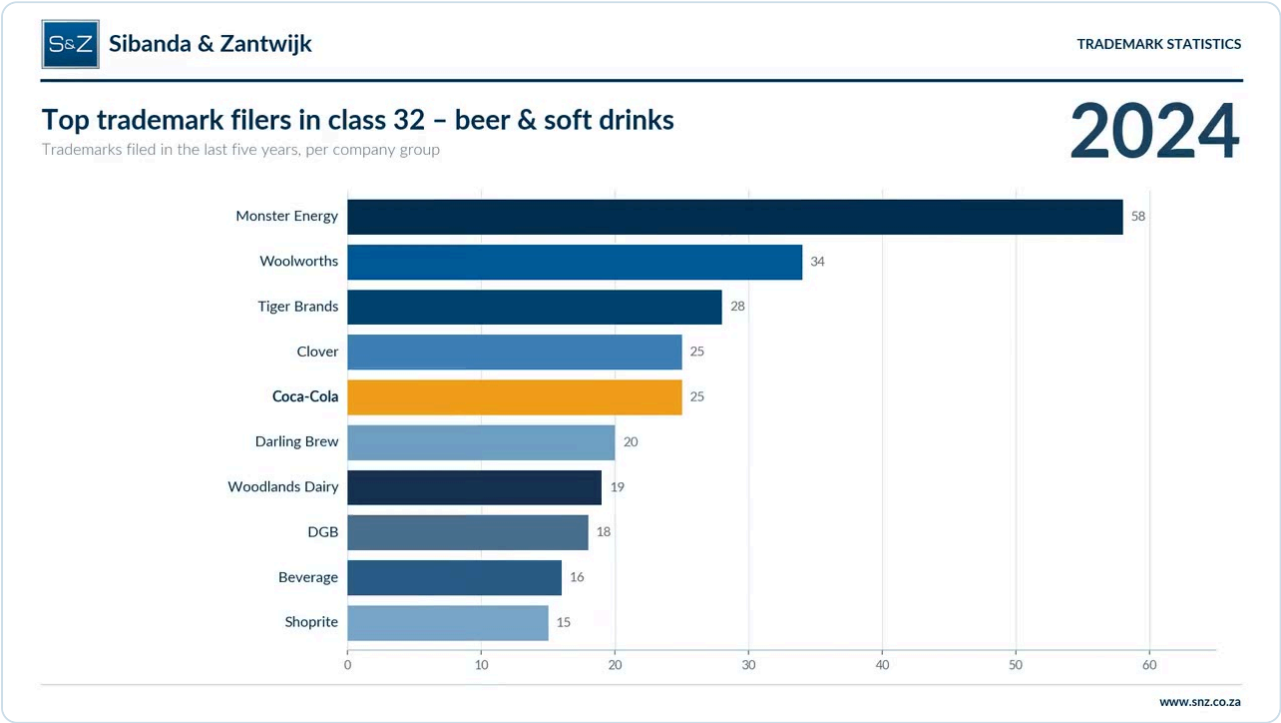
> Ranked by **number of trademarks filed in Coca-Cola's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Coca-Cola's market position, not who is most like it.

In the last five years, Coca-Cola was **#4** of 905 filers in class 32 (beer & soft drinks), with 25 of 1,804 trademarks; **#308** of 3,121 filers in class 41 (education & entertainment), with 3 of 6,243 trademarks.



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

Top trademark filers in class 32 (beer & soft drinks), South Africa 1975–2024: Coca-Cola



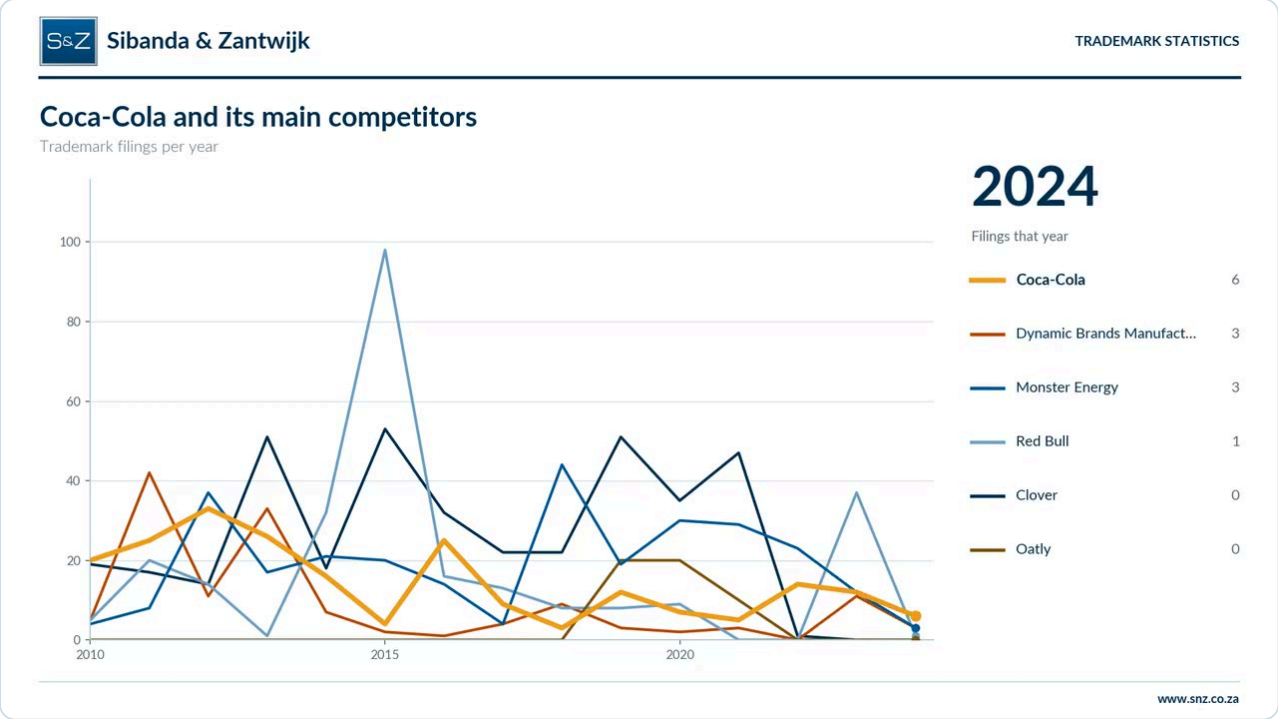
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/coca-cola-south-african-trademarks/class-32-race-video.html

Main competitors – the companies most like Coca-Cola

> Ranked by **how similar their whole trademark portfolio is to Coca-Cola'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.

Coca-Cola's closest competitors in South Africa are Clover, Dynamic Brands Manufacturing, Red Bull and Oatly.

Coca-Cola 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/coca-cola-south-african-trademarks/competitors-video.html

Trademark filings per year: Coca-Cola (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Clover	Direct competitor	85%
2	Dynamic Brands Manufacturing	Direct competitor	78%
3	Red Bull	Direct competitor	77%
4	Oatly	Direct competitor	77%
5	Monster Energy	Direct competitor	76%
6	Pioneer Foods	Direct competitor	74%
7	Heineken	Direct competitor	73%
8	Premier FMCG	Related field	77%
9	AB InBev	Related field	73%
10	Woolworths	Retailer's own brands	99%

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

Coca-Cola – relevant export countries

South Africa exported **US$3.8 billion** of the goods Coca-Cola's main classes cover in the last year – beer; fruit juices; syrups; mineral and aerated waters (class 32); coffee; bread; spices; honey (class 30); alcoholic beverages; wine; liqueurs; beer (class 33); computer software; computers; sunglasses; apparatus and instruments (class 9); meat; fish; jams; eggs (class 29). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Coca-Cola's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$677 m	+4%	National	US$2,388
2	United States of America	74	US$219 m	+3%	National	US$3,425
3	United Kingdom	72	US$213 m	+2%	National	US$1,371
4	Japan	64	US$29 m	-1%	National	US$1,774
5	Canada	62	US$41 m	-2%	National	US$2,192
6	Hong Kong SAR	60	US$20 m	+7%	National	US$1,715
7	India	59	US$6.7 m	+1%	National	US$1,295
8	Russian Federation	59	US$15 m	+3%	National	US$1,915
9	Australia	59	US$49 m	-2%	National	US$2,380
10	Türkiye	59	US$2.1 m	+11%	National	US$1,258

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	55	US$35 m	-6%	National	US$1,015 S&Z
2	Mozambique	55	US$257 m	+6%	ARIPO	US$450 S&Z
3	Botswana	55	US$340 m	-6%	ARIPO	US$450 S&Z
4	Lesotho	55	US$149 m	+0%	National	US$326
5	Zimbabwe	54	US$186 m	+9%	ARIPO	US$450 S&Z
6	OAPI (17 states)	53	US$35 m	+6%	National	US$1,563 S&Z
7	Eswatini	53	US$137 m	-2%	National	US$446
8	Egypt	51	US$12 m	-3%	National	US$2,278
9	Malawi	51	US$36 m	+8%	ARIPO	US$450 S&Z
10	Morocco	50	US$170 k	+14%	National	US$1,408

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)
COCA-COLA	42	US$8,526	US$8,396
COKE	42	US$8,526	US$8,396
SPRITE	16	US$3,248	US$3,595
FANTA	15	US$3,045	US$3,410
SPARLETTA	13	US$2,639	US$3,041

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 Coca-Cola's five most-filed brands: word marks of **other companies** (not Coca-Cola'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 COCA-COLA (classes 30, 32, 33, 35, 41; searched 2018-03-28 to 2026-11-07)

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

Similar to COKE (classes 30, 32, 33, 35, 41; searched 2023-01-25 to 2026-11-07)

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

Similar to SPRITE (classes 30, 32, 33; searched 2018-01-31 to 2026-11-07)

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

Similar to FANTA (classes 30, 32, 33; searched 2018-08-29 to 2026-11-07)

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

Similar to SPARLETTA (classes 30, 32, 33, 35; 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

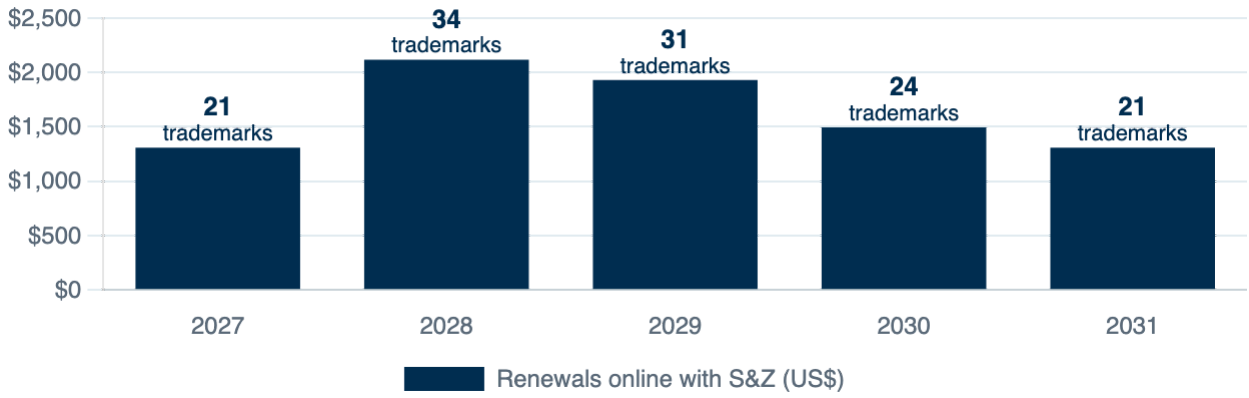
S&Z prices – South African trademarks

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$.

Coca-Cola's next five years of renewals

131 of Coca-Cola's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$8,160** over the five years.



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