Danone – South African trademarks

Updated 8 November 2026

Danone is a French food and beverage company. Its businesses cover dairy and plant-based products, bottled waters and specialised nutrition, with brands such as Activia, Alpro, Evian and Aptamil.

How Danone 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.

#170
largest trademark owner in South Africa (of 121,626)

340
trademarks filed

14
different logos published since 2020

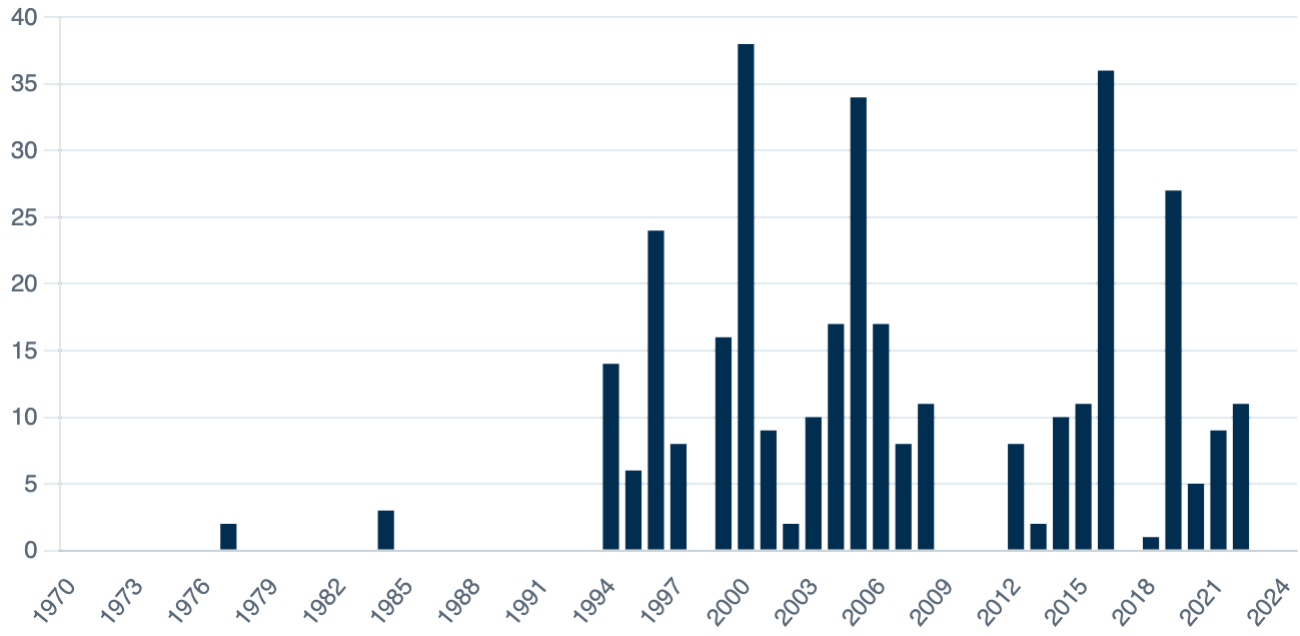
21
of 45 classes used

1965
first trademark filed

89
filed in the last 10 years

A portfolio built over time

Danone filed its first South African trademark in 1965 and has filed 340 since; its busiest year was 2000, with 38 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

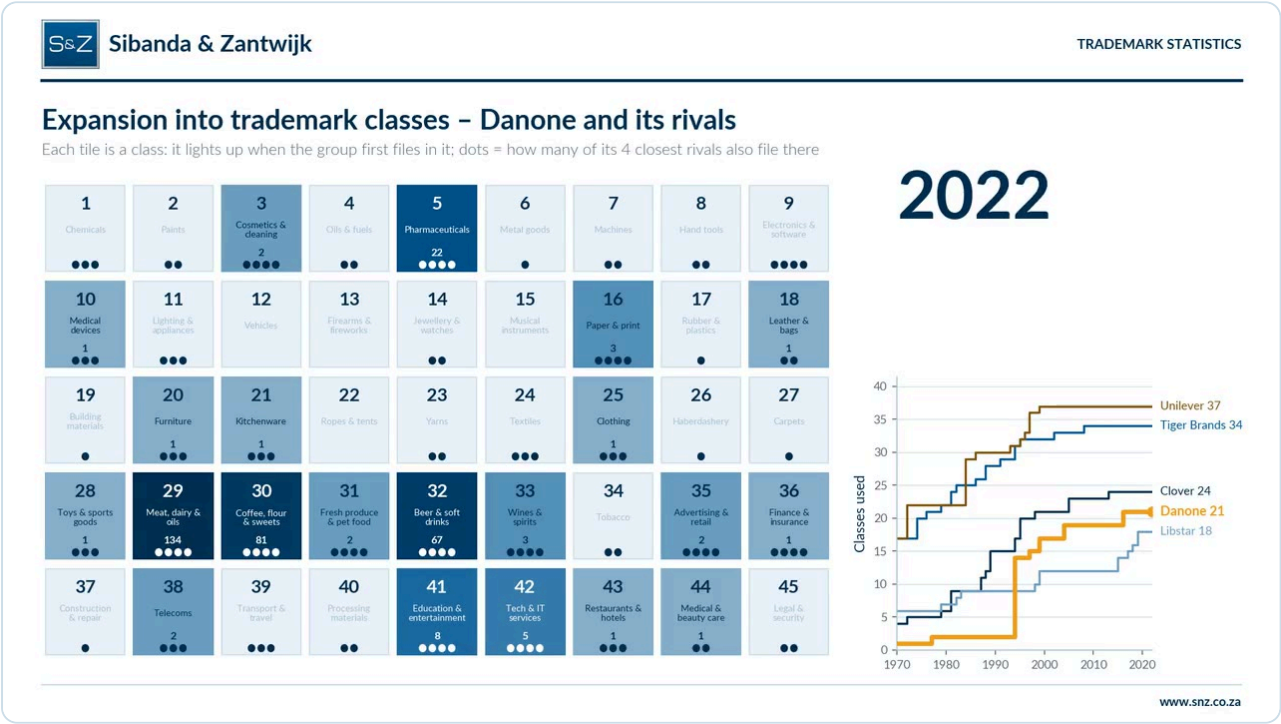
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Danone	347	1965–2022
Compagne Gervais Danone	1	2013–2013

Where Danone expanded its business

Trademark classes show what a business sells. Danone's portfolio is concentrated in meat, dairy & oils (class 29), coffee, flour & sweets (class 30), beer & soft drinks (class 32). Its most recent moves were into medical & beauty care (2016), medical devices (2016), restaurants & hotels (2004).

Danone trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/danone-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
29 Meat, dairy & oils	134	39.4%	1965
30 Coffee, flour & sweets	81	23.8%	1977
32 Beer & soft drinks	67	19.7%	1994
5 Pharmaceuticals	22	6.5%	1994
41 Education & entertainment	8	2.4%	1994
42 Tech & IT services	5	1.5%	1994
16 Paper & print	3	0.9%	1999
33 Wines & spirits	3	0.9%	1994

The brands Danone protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	DANONE	45	18	1965–2015
2	ACTIVIA	17	3	1999–2022
3	DANETTE	11	4	2000–2013
4	DANONE. ONE PLANET. ONE HEALTH.	8	8	2016–2016
5	VITALINEA	7	4	1999–2015
6	DANIMAL	7	3	2004–2012
7	DANINO	7	3	2003–2019
8	DANIO	7	3	2000–2014
9	NUTRIDAY	7	2	2003–2019
10	NOLD NEVER OLD	6	6	2021–2021
11	DANONE ACTIV'	6	3	2000–2000
12	ACTIMEL	5	4	1997–2012
13	DANONINO	5	3	2001–2006
14	DANUP	5	2	2016–2016
15	ACTI REGULARIS	4	4	2005–2005

Logos filed most often (since 2020)



6 filings · 6 classes



6 filings · 2 classes



4 filings · 4 classes



4 filings · 2 classes



4 filings · 2 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes

Danone's logos

The 14 different logos Danone 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.



6 classes



4 classes



3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class

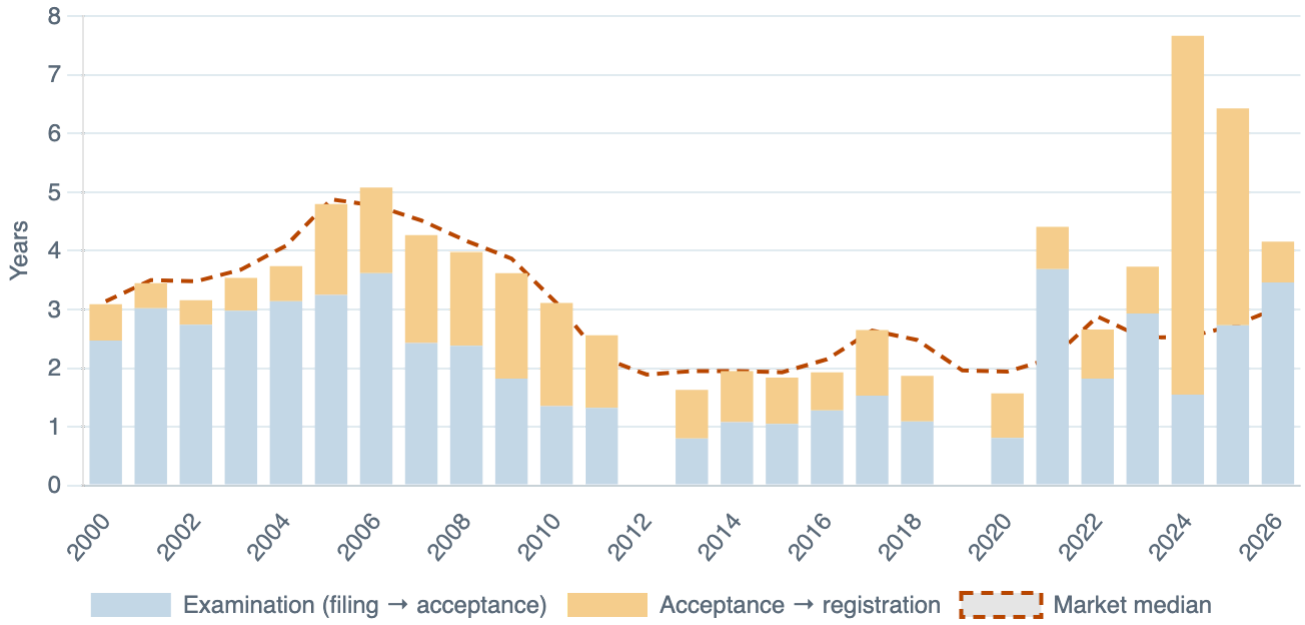


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Danone's marks took a median of **4.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.4 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

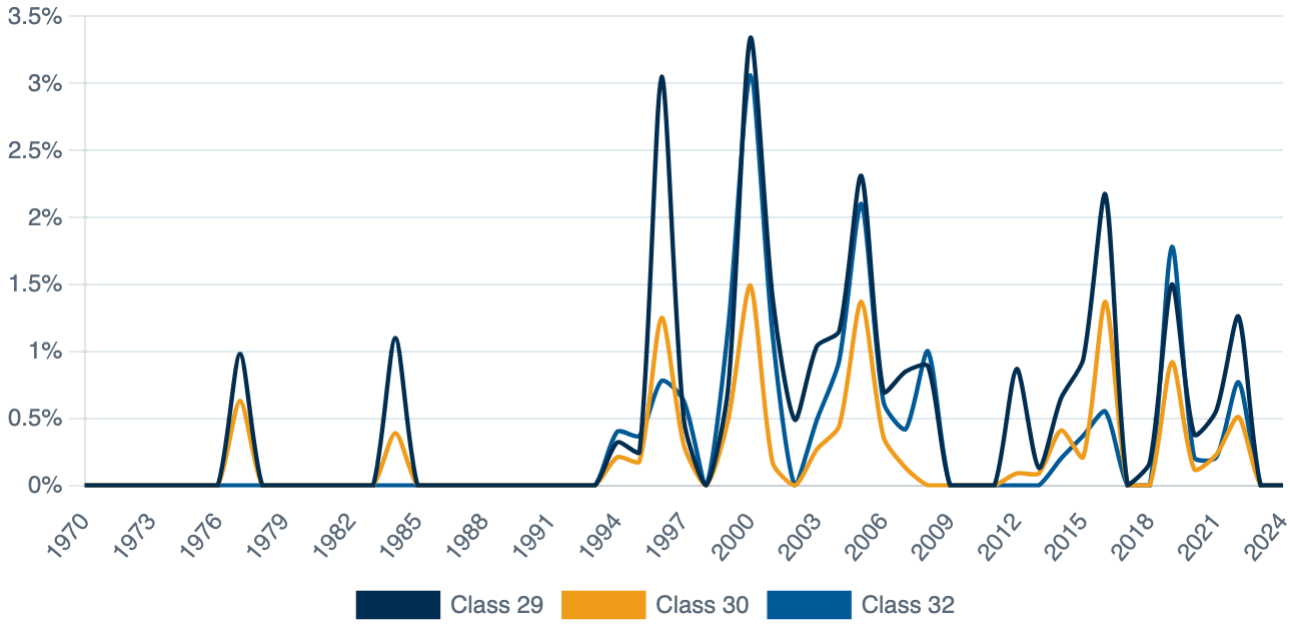


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Danone's classes

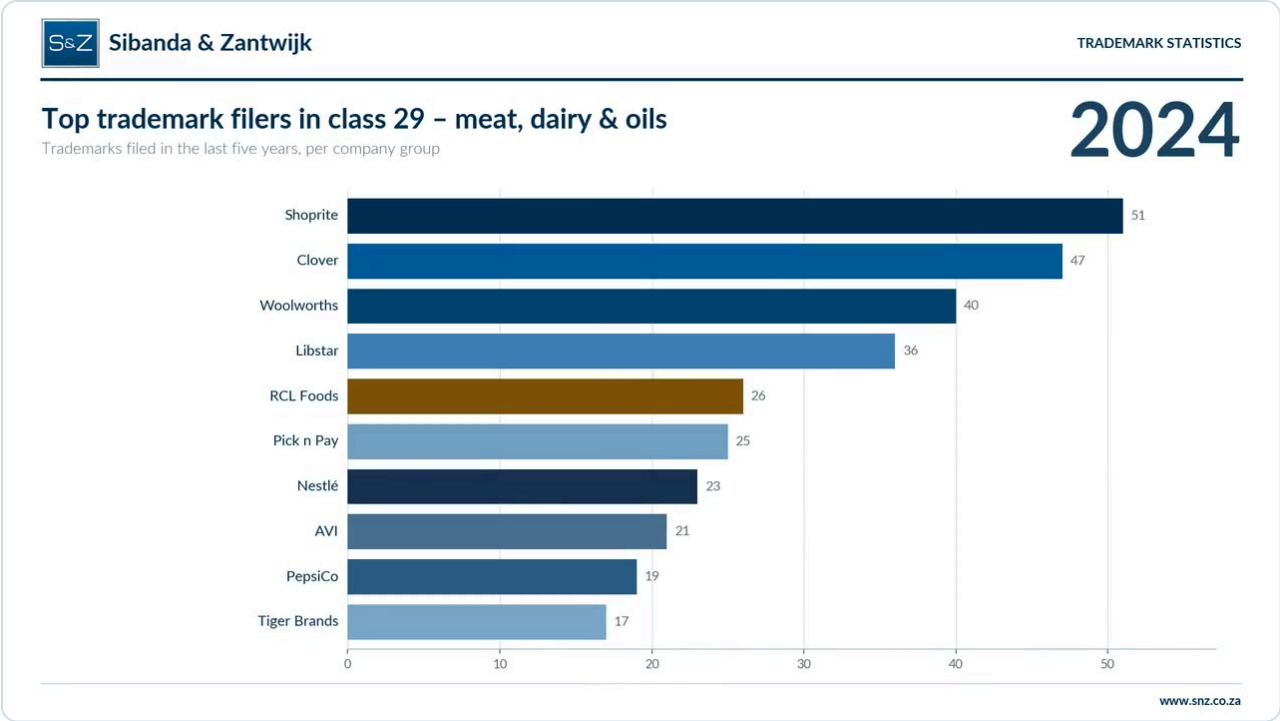
> Ranked by **number of trademarks filed in Danone's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Danone's market position, not who is most like it.

In the last five years, Danone was **#25** of 919 filers in class 29 (meat, dairy & oils), with 10 of 2,013 trademarks; **#81** of 1,368 filers in class 30 (coffee, flour & sweets), with 6 of 3,209 trademarks; **#54** of 905 filers in class 32 (beer & soft drinks), with 5 of 1,804 trademarks.



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

Top trademark filers in class 29 (meat, dairy & oils), South Africa 1975–2024: Danone



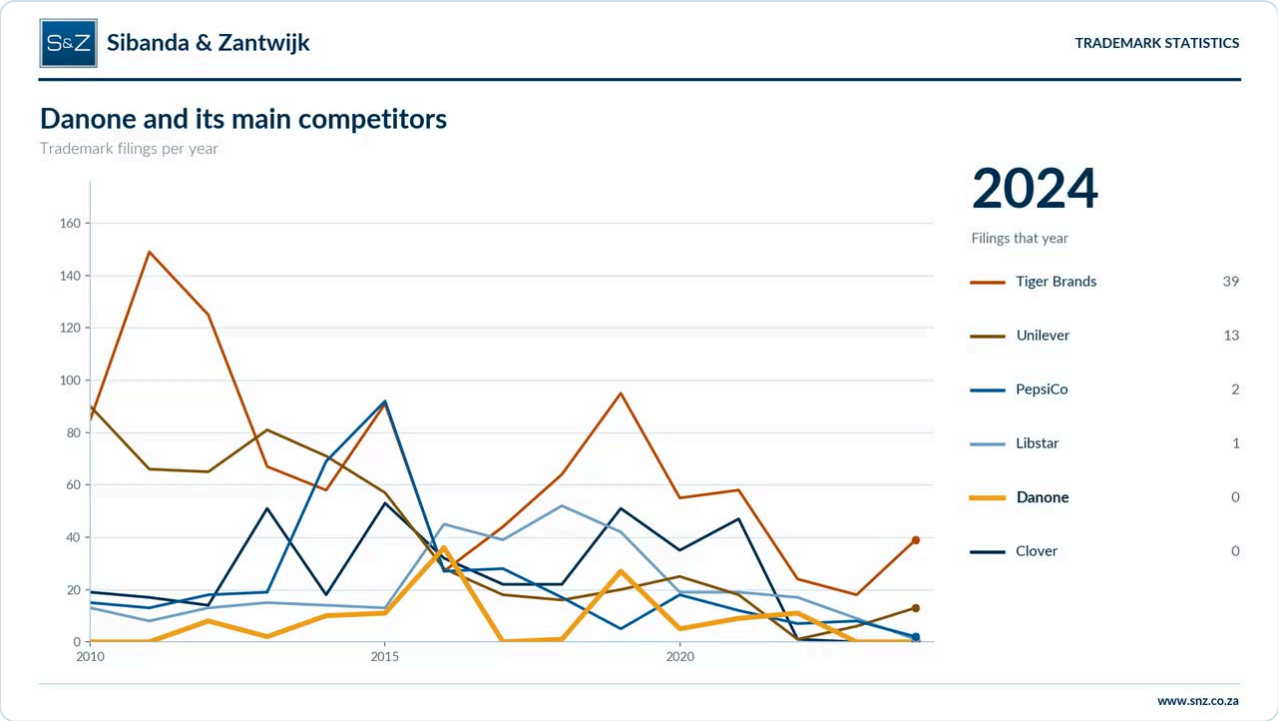
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/danone-south-african-trademarks/class-29-race-video.html

Main competitors – the companies most like Danone

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

Danone's closest competitors in South Africa are Clover, Tiger Brands, Libstar and Unilever.

Danone 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/danone-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Clover	Direct competitor	98%
2	Tiger Brands	Direct competitor	88%
3	Libstar	Direct competitor	81%
4	Unilever	Direct competitor	80%
5	PepsiCo	Direct competitor	80%
6	Darling Brands	Direct competitor	76%
7	RCL Foods	Direct competitor	76%
8	Nestlé	Direct competitor	75%
9	Pioneer Foods	Direct competitor	74%
10	AVI	Direct competitor	74%

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

Danone – relevant export countries

South Africa exported **US$2.7 billion** of the goods Danone's main classes cover in the last year – milk; fruit; cheese; yoghurt (class 29); coffee; rice; sugar; cocoa (class 30); syrups; lemonades; water; vegetable juices (class 32); pharmaceutical preparations; dietary supplements; nutritional supplements; herbal supplements (class 5); books; posters; stickers (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Danone's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$317 m	+3%	National	US$2,388
2	United States of America	75	US$150 m	-0%	National	US$3,425
3	United Kingdom	72	US$118 m	+2%	National	US$1,371
4	China	70	US$31 m	-2%	National	US$1,224
5	Japan	64	US$32 m	-3%	National	US$1,774
6	Namibia	64	US$334 m	+10%	ARIPO	US$450
7	Canada	62	US$12 m	+1%	National	US$2,192
8	Mozambique	61	US$187 m	+25%	ARIPO	US$450
9	Australia	61	US$38 m	-4%	National	US$2,380
10	Zimbabwe	61	US$158 m	+39%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	64	US$334 m	+10%	ARIPO	US$450 S&Z
2	Mozambique	61	US$187 m	+25%	ARIPO	US$450 S&Z
3	Zimbabwe	61	US$158 m	+39%	ARIPO	US$450 S&Z
4	Botswana	60	US$317 m	-12%	ARIPO	US$450 S&Z
5	Lesotho	57	US$93 m	+10%	National	US$326
6	Nigeria	57	US$24 m	+0%	National	US$1,015 S&Z
7	OAPI (17 states)	55	US$20 m	+11%	National	US$1,563 S&Z
8	Malawi	55	US$36 m	+20%	ARIPO	US$450 S&Z
9	Morocco	52	US$482 k	+13%	National	US$1,408
10	Egypt	51	US$394 k	+5%	National	US$2,278

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)
DANONE	18	US$3,654	US$3,964
ACTIVIA	3	US$609	US$1,194
DANETTE	4	US$812	US$1,378
DANONE. ONE PLANET. ONE HEALTH.	8	US$1,624	US$2,117
VITALINEA	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 Danone's five most-filed brands: word marks of **other companies** (not Danone'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 DANONE (classes 5, 29, 30, 32, 41; searched 2018-02-28 to 2026-11-08)

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

Similar to ACTIVIA (classes 29, 30, 32; searched 2018-10-31 to 2026-11-08)

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

Similar to DANETTE (classes 5, 29, 30, 32; searched 2019-11-27 to 2026-11-08)

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

Similar to DANONE. ONE PLANET. ONE HEALTH. (classes 5, 10, 29, 30, 32, 41, 42, 44; searched 2018-01-31 to 2026-11-08)

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

Similar to VITALINEA (classes 5, 29, 30, 32; searched 2020-05-27 to 2026-11-08)

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

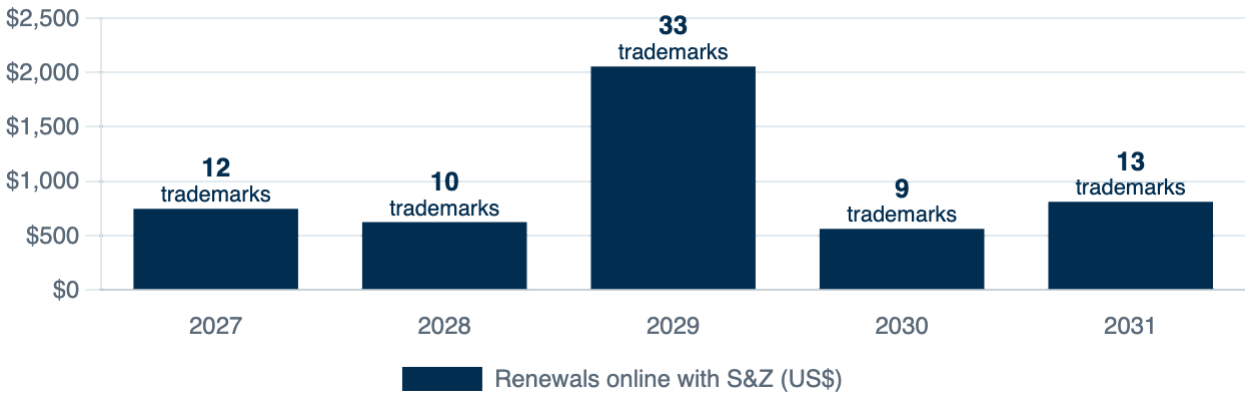
S&Z prices – South African trademarks

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$.

Danone's next five years of renewals

77 of Danone's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$4,797 over the five years.



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