Decathlon – South African trademarks

Updated 8 November 2026

Decathlon is a French sporting goods retailer and designer. It sells its own brands – such as Quechua, Kipsta, Btwin and Domyos – for more than 60 sports.

How Decathlon 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.

#163
largest trademark owner in South Africa (of 121,626)

354
trademarks filed

3
different logos published since 2020

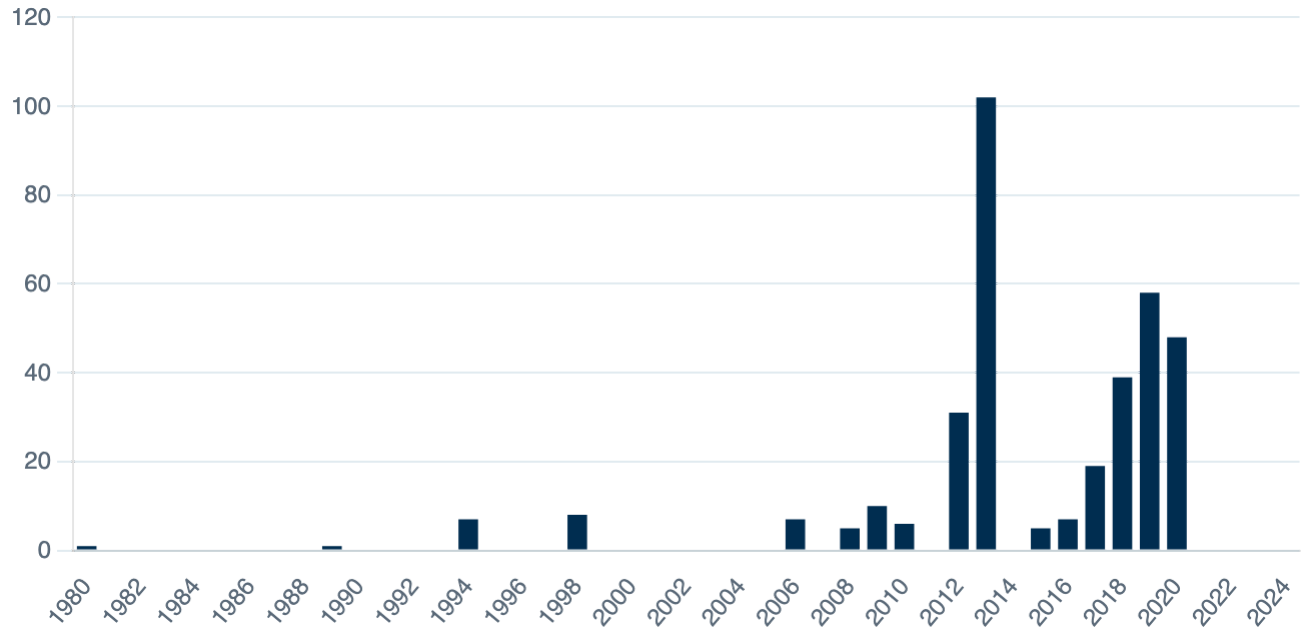
31
of 45 classes used

1980
first trademark filed

171
filed in the last 10 years

A portfolio built over time

Decathlon filed its first South African trademark in 1980 and has filed 354 since; its busiest year was 2013, with 102 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

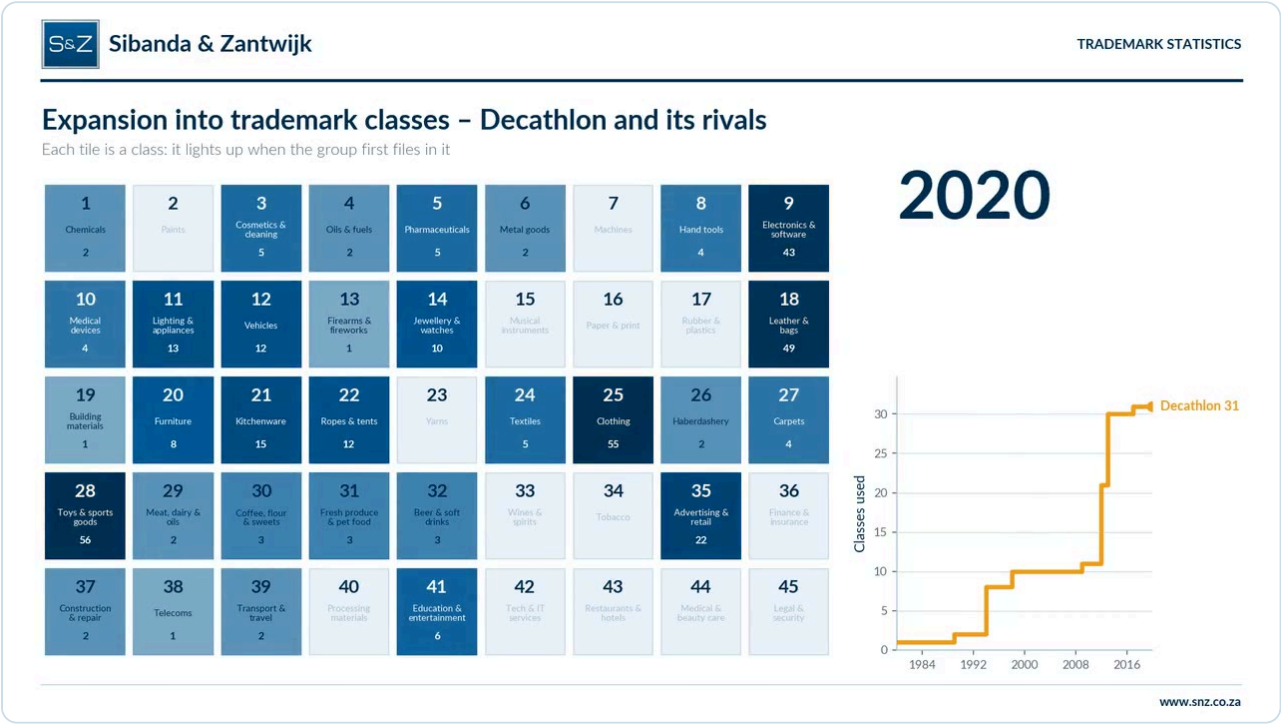
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Decathlon	354	1980–2020

Where Decathlon expanded its business

Trademark classes show what a business sells. Decathlon's portfolio is concentrated in toys & sports goods (class 28), clothing (class 25), leather & bags (class 18). Its most recent moves were into textiles (2017), medical devices (2013), pharmaceuticals (2013).

Decathlon trademarks: expansion into trademark classes, 1970–2020



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/decathlon-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
28 Toys & sports goods	56	15.8%	1994
25 Clothing	55	15.5%	1989
18 Leather & bags	49	13.8%	1994
9 Electronics & software	43	12.1%	1994
35 Advertising & retail	22	6.2%	2009
21 Kitchenware	15	4.2%	2012
11 Lighting & appliances	13	3.7%	2012
22 Ropes & tents	12	3.4%	1994

The brands Decathlon protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	B'TWIN	15	15	2013–2013
2	APTONIA	11	11	2013–2016
3	CAPERLAN	10	10	1998–2013
4	FORCLAZ	10	10	2018–2018
5	DECATHLON	10	9	1980–2012
6	SOLOGNAC	9	9	2013–2013
7	KIPSTA	9	5	2008–2013
8	CORENGTH	8	8	2020–2020
9	FOUGANZA	8	8	2013–2013
10	QUECHUA	8	8	2006–2013
11	RIVERSIDE	8	8	2018–2018
12	ROCKRIDER	8	8	2017–2017
13	EVADICT	7	7	2019–2019
14	KIPRUN	7	7	2019–2020
15	NEWFEEL	7	7	2013–2013

Logos filed most often (since 2020)



16 filings · 16 classes



7 filings · 7 classes



2 filings · 2 classes

Decathlon's logos

The 3 different logos Decathlon 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.



16 classes



7 classes

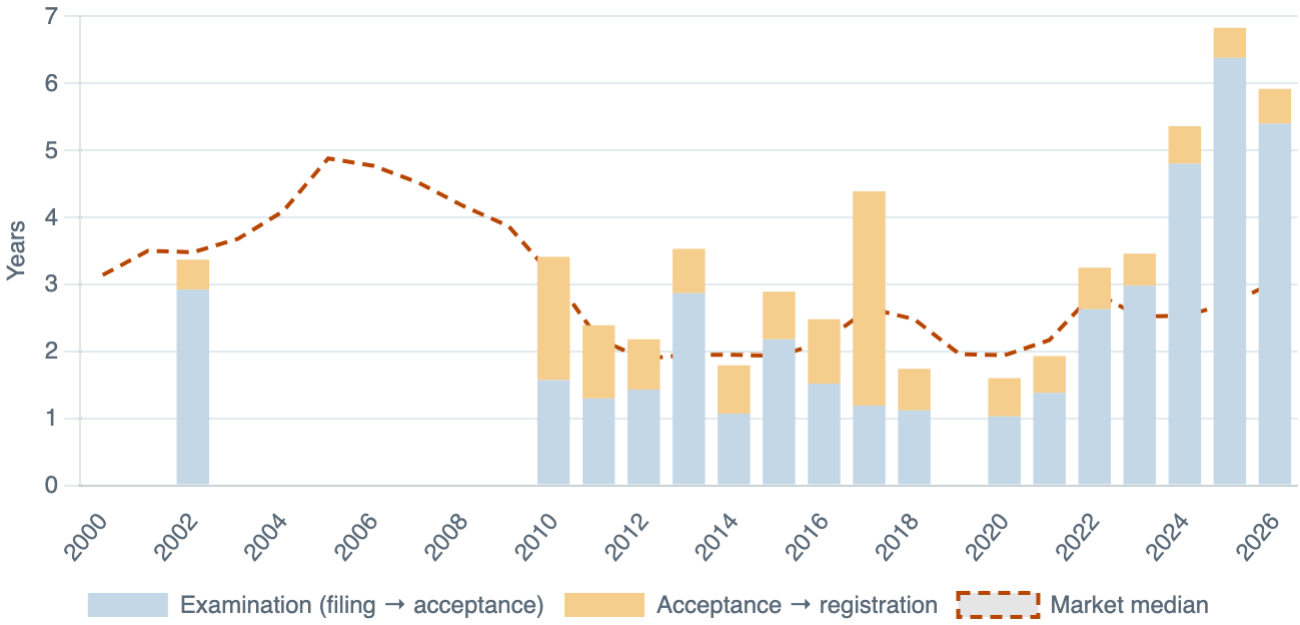


2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Decathlon's marks took a median of **3.6 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

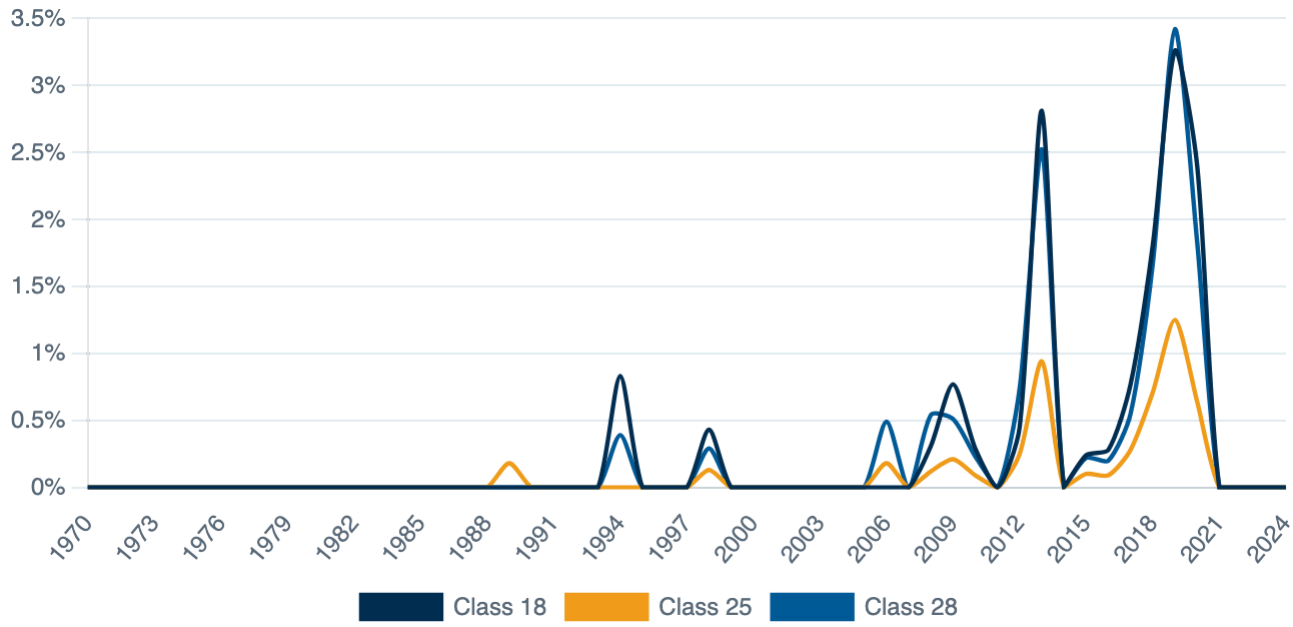


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Decathlon's classes

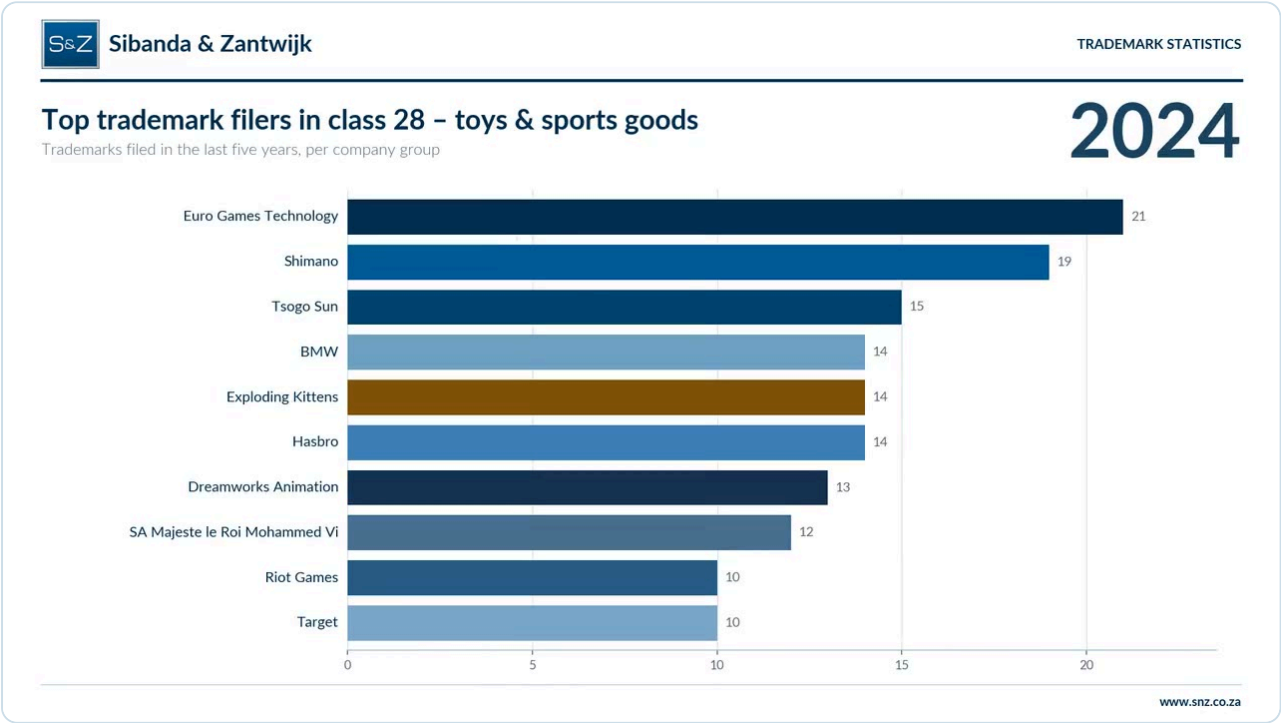
> Ranked by **number of trademarks filed in Decathlon's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Decathlon's market position, not who is most like it.

In the last five years, Decathlon was **#30** of 842 filers in class 28 (toys & sports goods), with 6 of 1,560 trademarks; **#52** of 2,715 filers in class 25 (clothing), with 7 of 4,647 trademarks; **#20** of 758 filers in class 18 (leather & bags), with 7 of 1,383 trademarks.



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

Top trademark filers in class 28 (toys & sports goods), South Africa 1975–2024: Decathlon

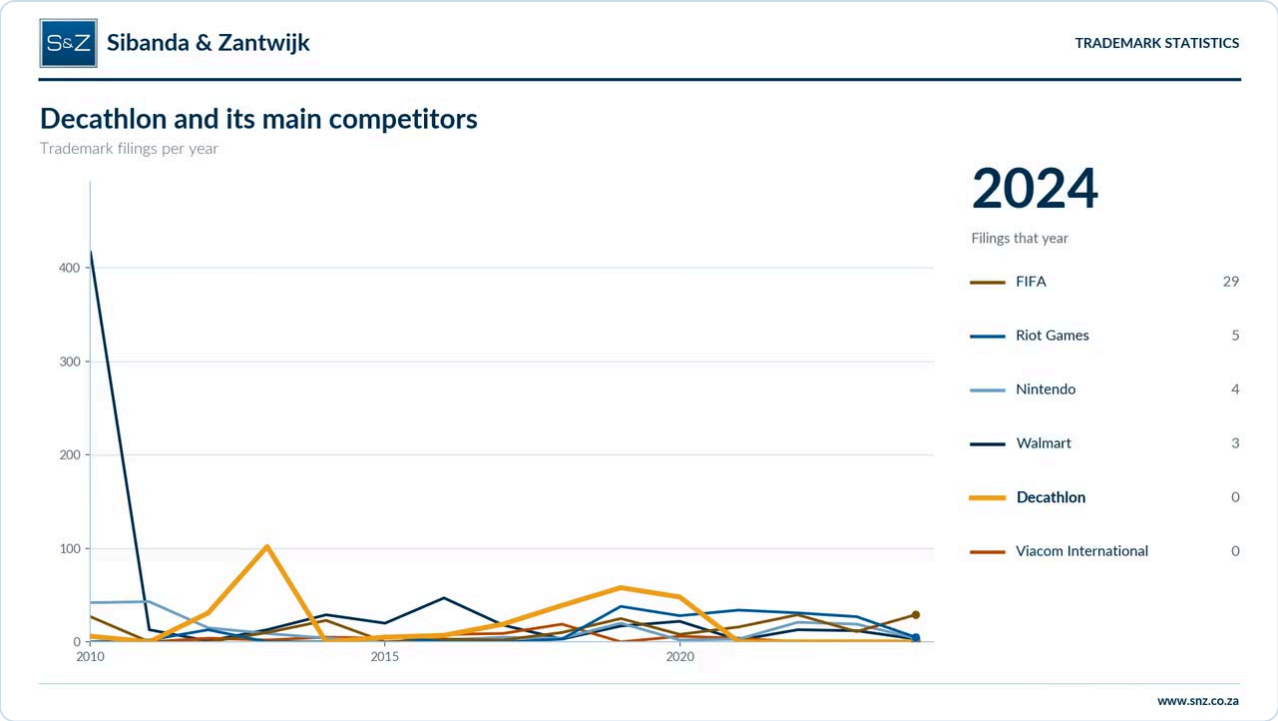


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/decathlon-south-african-trademarks/class-28-race-video.html

Main competitors – the companies most like Decathlon

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

Decathlon 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/decathlon-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Walmart	Retailer's own brands	62%
2	Viacom International	Other field	67%
3	Nintendo	Other field	66%
4	FIFA	Other field	65%
5	Riot Games	Other field	65%
6	Formula One Licensing	Other field	64%
7	Netflix	Other field	63%
8	Disney	Other field	62%
9	Projetclub	–	69%
10	Alphapals	–	65%

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

Decathlon – relevant export countries

South Africa exported **US$1.0 billion** of the goods Decathlon's main classes cover in the last year – toys; games; knee; balls (class 28); clothing; shirts; hats; jackets (class 25); bags; backpacks; luggage; umbrellas (class 18); software; cases; sunglasses; apparatus and instruments (class 9); containers; water bottles; brushes; household (class 21). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Decathlon's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	74	US$58 m	-1%	National	US$2,388
2	United States of America	72	US$53 m	-8%	National	US$3,425
3	United Kingdom	68	US$16 m	-5%	National	US$1,371
4	Namibia	64	US$202 m	+8%	ARIPO	US$450
5	Japan	62	US$863 k	-3%	National	US$1,774
6	Canada	61	US$4.1 m	-7%	National	US$2,192
7	Switzerland	60	US$2.9 m	-1%	National	US$1,660
8	Australia	60	US$13 m	-4%	National	US$2,380
9	Botswana	60	US$182 m	-0%	ARIPO	US$450
10	Russian Federation	59	US$2.6 m	+8%	National	US$1,915

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	64	US$202 m	+8%	ARIPO	US$450 S&Z
2	Botswana	60	US$182 m	-0%	ARIPO	US$450 S&Z
3	Nigeria	54	US$10 m	-13%	National	US$1,015 S&Z
4	OAPI (17 states)	52	US$16 m	+6%	National	US$1,563 S&Z
5	Tanzania	52	US$14 m	-10%	ARIPO	US$450 S&Z
6	Malawi	51	US$11 m	+20%	ARIPO	US$450 S&Z
7	Zimbabwe	51	US$37 m	-6%	ARIPO	US$450 S&Z
8	Mozambique	51	US$49 m	-12%	ARIPO	US$450 S&Z
9	Uganda	48	US$4.7 m	+6%	ARIPO	US$450 S&Z
10	Dem. Rep. of the Congo	46	US$32 m	-6%	National	US$2,100

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)
B'TWIN	15	US$3,045	US$3,410
APTONIA	11	US$2,233	US$2,671
CAPERLAN	10	US$2,030	US$2,487
FORCLAZ	10	US$2,030	US$2,487
DECATHLON	9	US$1,827	US$2,302

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 Decathlon's five most-filed brands: word marks of **other companies** (not Decathlon'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 B'TWIN (classes 9, 18, 25, 28, 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to APTONIA (classes 25, 28, 35; searched 2020-09-30 to 2026-11-08)

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

Similar to CAPERLAN (classes 9, 18, 25, 28, 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to FORCLAZ (classes 9, 18, 25, 28; searched 2019-08-28 to 2026-11-08)

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

Similar to DECATHLON (classes 9, 18, 25, 28, 35; 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

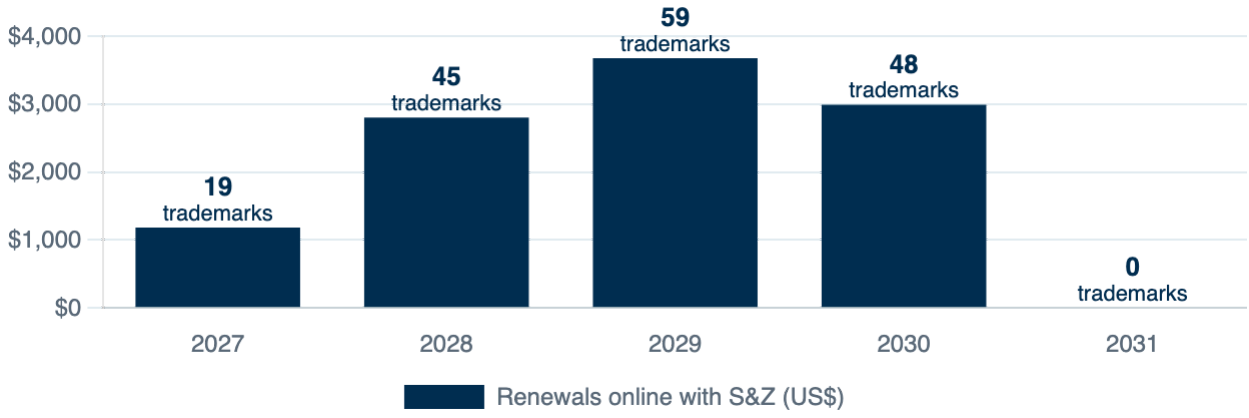
S&Z prices – South African trademarks

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$.

Decathlon's next five years of renewals

171 of Decathlon's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$10,652** over the five years.



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