Hitachi – South African trademarks

Updated 8 November 2026

Hitachi is a Japanese technology group. Its businesses include digital systems, energy, railway and industrial equipment.

How Hitachi 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.

#196
largest trademark owner in South Africa (of 121,626)

306
trademarks filed

1
different logos published since 2020

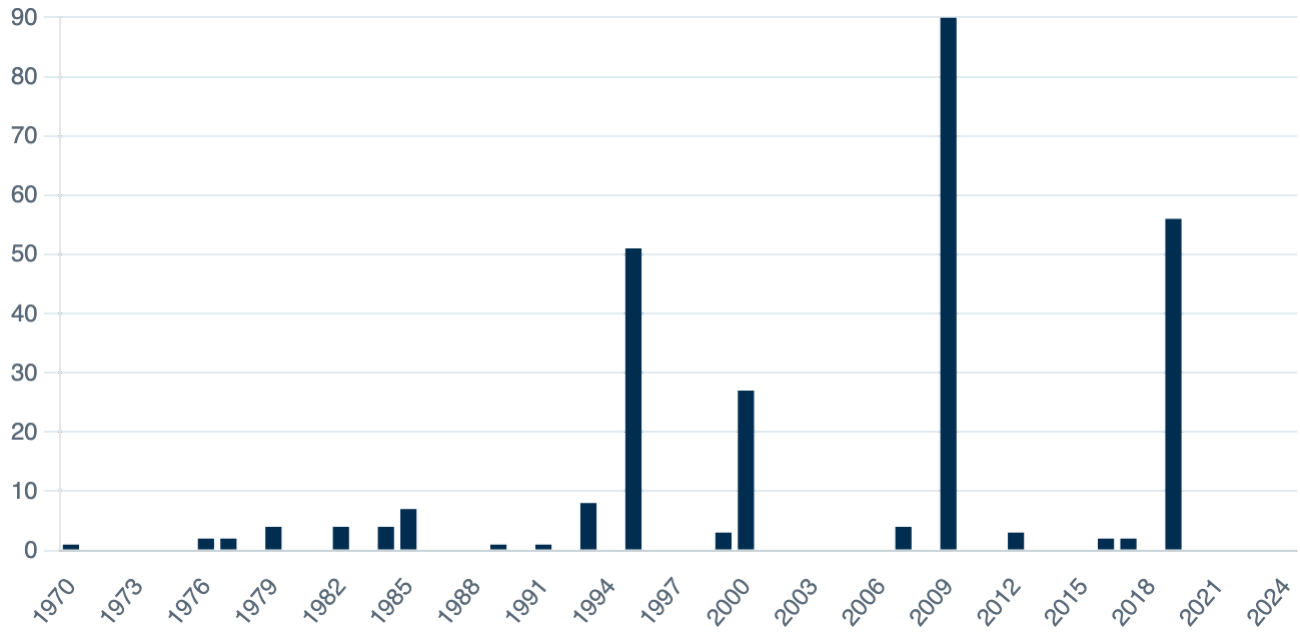
45
of 45 classes used

1960
first trademark filed

60
filed in the last 10 years

A portfolio built over time

Hitachi filed its first South African trademark in 1960 and has filed 306 since; its busiest year was 2009, 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

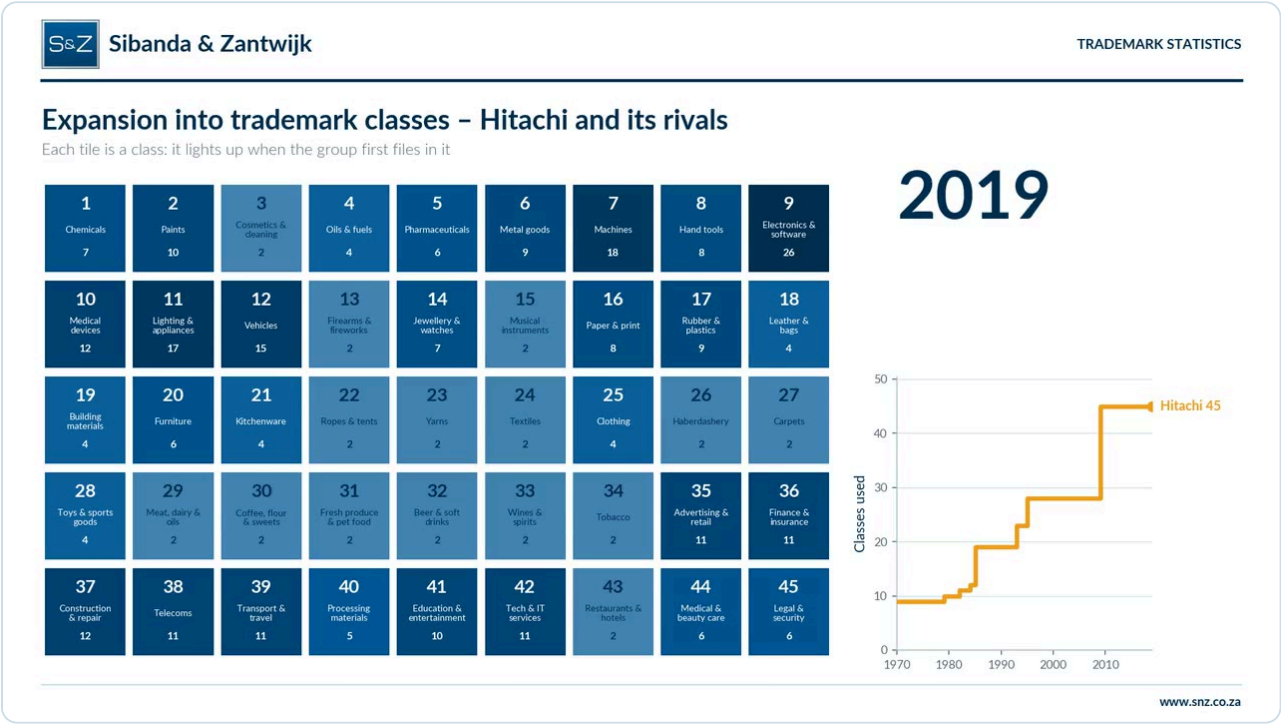
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Hitachi	306	1960–2019

Where Hitachi expanded its business

Trademark classes show what a business sells. Hitachi's portfolio is concentrated in electronics & software (class 9), machines (class 7), lighting & appliances (class 11). Its most recent moves were into yarns (2009), medical & beauty care (2009), ropes & tents (2009).

Hitachi trademarks: expansion into trademark classes, 1970–2019



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/hitachi-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
9	Electronics & software	26	8.5%	1960
7	Machines	18	5.9%	1960
11	Lighting & appliances	17	5.6%	1960
12	Vehicles	15	4.9%	1960
10	Medical devices	12	3.9%	1982
37	Construction & repair	12	3.9%	1985
36	Finance & insurance	11	3.6%	1985
38	Telecoms	11	3.6%	1985

The brands Hitachi protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	HITACHI	106	45	1960–2012
2	Lumada Ready	30	15	2019–2019
3	Lumada	28	15	2016–2019
4	INSPIRE THE NEXT	19	19	2000–2007
5	CUBIUM	9	9	2000–2000
6	HIT	4	4	1979–1979
7	HITACHI VIA MECHANICS	3	3	1999–1999
8	HARPICON	1	1	1989–1989
9	HIACS	1	1	1995–1995
10	HIFAX	1	1	1991–1991
11	SERVERCONDUCTOR	1	1	2007–2007
12	TOKICO	1	1	1970–1970

Logos filed most often (since 2020)

Lumada Ready

45 filings · 15 classes

Hitachi's logos

The 1 different logos Hitachi 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.

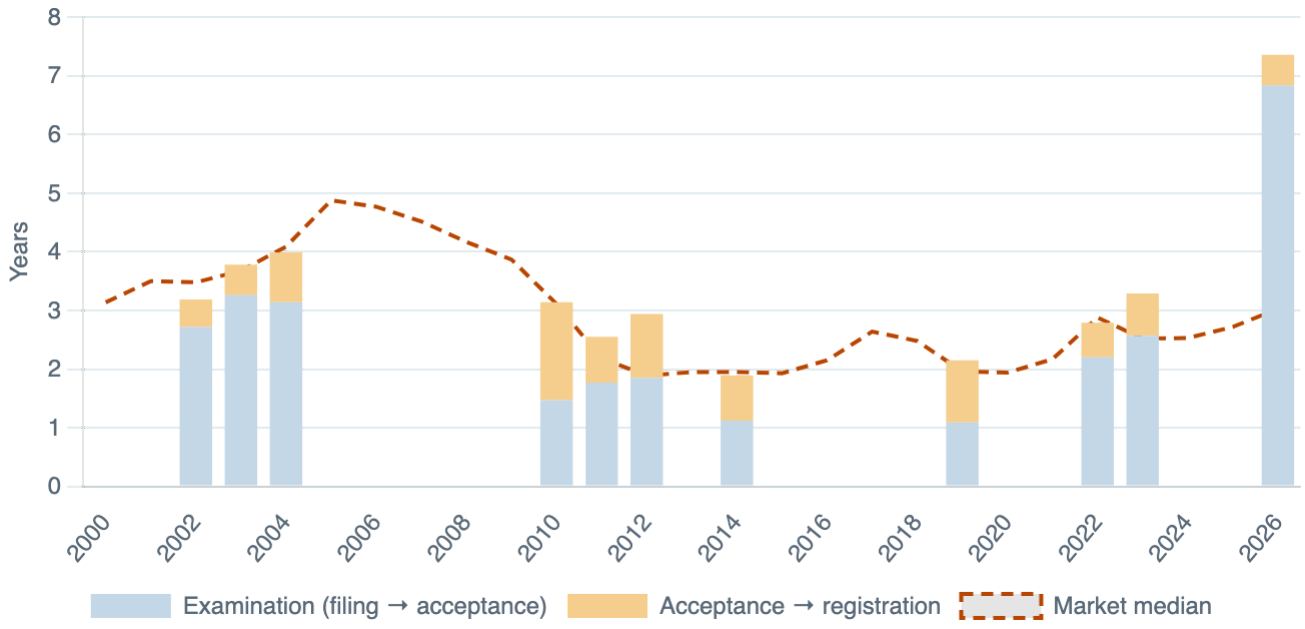
Lumada Ready

15 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

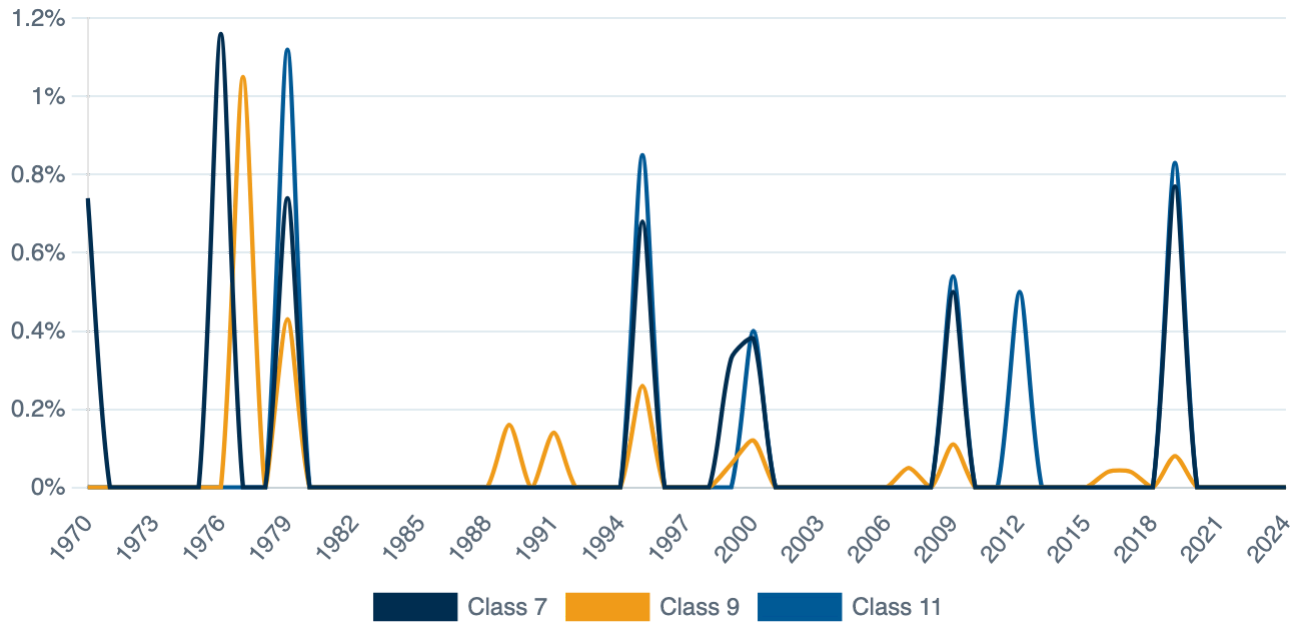
Over the last five years, Hitachi's marks took a median of **3.3 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 7.4 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.



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.

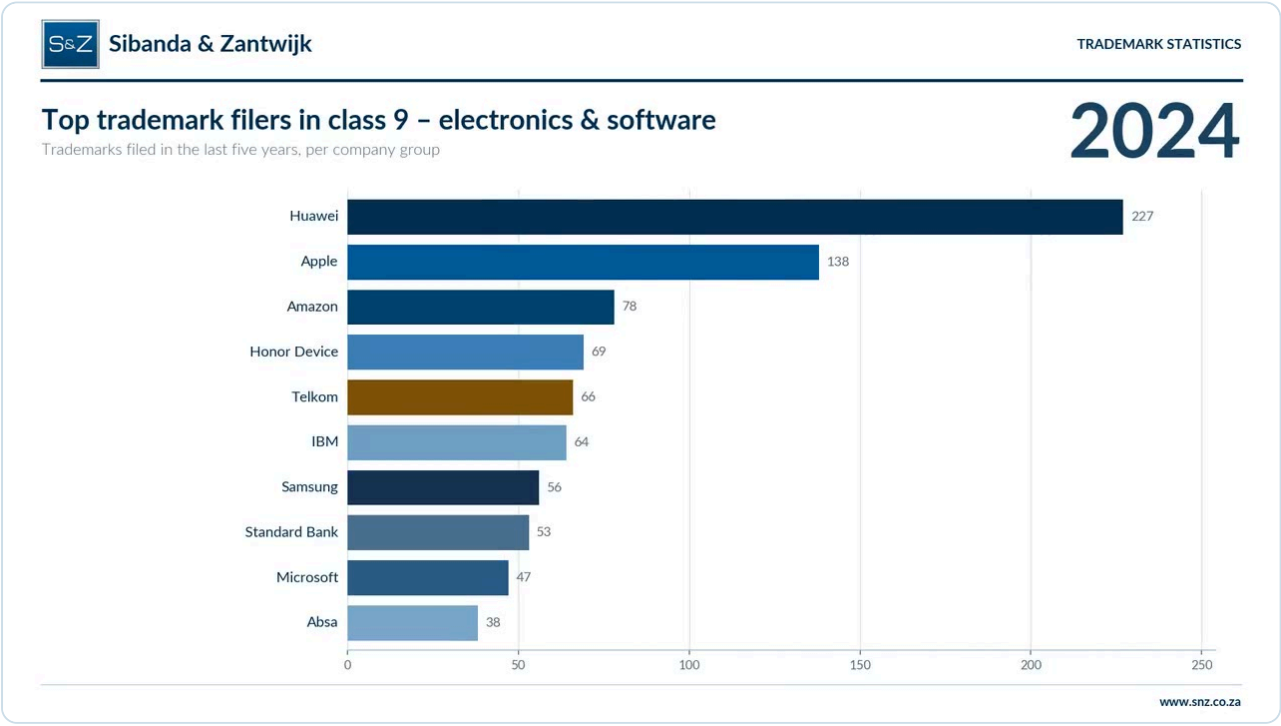
Who files the most in Hitachi's classes

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



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

Top trademark filers in class 9 (electronics & software), South Africa 1975–2024: Hitachi

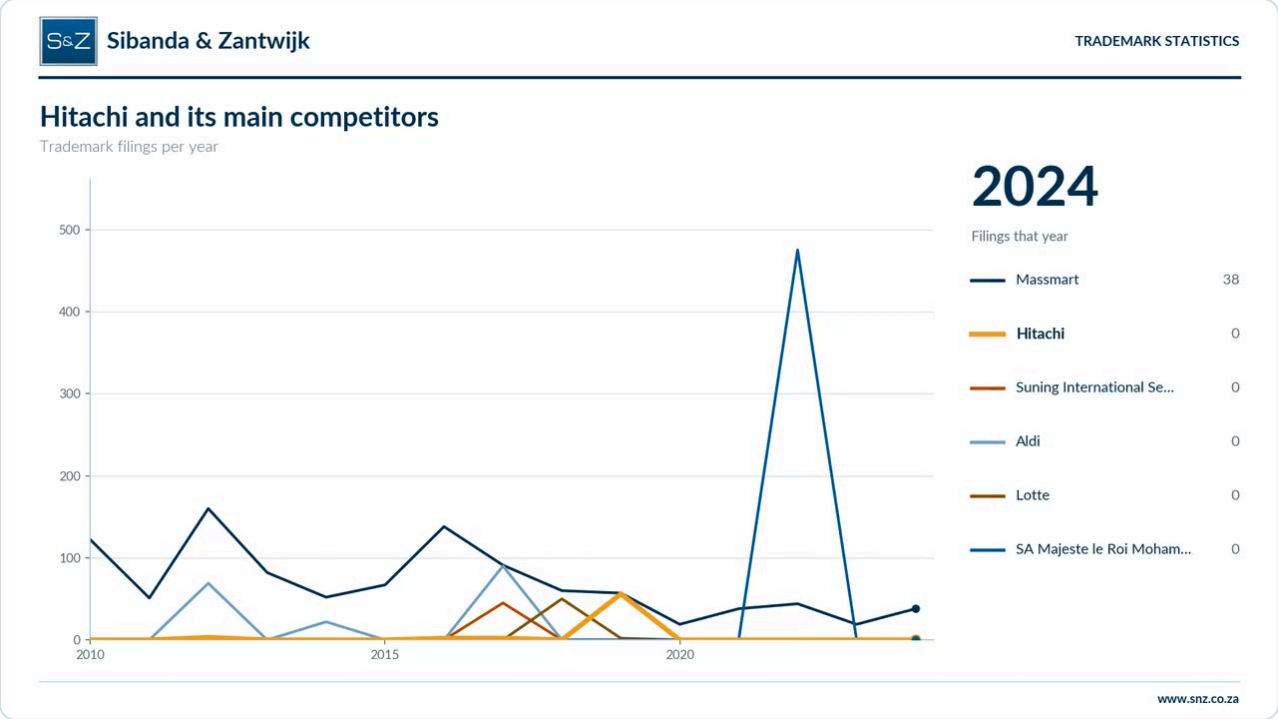


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/hitachi-south-african-trademarks/class-9-race-video.html

Main competitors – the companies most like Hitachi

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

Hitachi 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/hitachi-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Massmart	–	80%
2	Suning International Services	–	70%
3	Aldi	–	70%
4	Lotte	–	70%
5	SA Majeste le Roi Mohammed Vi	–	68%
6	Shoprite	–	67%
7	Xiaomi	–	67%
8	Goodwill Trade and Investments	–	66%
9	Aisin Seiki Kabushiki Kaisha Also	–	64%
10	Google	–	64%

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

Hitachi – relevant export countries

South Africa exported **US$15.7 billion** of the goods Hitachi's main classes cover in the last year – computer software; computer hardware; computers; computer programs (class 9); machines; machine tools; vacuum cleaners; industrial robots (class 7); electric lamps; air conditioners; lighting apparatus; heating (class 11); automobiles; vehicles; engines; parts and fittings (class 12); suture materials; medical apparatus and instruments; artificial limbs; surgical (class 10). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Hitachi's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	81	US$5.4 billion	+3%	National	US$2,388
2	United States of America	73	US$2.0 billion	+5%	National	US$3,425
3	United Kingdom	66	US$1.5 billion	+4%	National	US$1,371
4	Türkiye	59	US$536 m	+14%	National	US$1,258
5	Canada	58	US$123 m	+3%	National	US$2,192
6	India	57	US$29 m	+5%	National	US$1,295
7	Australia	56	US$296 m	+2%	National	US$2,380
8	Russian Federation	55	US$11 m	+13%	National	US$1,915
9	Hong Kong SAR	52	US$14 m	+8%	National	US$1,715
10	China	52	US$59 m	-2%	National	US$1,224

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Morocco	47	US$15 m	+25%	National	US$1,408
2	OAPI (17 states)	47	US$207 m	+9%	National	US$1,563 S&Z
3	Egypt	46	US$94 m	+1%	National	US$2,278
4	Nigeria	46	US$40 m	-5%	National	US$1,015 S&Z
5	Algeria	44	US$988 k	+33%	National	US$1,445
6	Tanzania	43	US$118 m	+3%	ARIPO	US$450 S&Z
7	Namibia	43	US$538 m	+16%	ARIPO	US$450 S&Z
8	Zimbabwe	43	US$567 m	+11%	ARIPO	US$450 S&Z
9	Malawi	41	US$80 m	+37%	ARIPO	US$450 S&Z
10	Mozambique	41	US$340 m	+11%	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)
HITACHI	45	US$9,135	US$8,950
Lumada Ready	15	US$3,045	US$3,410
Lumada	15	US$3,045	US$3,410
INSPIRE THE NEXT	19	US$3,857	US$4,149
CUBIUM	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 Hitachi's five most-filed brands: word marks of **other companies** (not Hitachi'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 HITACHI (classes 7, 9, 11, 12, 37; searched 2019-01-30 to 2026-11-08)

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

Similar to Lumada Ready (classes 7, 9, 11, 12, 37; searched 2018-03-28 to 2026-11-08)

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

Similar to Lumada (classes 7, 9, 11, 12, 37; searched 2018-03-28 to 2026-11-08)

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

Similar to INSPIRE THE NEXT (classes 7, 9, 11, 12, 37; searched 2018-02-28 to 2026-11-08)

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

Similar to CUBIUM (classes 9, 37; searched 2022-03-30 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

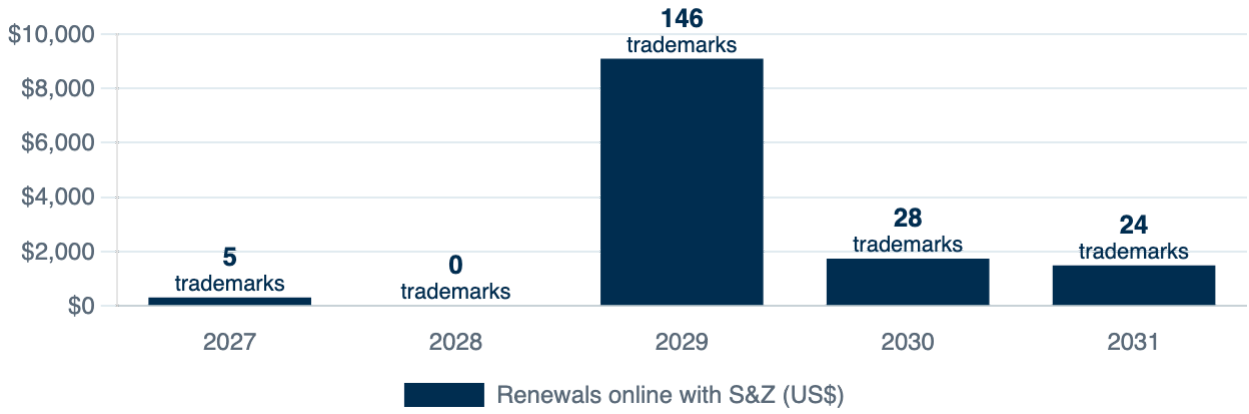
S&Z prices – South African trademarks

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$.

Hitachi's next five years of renewals

203 of Hitachi's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$12,644 over the five years.



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