Lion Match Company – South African trademarks

Updated 8 November 2026

The Lion Match Company is a South African maker of matches – including the Lion brand – and other household products such as firelighters and cleaning products.

How Lion Match Company 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.

#237
largest trademark owner in South Africa (of 121,626)

250
trademarks filed

14
different logos published since 2020

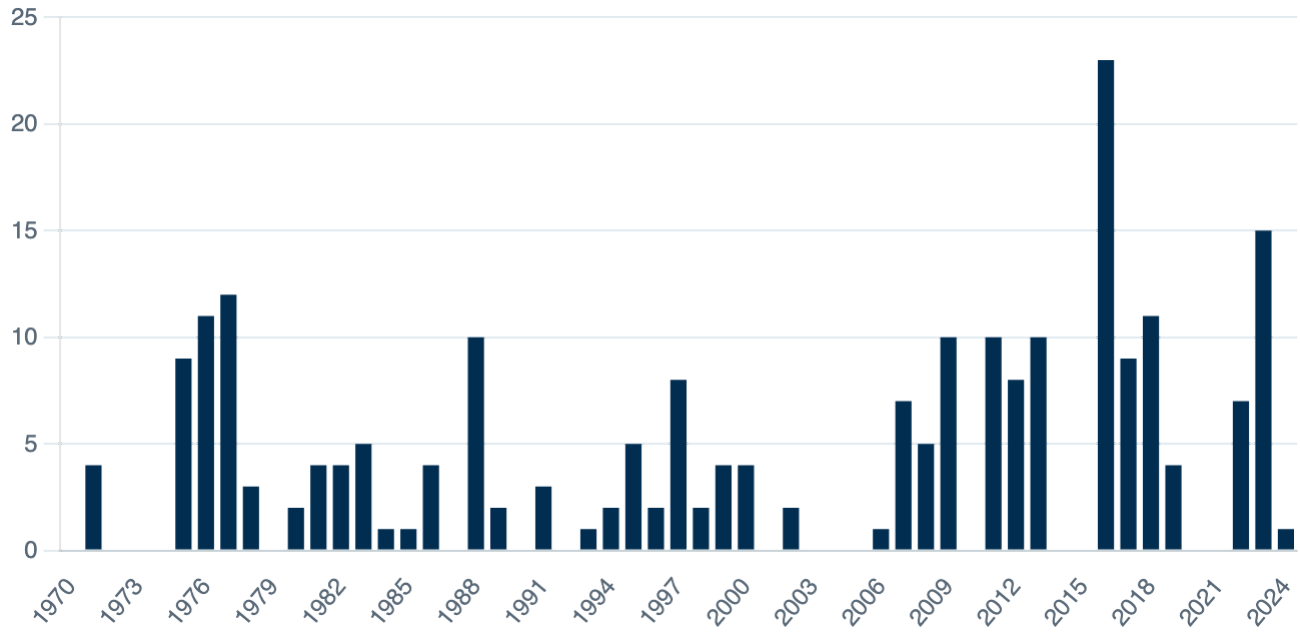
18
of 45 classes used

1927
first trademark filed

70
filed in the last 10 years

A portfolio built over time

Lion Match Company filed its first South African trademark in 1927 and has filed 250 since; its busiest year was 2016, with 23 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

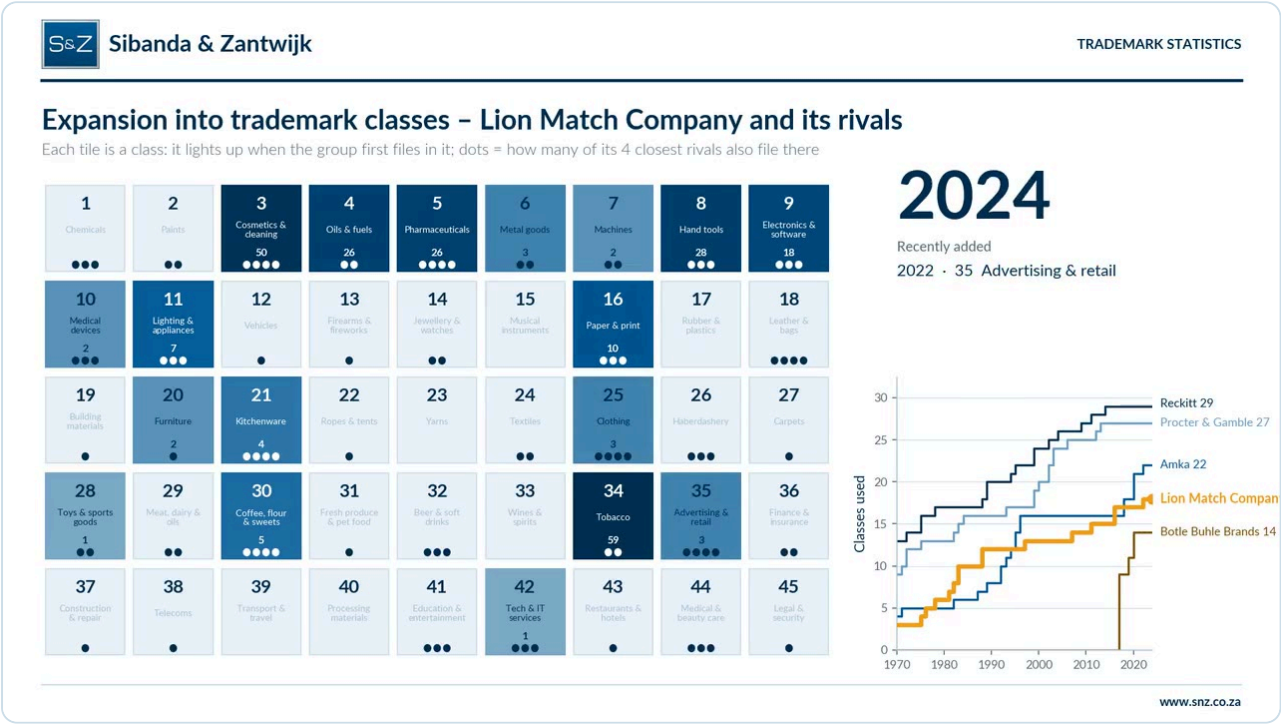
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Lion Match Company	275	1927–2024

Where Lion Match Company expanded its business

Trademark classes show what a business sells. Lion Match Company's portfolio is concentrated in tobacco (class 34), cosmetics & cleaning (class 3), hand tools (class 8). Its most recent moves were into advertising & retail (2022), toys & sports goods (2016), furniture (2016).

Lion Match Company trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/lion-match-company-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
34 Tobacco	59	23.6%	1940
3 Cosmetics & cleaning	50	20.0%	1936
8 Hand tools	28	11.2%	1975
5 Pharmaceuticals	26	10.4%	2007
4 Oils & fuels	26	10.4%	1927
9 Electronics & software	18	7.2%	1976
16 Paper & print	10	4.0%	1988
11 Lighting & appliances	7	2.8%	1978

The brands Lion Match Company protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	LION	30	11	1936–2023
2	LA	7	7	1988–1988
3	SYLKO	6	5	2016–2022
4	CLEARLITE	6	3	2000–2009
5	CLEMENS	6	3	2022–2022
6	HYGENIX TOUCH	6	2	2017–2018
7	LEEU	5	3	1950–1976
8	LEOPARD	5	3	1971–1980
9	FLAME	4	3	1956–1995
10	CLOUDS OF SOFTNESS	4	2	2023–2023
11	cherubs	3	3	2016–2016
12	FIREBOY	3	3	2011–2011
13	TEENZ LOVING TOUCH LOVE YOURSELF	3	3	2013–2013
14	DAELITE	3	2	1952–1994
15	FIREFLY VUURVLIEG	3	2	1953–1977

Logos filed most often (since 2020)



6 filings · 6 classes



6 filings · 6 classes



5 filings · 5 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

Lion Match Company's logos

The 14 different logos Lion Match Company 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



6 classes



5 classes



3 classes



3 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



1 class

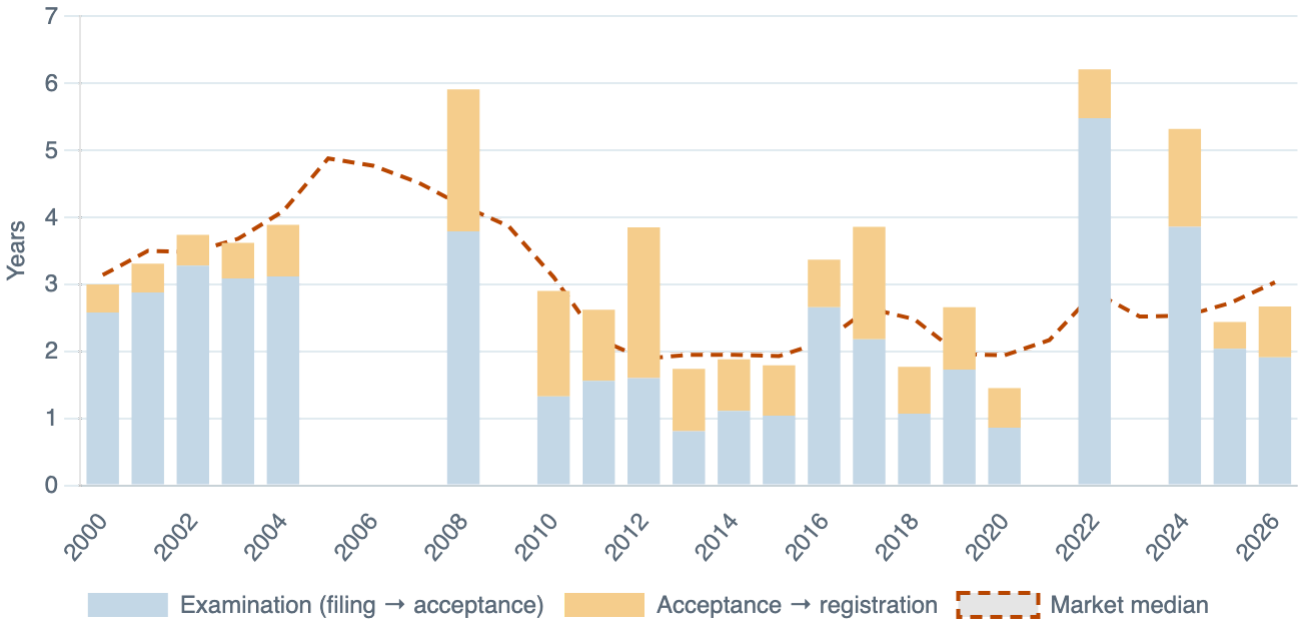


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Lion Match Company'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.

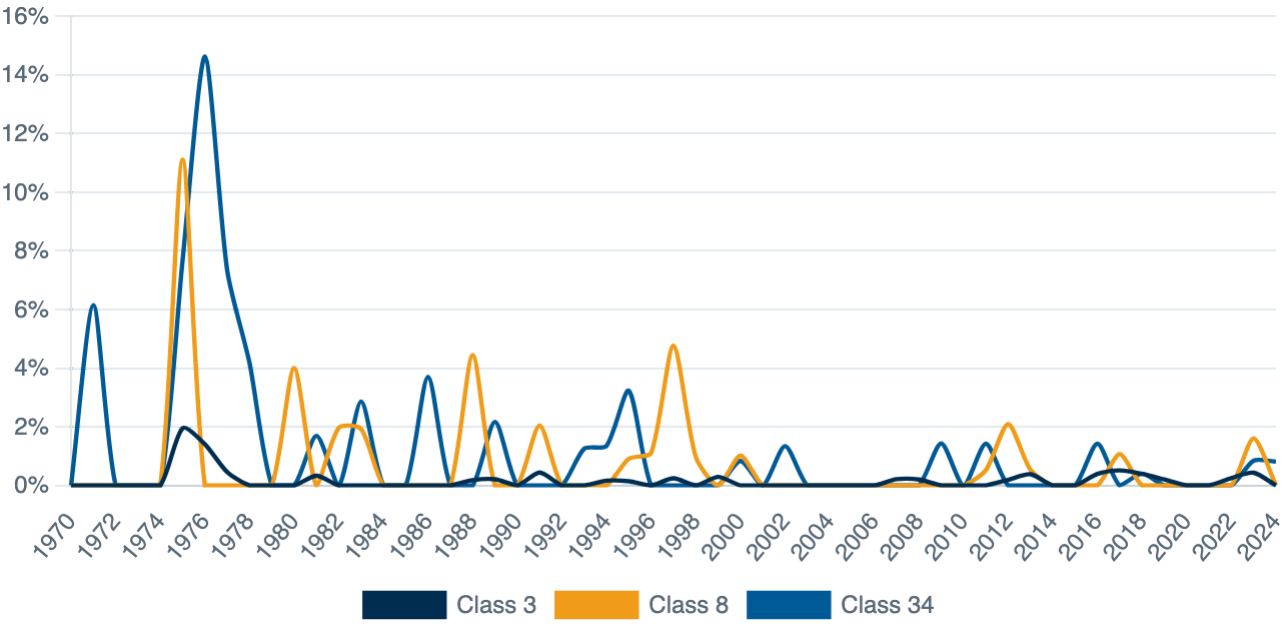


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Lion Match Company's classes

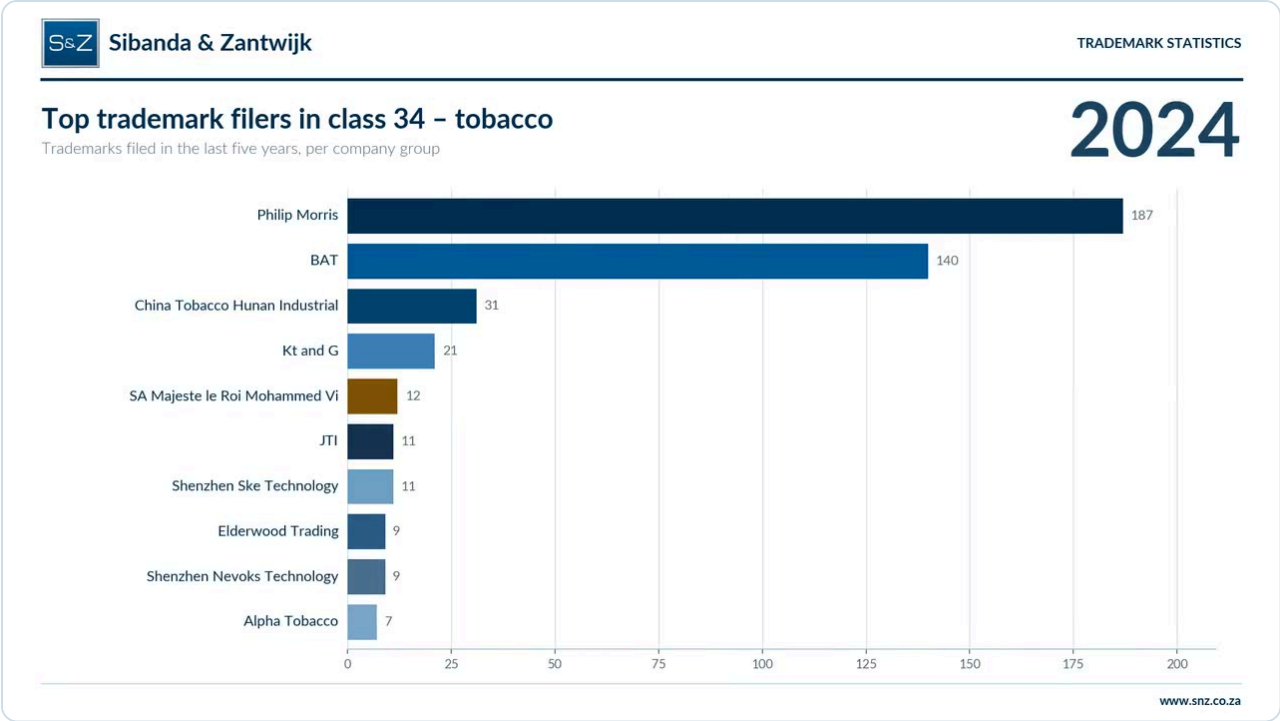
> Ranked by **number of trademarks filed in Lion Match Company's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Lion Match Company's market position, not who is most like it.

In the last five years, Lion Match Company was **#40** of 336 filers in class 34 (tobacco), with 3 of 961 trademarks; **#108** of 1,836 filers in class 3 (cosmetics & cleaning), with 5 of 3,958 trademarks; **#98** of 395 filers in class 8 (hand tools), with 2 of 691 trademarks.



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

Top trademark filers in class 34 (tobacco), South Africa 1975–2024: Lion Match Company



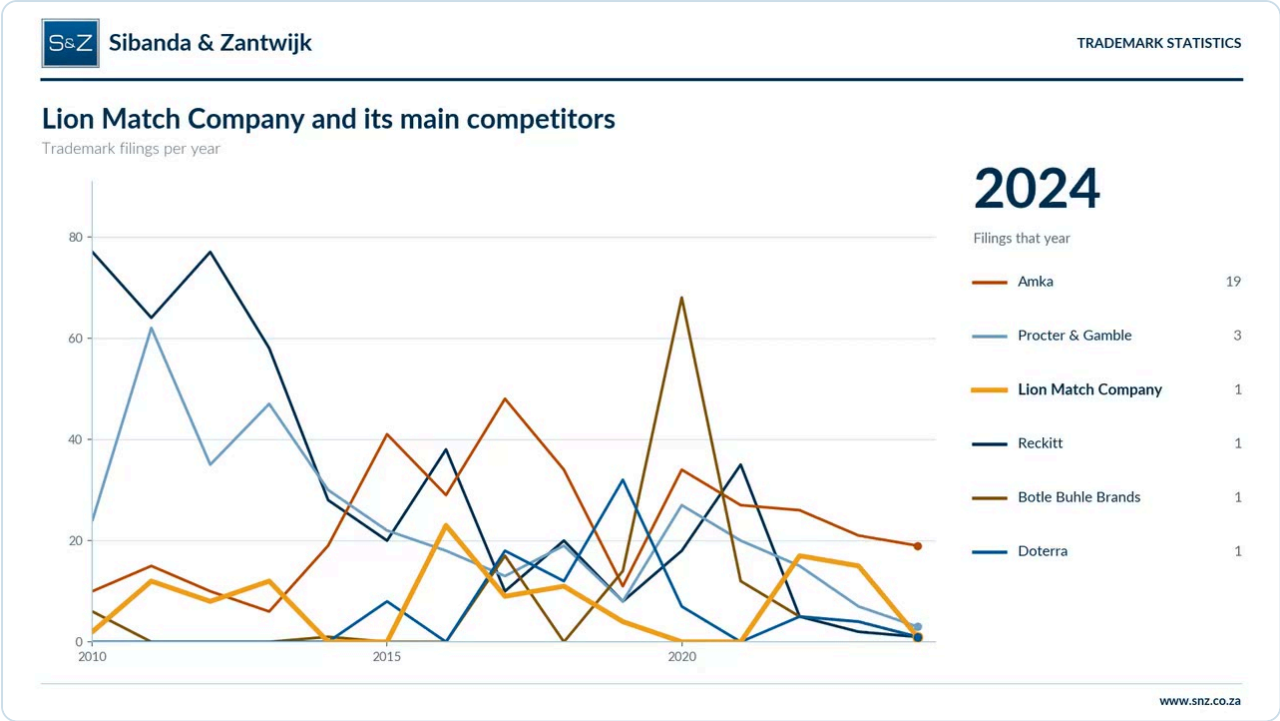
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/lion-match-company-south-african-trademarks/class-34-race-video.html

Main competitors – the companies most like Lion Match Company

> Ranked by **how similar their whole trademark portfolio is to Lion Match Company'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.

Lion Match Company's closest competitors in South Africa are Reckitt, Amka, Procter & Gamble and Botle Buhle Brands.

Lion Match Company 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/lion-match-company-south-african-trademarks/competitors-video.html

Trademark filings per year: Lion Match Company (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Reckitt	Direct competitor	78%
2	Amka	Direct competitor	76%
3	Procter & Gamble	Direct competitor	66%
4	Botle Buhle Brands	Direct competitor	65%
5	Doterra	Direct competitor	65%
6	L'Oreal	Direct competitor	64%
7	Beiersdorf	Direct competitor	59%
8	SC Johnson	Direct competitor	59%
9	LVMH	Direct competitor	58%
10	Johnson & Johnson	Related field	72%

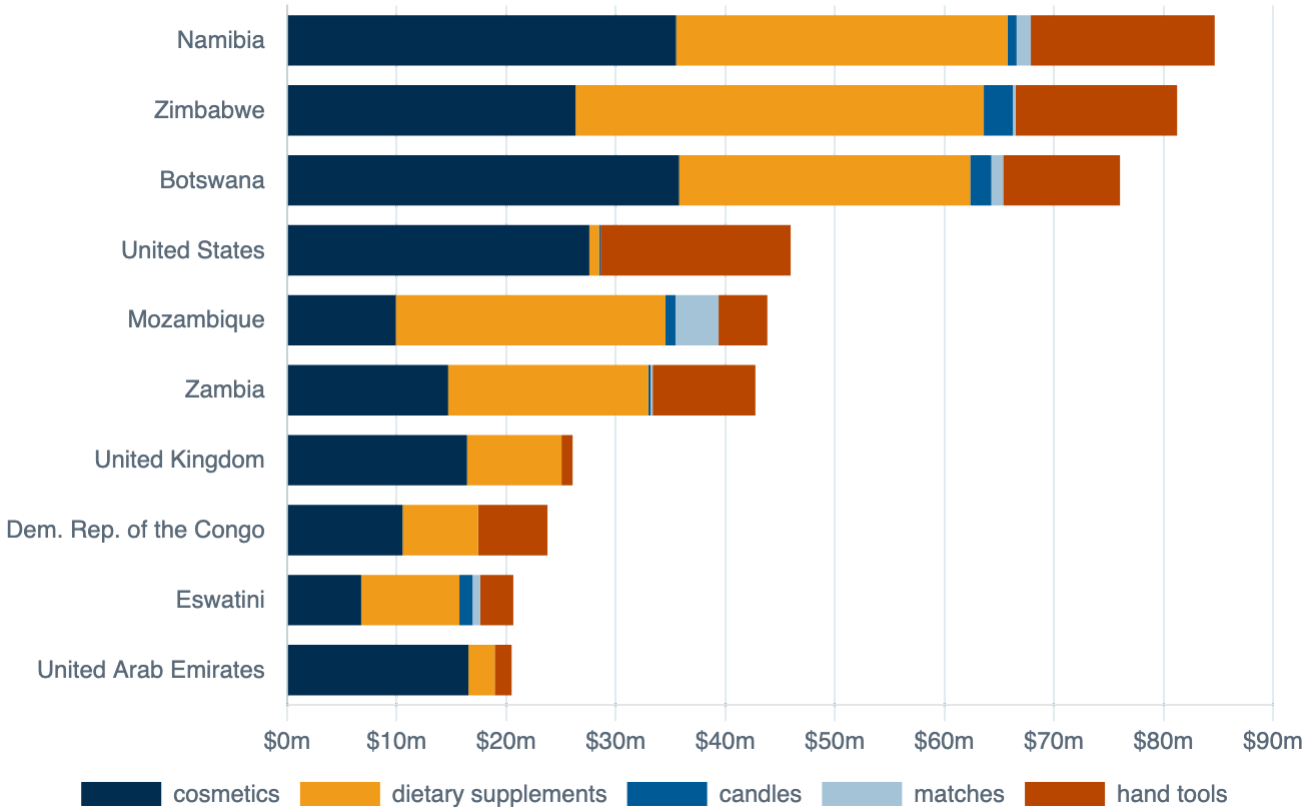
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Lion Match Company – relevant export countries

South Africa exported **US$3.8 billion** of the goods Lion Match Company's main classes cover in the last year – matches; electronic cigarettes; tobacco; oral vaporizers (class 34); cosmetics; essential oils; dentifrices; perfumery (class 3); hand tools; cutlery; razors; side arms (class 8); dietary supplements; pharmaceutical preparations; disinfectants; pharmaceuticals (class 5); candles; fuels; industrial oils and greases; lubricants (class 4). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Lion Match Company's trademarks matter most.

Where South Africa exports Lion Match Company's top goods

Lion Match Company's trademarks most often cover cosmetics, dietary supplements, candles, matches and hand tools. South Africa's ten largest export markets for these goods took **63%** of its exports of them in 2024.



South Africa's exports of each good to the country in 2024 (US$ million). The goods are the ones Lion Match Company's specifications mention most in its main classes; the figures are national exports, not the company's own sales.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	71	US$170 m	-5%	National	US$2,388
2	United States of America	67	US$122 m	-6%	National	US$3,425
3	United Kingdom	66	US$35 m	-3%	National	US$1,371
4	Japan	63	US$15 m	-3%	National	US$1,774
5	Zimbabwe	62	US$278 m	+133%	ARIPO	US$450
6	Botswana	61	US$832 m	-16%	ARIPO	US$450
7	Switzerland	61	US$5.0 m	+17%	National	US$1,660
8	Türkiye	61	US$8.2 m	+3%	National	US$1,258
9	Australia	60	US$42 m	-7%	National	US$2,380
10	Canada	59	US$8.5 m	-7%	National	US$2,192

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	62	US$278 m	+133%	ARIPO	US$450 S&Z
2	Botswana	61	US$832 m	-16%	ARIPO	US$450 S&Z
3	Malawi	58	US$44 m	+101%	ARIPO	US$450 S&Z
4	Eswatini	57	US$293 m	-4%	National	US$446
5	Nigeria	57	US$21 m	-24%	National	US$1,015 S&Z
6	Namibia	57	US$245 m	+4%	ARIPO	US$450 S&Z
7	Tanzania	56	US$27 m	-4%	ARIPO	US$450 S&Z
8	Lesotho	55	US$240 m	-4%	National	US$326
9	Egypt	55	US$3.2 m	+18%	National	US$2,278
10	OAPI (17 states)	55	US$39 m	-11%	National	US$1,563 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)
LION	11	US$2,233	US$2,671
LA	7	US$1,421	US$1,932
SYLKO	5	US$1,015	US$1,563
CLEARLITE	3	US$609	US$1,194
CLEMENS	3	US$609	US$1,194

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 Lion Match Company's five most-filed brands: word marks of **other companies** (not Lion Match Company'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 LION (classes 3, 4, 5, 8, 34; searched 2018-12-19 to 2026-11-08)

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

Similar to SYLKO (classes 6, 16, 21, 28, 35; searched 2019-02-27 to 2026-11-08)

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

Similar to CLEARLITE (classes 4, 5, 11; searched 2023-12-20 to 2026-11-08)

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

Similar to CLEMENS (classes 3, 16, 25; searched 2019-05-29 to 2026-11-08)

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

Similar to HYGENIX TOUCH (classes 3, 5; searched 2018-01-31 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$.

Lion Match Company's next five years of renewals

54 of Lion Match Company's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$3,364** over the five years.



© 2026 Sibanda & Zantwijk · www.snz.co.za