Lixil Africa – South African trademarks

Updated 8 November 2026

Lixil Africa, formerly Cobra, makes and sells taps, showers and bathroom fittings in South Africa. It is part of the Japanese LIXIL group, which also owns GROHE and American Standard.

How Lixil Africa 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.

#187
largest trademark owner in South Africa (of 121,626)

318
trademarks filed

1
different logos published since 2020

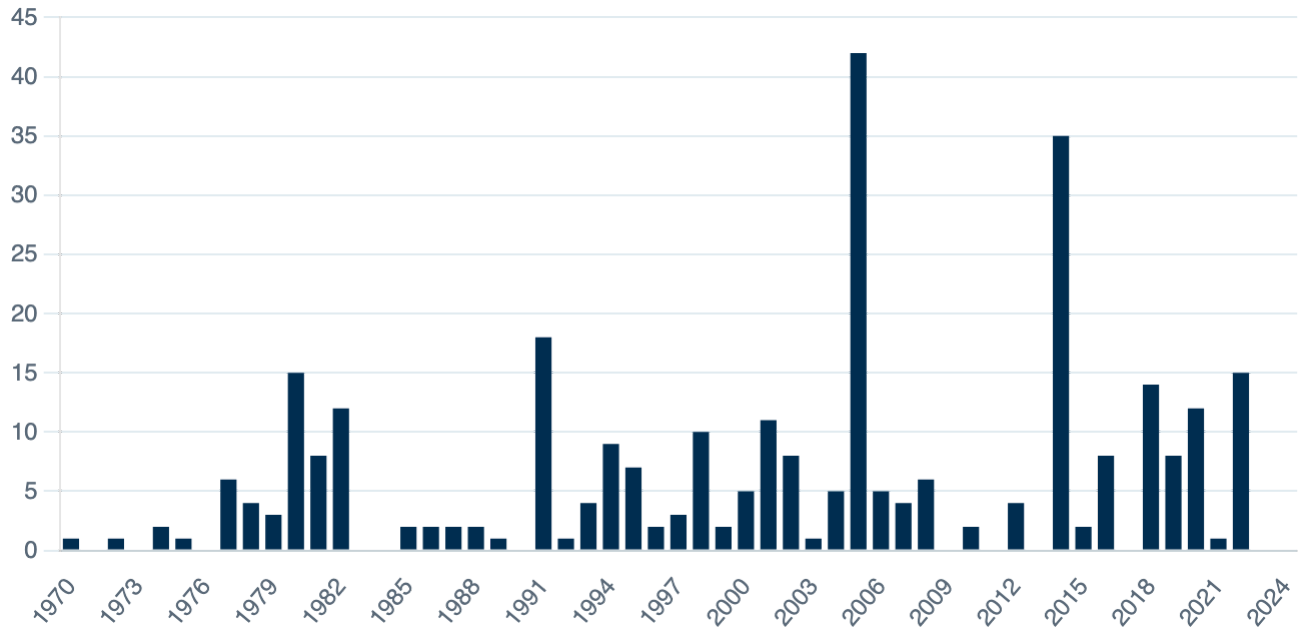
9
of 45 classes used

1928
first trademark filed

58
filed in the last 10 years

A portfolio built over time

Lixil Africa filed its first South African trademark in 1928 and has filed 318 since; its busiest year was 2005, with 42 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

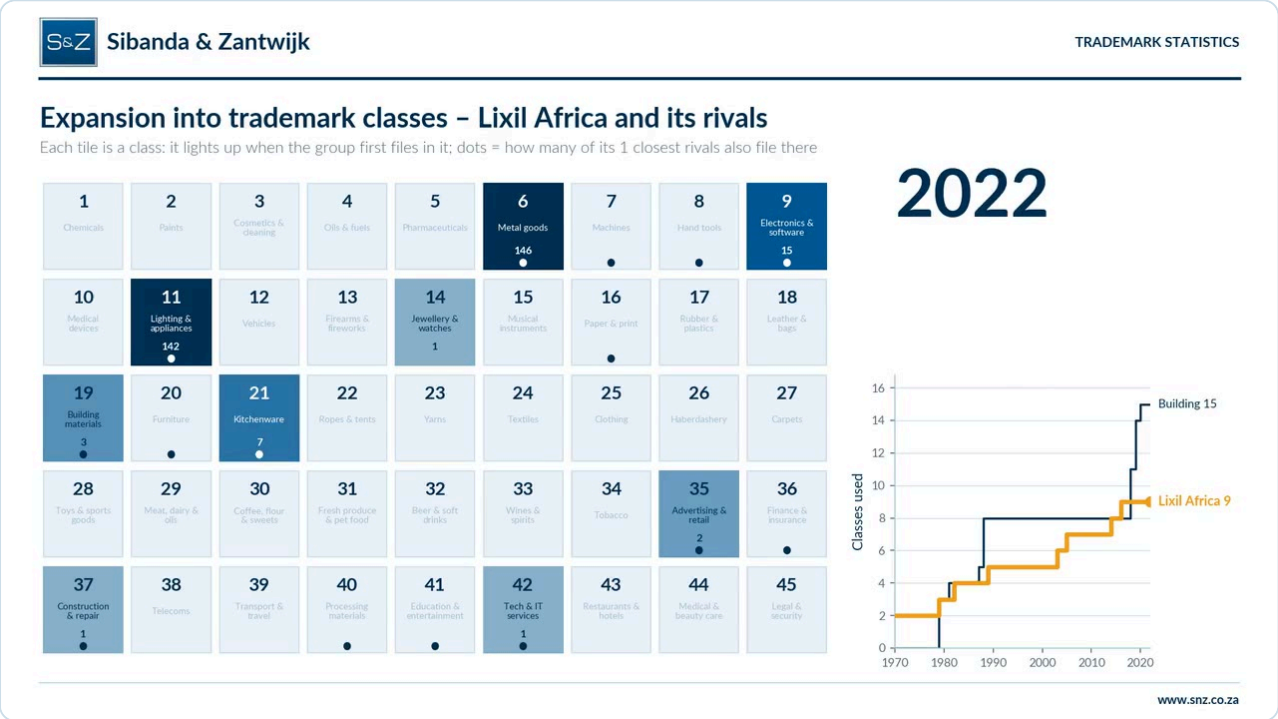
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Lixil Africa	246	1951–2022
Cobra Brands	167	1928–2018
Cobra Electronics	11	1979–2007
Lixil	10	2014–2020
Lixil Group	4	2014–2014
Cobra Brands Proprietary Limted	3	2006–2012
Cobra Europe	1	1992–1992

Where Lixil Africa expanded its business

Trademark classes show what a business sells. Lixil Africa's portfolio is concentrated in metal goods (class 6), lighting & appliances (class 11), electronics & software (class 9). Its most recent moves were into kitchenware (2016), building materials (2014), construction & repair (2005).

Lixil Africa trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/lixil-africa-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
6 Metal goods	146	45.9%	1928
11 Lighting & appliances	142	44.7%	1962
9 Electronics & software	15	4.7%	1979
21 Kitchenware	7	2.2%	2016
19 Building materials	3	0.9%	2014
35 Advertising & retail	2	0.6%	2003
14 Jewellery & watches	1	0.3%	1989
37 Construction & repair	1	0.3%	2005

The brands Lixil Africa protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	COBRA	12	4	1951–2005
2	LIXIL	12	4	2014–2016
3	STAR	4	2	1980–2000
4	CASTLE	3	3	1982–1982
5	COBRA INDULGE	3	3	2022–2022
6	COBRA REFRESH	3	3	2022–2022
7	SAVOUR	3	3	2022–2022
8	ZEST	3	3	2022–2022
9	FLUSHMASTER	3	2	1962–1988
10	1002	2	2	1980–1980
11	106	2	2	1980–1980
12	111	2	2	1980–1980
13	AFRIQUE	2	2	1994–1994
14	ALPHA	2	2	1991–1991
15	ALPI	2	2	1994–1994

Logos filed most often (since 2020)



1 filing · 1 class

Lixil Africa's logos

The 1 different logos Lixil Africa 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.

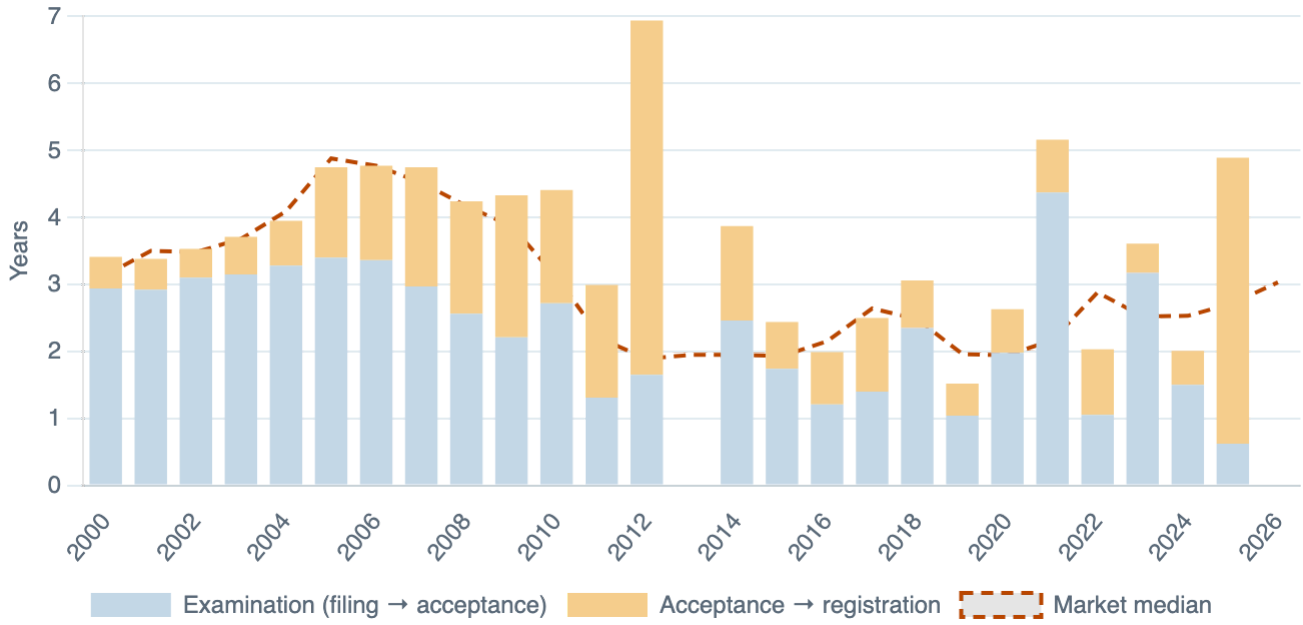


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Lixil Africa's marks took a median of **2.0 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

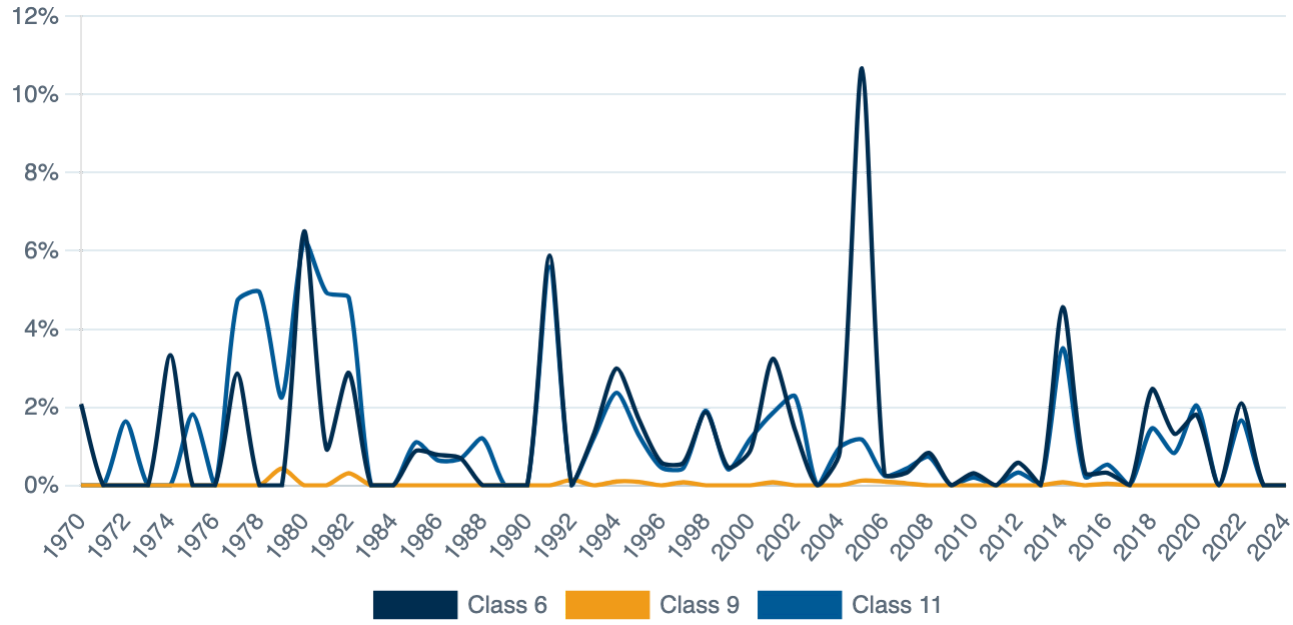


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Lixil Africa's classes

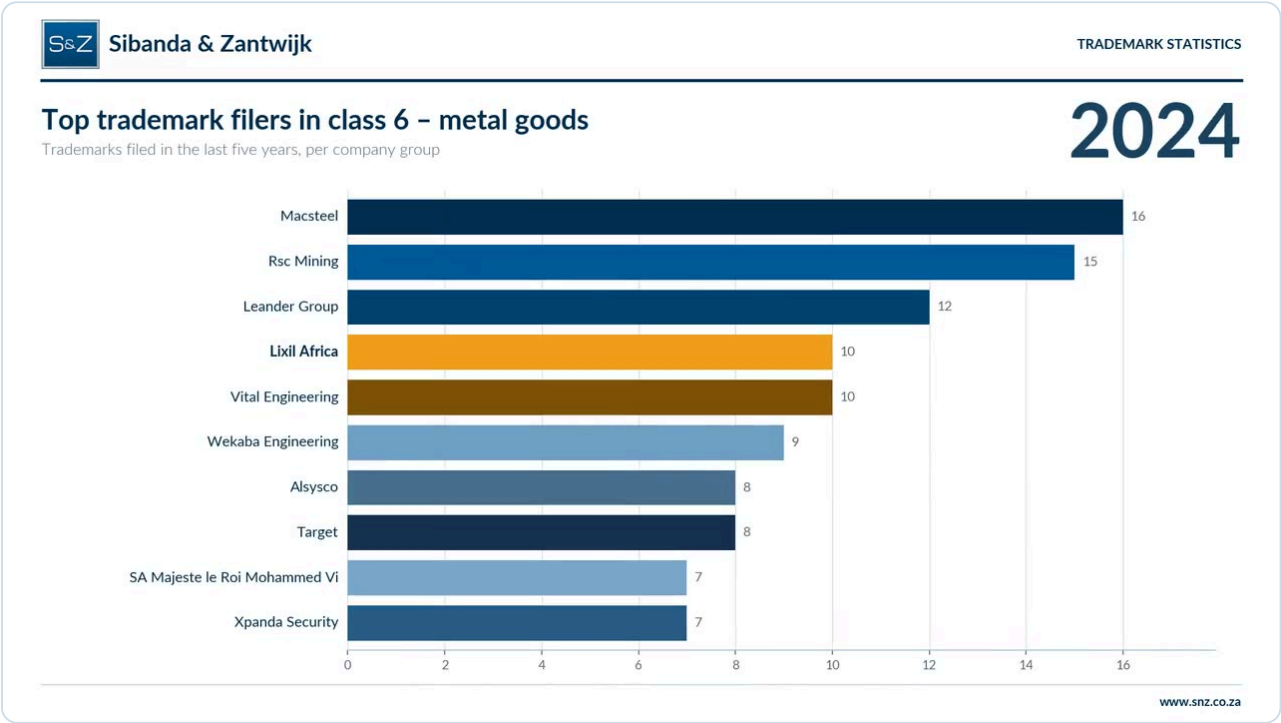
> Ranked by **number of trademarks filed in Lixil Africa's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Lixil Africa's market position, not who is most like it.

In the last five years, Lixil Africa was **#5** of 624 filers in class 6 (metal goods), with 10 of 1,047 trademarks; **#5** of 983 filers in class 11 (lighting & appliances), with 13 of 1,630 trademarks.



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

Top trademark filers in class 6 (metal goods), South Africa 1975–2024: Lixil Africa



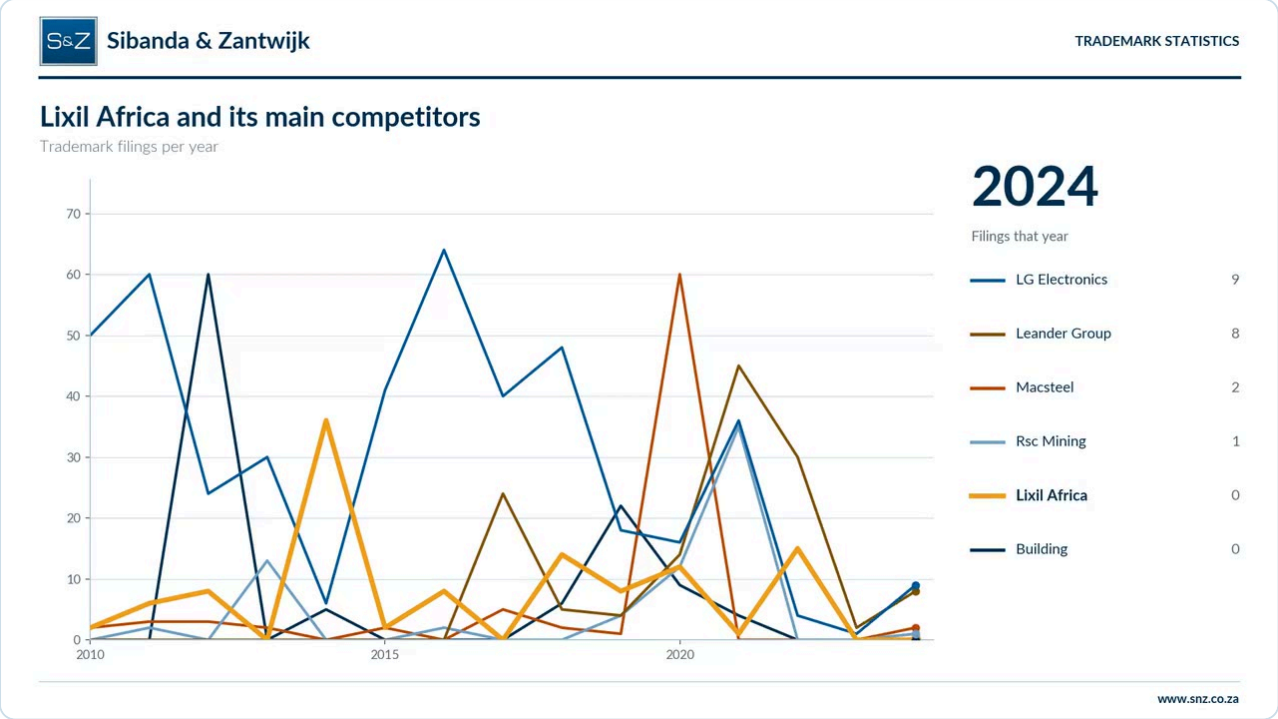
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/lixil-africa-south-african-trademarks/class-6-race-video.html

Main competitors – the companies most like Lixil Africa

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

Lixil Africa's closest competitors in South Africa are Building.

Lixil Africa 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/lixil-africa-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Building	Direct competitor	55%
2	Macsteel	Related field	57%
3	Rsc Mining	Related field	51%
4	Leander Group	Retailer's own brands	70%
5	LG Electronics	Other field	78%
6	Efficient Engineering	Other field	70%
7	Ti Automotive	Other field	70%
8	Stage Zero	Other field	48%
9	Voltex	–	70%
10	Saffer Plumbing and Hardware	–	69%

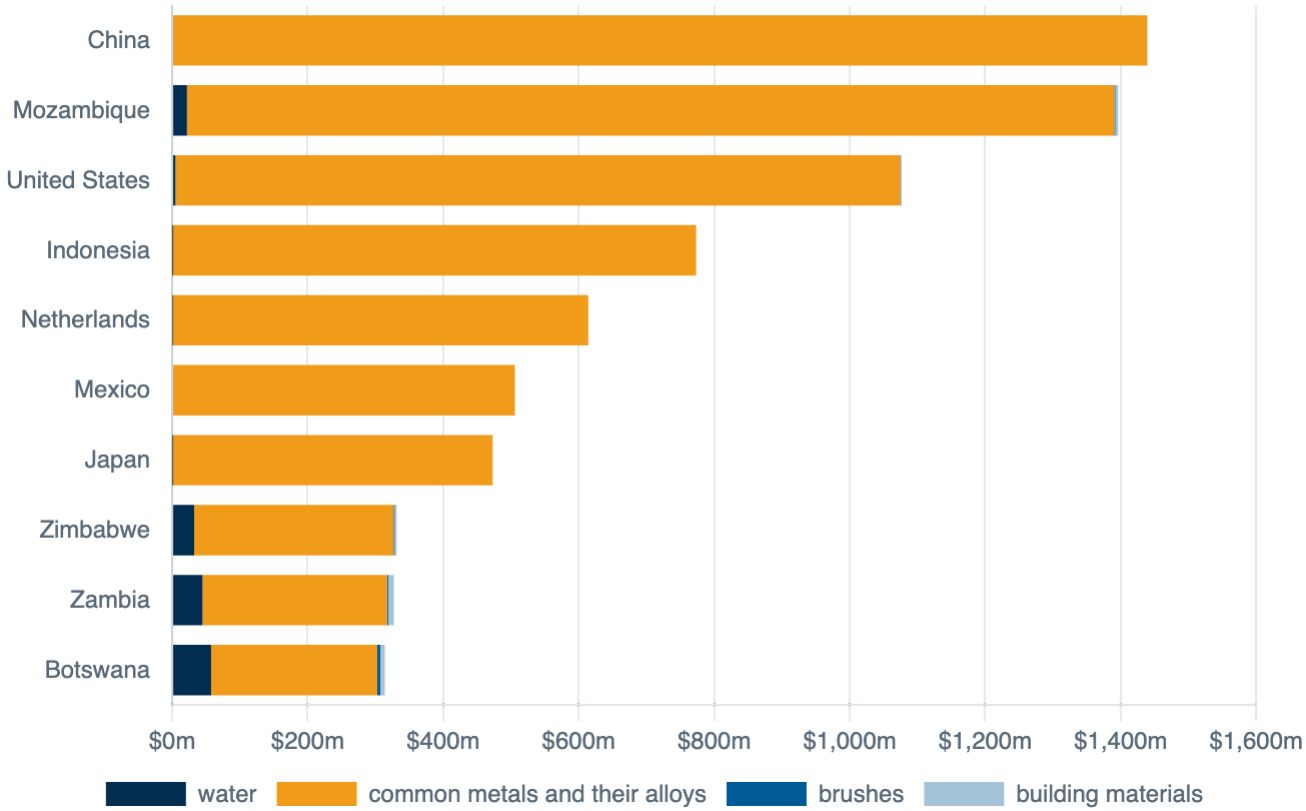
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Lixil Africa – relevant export countries

South Africa exported **US$11.9 billion** of the goods Lixil Africa's main classes cover in the last year – common metals and their alloys; small items of metal hardware; transportable buildings of metal; metal materials (class 6); water; heating; steam generating; lighting (class 11); computer software; software; computer hardware (class 9); brushes; containers; combs; glassware (class 21); building materials; asphalt; building glass (class 19). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Lixil Africa's trademarks matter most.

Where South Africa exports Lixil Africa's top goods

Lixil Africa's trademarks most often cover water, common metals and their alloys, brushes and building materials. 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 Lixil Africa'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	81	US$1.9 billion	-7%	National	US$2,388
2	United States of America	75	US$1.1 billion	-2%	National	US$3,425
3	United Kingdom	66	US$181 m	-2%	National	US$1,371
4	Japan	65	US$473 m	-5%	National	US$1,774
5	India	64	US$169 m	-2%	National	US$1,295
6	China	63	US$1.4 billion	-7%	National	US$1,224
7	Mozambique	61	US$1.4 billion	+0%	ARIPO	US$450
8	Türkiye	60	US$65 m	-6%	National	US$1,258
9	Canada	60	US$54 m	-8%	National	US$2,192
10	Australia	58	US$70 m	-3%	National	US$2,380

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	61	US$1.4 billion	+0%	ARIPO	US$450 S&Z
2	Zimbabwe	55	US$384 m	+9%	ARIPO	US$450 S&Z
3	Morocco	54	US$49 m	+13%	National	US$1,408
4	Tanzania	54	US$113 m	+4%	ARIPO	US$450 S&Z
5	OAPI (17 states)	53	US$139 m	-4%	National	US$1,563 S&Z
6	Nigeria	53	US$7.7 m	-13%	National	US$1,015 S&Z
7	Namibia	53	US$336 m	+6%	ARIPO	US$450 S&Z
8	Egypt	52	US$16 m	-4%	National	US$2,278
9	Lesotho	52	US$124 m	+19%	National	US$326
10	Malawi	52	US$58 m	+22%	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)
COBRA	4	US$812	US$1,378
LIXIL	4	US$812	US$1,378
STAR	2	US$406	US$1,009
CASTLE	3	US$609	US$1,194
COBRA INDULGE	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 Lixil Africa's five most-filed brands: word marks of **other companies** (not Lixil Africa'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 COBRA (classes 6, 9, 11, 14; searched 2018-03-28 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
COBRA	2021-11-24	9	adp Gauselmann GmbH

Similar to LIXIL (classes 6, 9, 11, 19; searched 2024-02-28 to 2026-11-08)

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

Similar to STAR (classes 6, 11; searched 2018-08-29 to 2026-11-08)

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

Similar to CASTLE (classes 6, 9, 11; searched 2019-03-27 to 2026-11-08)

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

Similar to COBRA INDULGE (classes 6, 11, 21; searched 2018-03-28 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

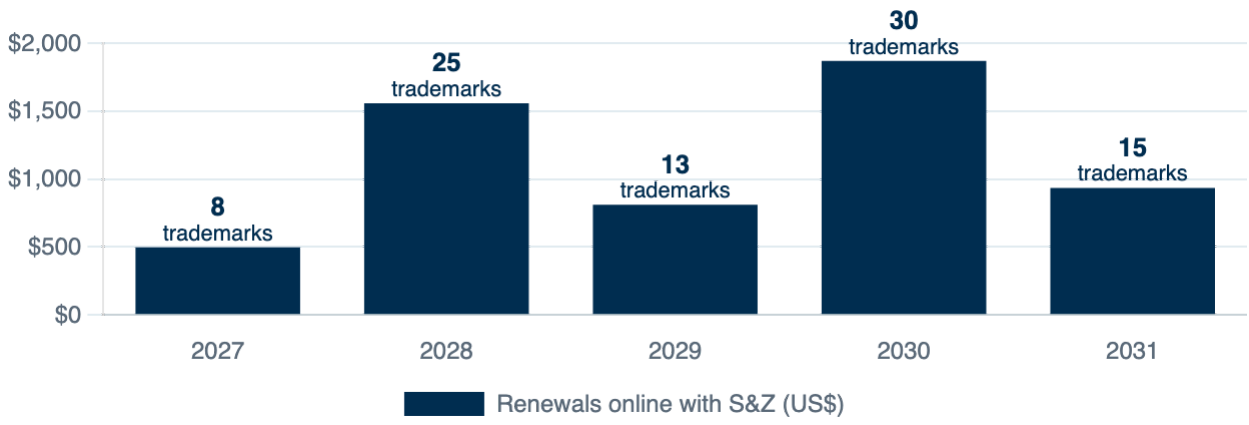
S&Z prices – South African trademarks

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$.

Lixil Africa's next five years of renewals

91 of Lixil Africa's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$5,668** over the five years.



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