Mars – South African trademarks

Updated 8 November 2026

Mars is a family-owned US food company. Its brands include Mars, Snickers, M&M's, Pedigree and Whiskas.

How Mars 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.

#88
largest trademark owner in South Africa (of 121,626)

653
trademarks filed

10
different logos published since 2020

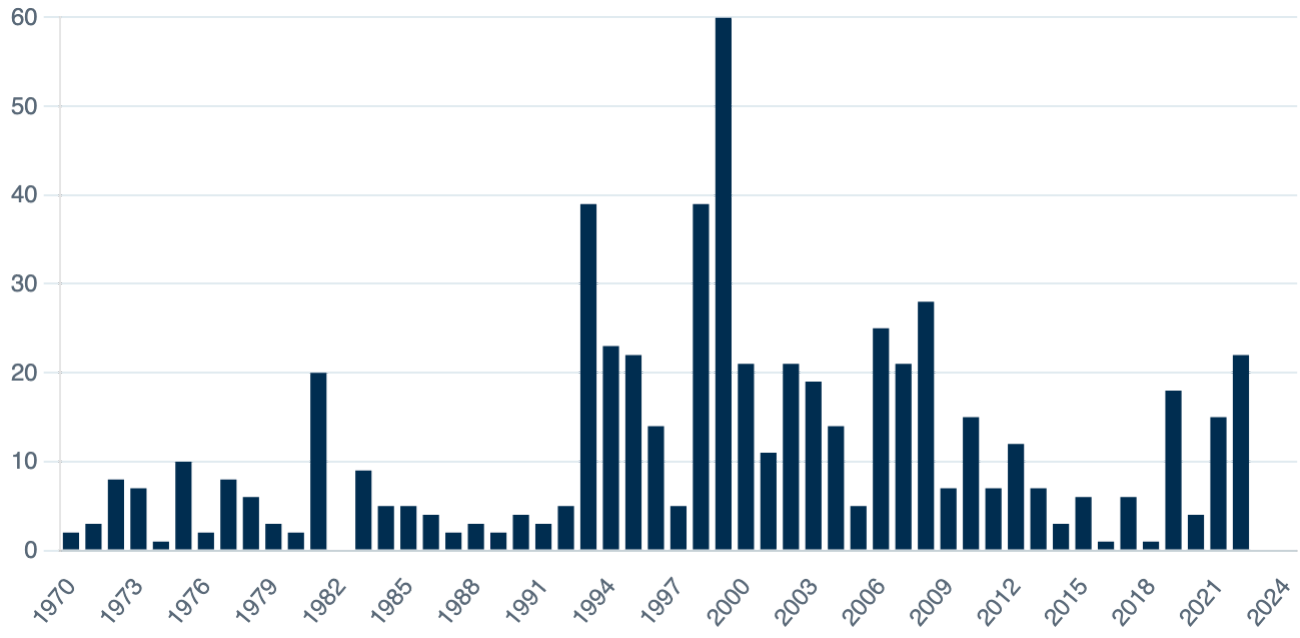
23
of 45 classes used

1922
first trademark filed

67
filed in the last 10 years

A portfolio built over time

Mars filed its first South African trademark in 1922 and has filed 653 since; its busiest year was 1999, with 60 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

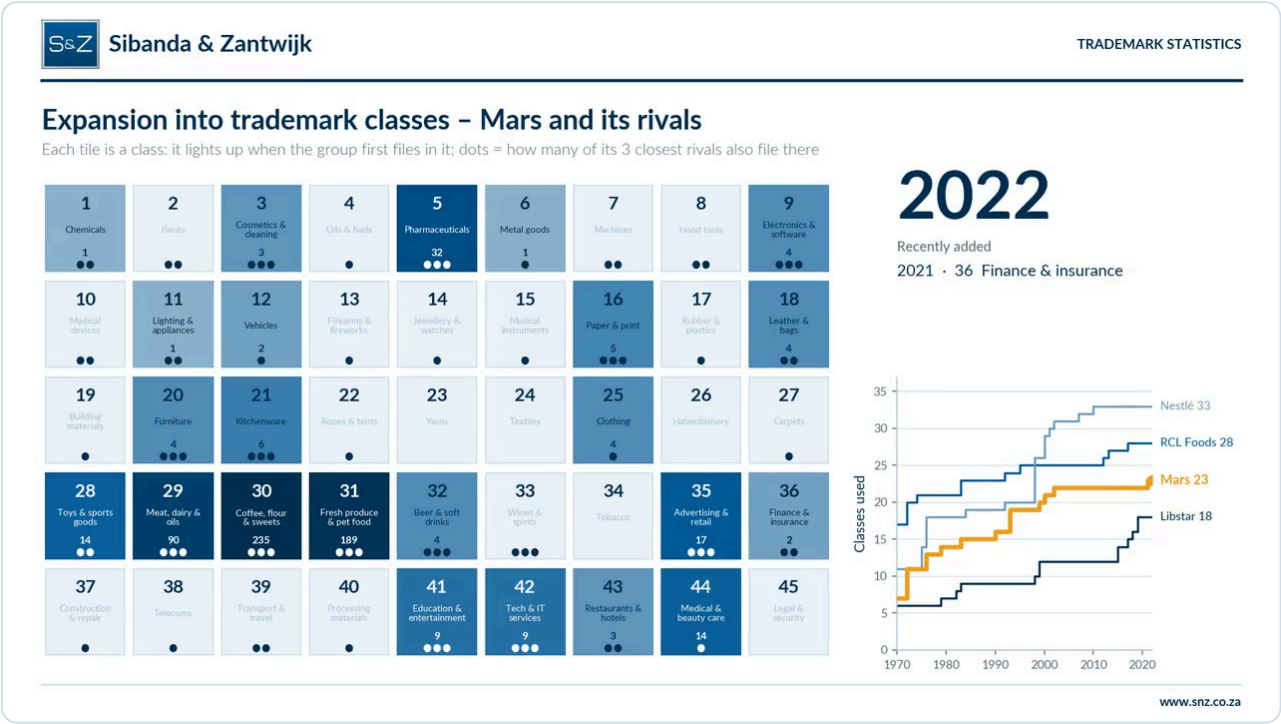
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Mars	694	1922–2022

Where Mars expanded its business

Trademark classes show what a business sells. Mars' portfolio is concentrated in coffee, flour & sweets (class 30), fresh produce & pet food (class 31), meat, dairy & oils (class 29). Its most recent moves were into finance & insurance (2021), medical & beauty care (2002), lighting & appliances (2000).

Mars trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/mars-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
30	Coffee, flour & sweets	235	36.0%	1922
31	Fresh produce & pet food	189	28.9%	1922
29	Meat, dairy & oils	90	13.8%	1922
5	Pharmaceuticals	32	4.9%	1922
35	Advertising & retail	17	2.6%	1972
44	Medical & beauty care	14	2.1%	2002
28	Toys & sports goods	14	2.1%	1972
42	Tech & IT services	9	1.4%	1983

The brands Mars protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ROYCO	29	7	1952–2012
2	PEDIGREE	23	8	1944–2015
3	M&M'S	17	4	1975–2018
4	MARS	13	6	1934–2004
5	OXO	10	7	1922–1947
6	WALTHAM	8	5	1993–2014
7	SHEBA	7	3	1986–2017
8	SNICKERS	7	3	1946–2008
9	TOMORROW STARTS TODAY	6	6	2019–2019
10	TWIX	6	2	1978–2010
11	BOUNTY	6	1	1955–2006
12	SEAT AT THE TABLE	5	5	2021–2021
13	WE'RE ALL ORIGINAL RECIPES	5	5	2021–2021
14	PEDIGREE EXELPET	5	4	1996–1999
15	WHISKAS EXELPET	5	4	1996–1999

Logos filed most often (since 2020)



12 filings · 4 classes



6 filings · 6 classes



5 filings · 5 classes



3 filings · 3 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Mars' logos

The 10 different logos Mars 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

5 classes

4 classes

3 classes

2 classes

1 class

1 class

1 class

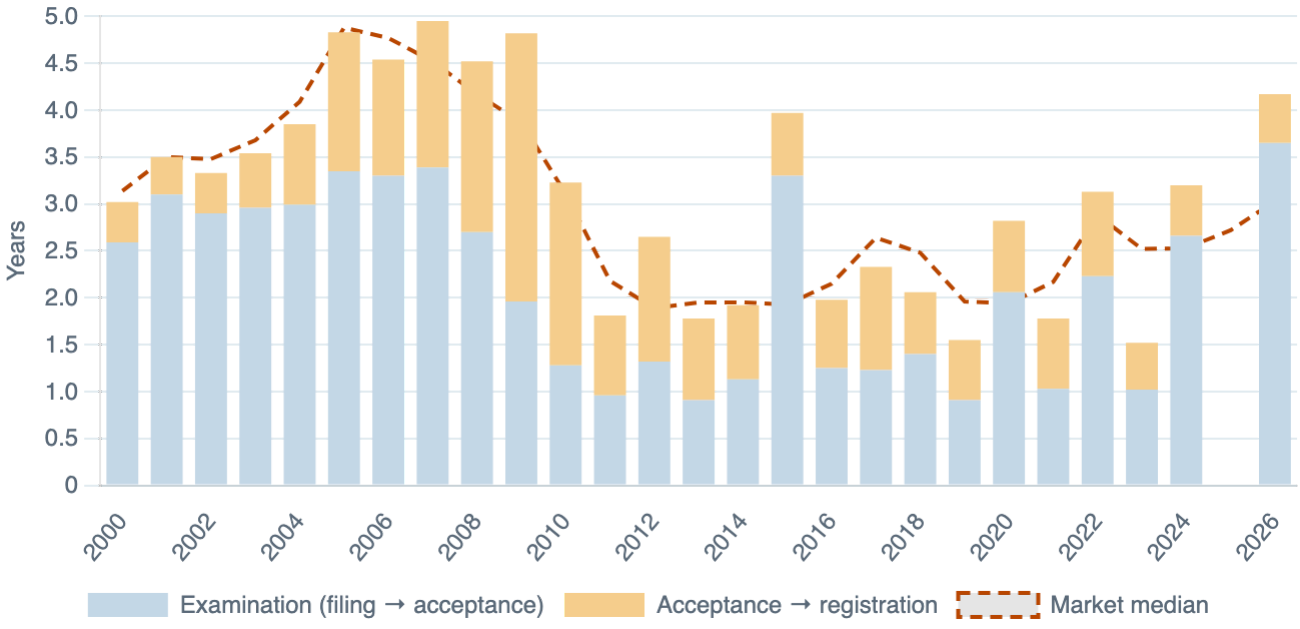
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Mars' marks took a median of **1.8 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

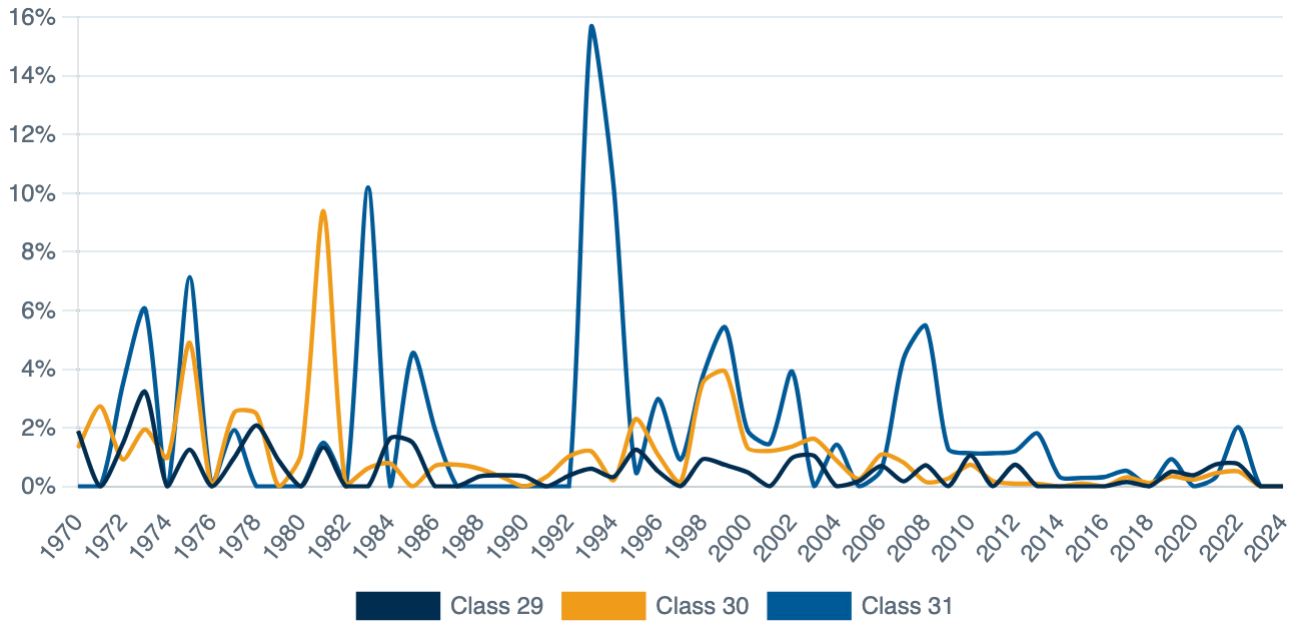


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Mars' classes

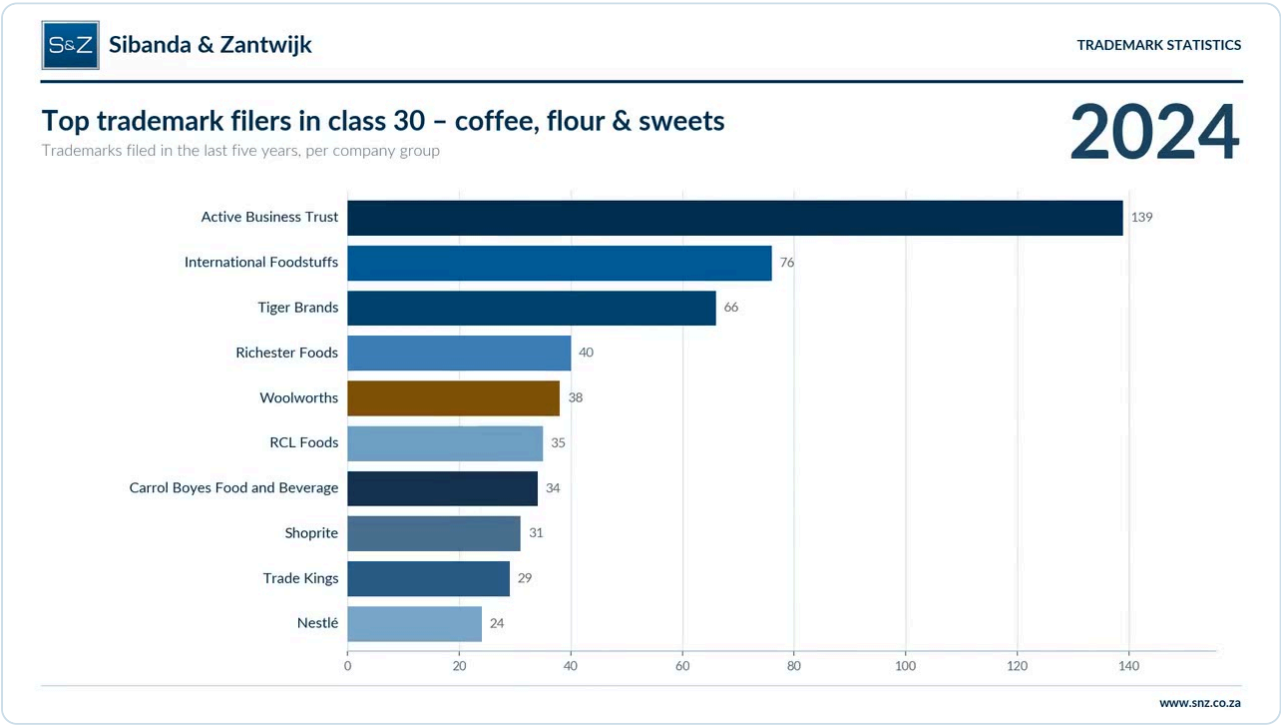
> Ranked by **number of trademarks filed in Mars' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Mars' market position, not who is most like it.

In the last five years, Mars was **#46** of 1,368 filers in class 30 (coffee, flour & sweets), with 9 of 3,209 trademarks; **#19** of 608 filers in class 31 (fresh produce & pet food), with 6 of 1,155 trademarks; **#28** of 919 filers in class 29 (meat, dairy & oils), with 9 of 2,013 trademarks.



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

Top trademark filers in class 30 (coffee, flour & sweets), South Africa 1975–2024: Mars



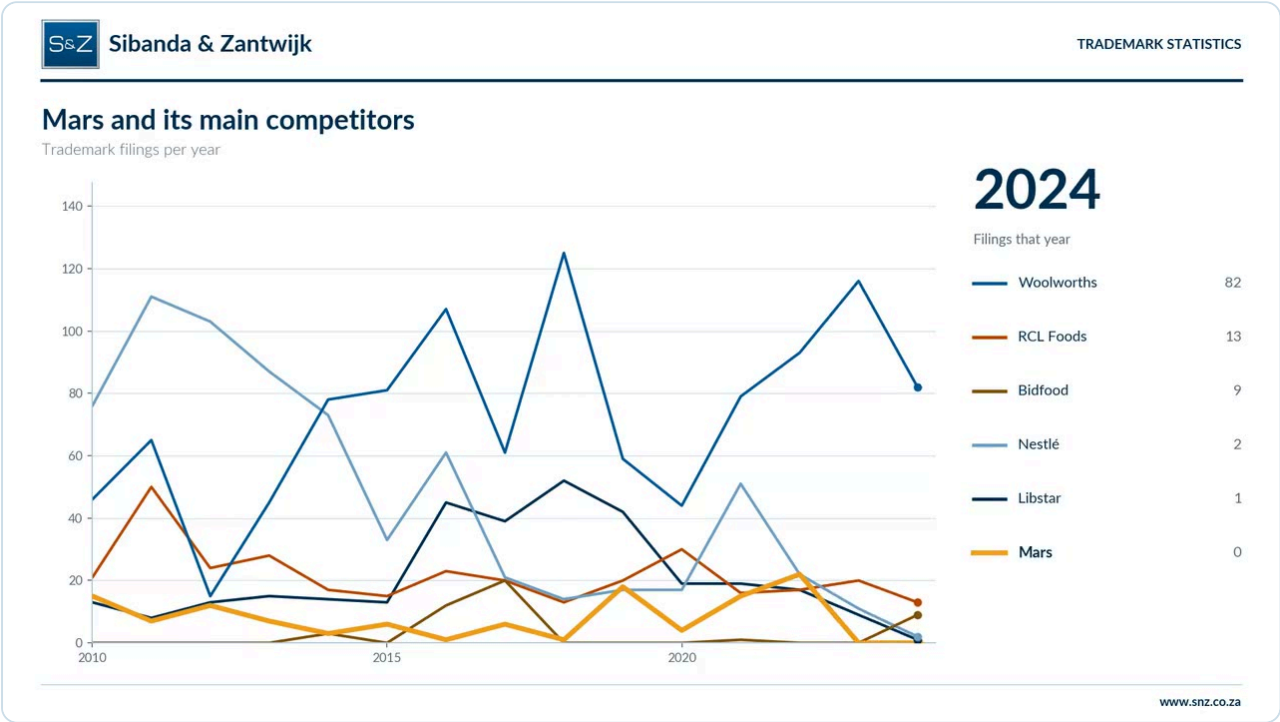
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/mars-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like Mars

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

Mars' closest competitors in South Africa are Libstar, RCL Foods and Nestlé.

Mars 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/mars-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Libstar	Direct competitor	73%
2	RCL Foods	Direct competitor	68%
3	Nestlé	Direct competitor	67%
4	Bidfood	Related field	67%
5	Woolworths	Retailer's own brands	97%
6	Pick n Pay	Retailer's own brands	78%
7	Food Lovers	Retailer's own brands	75%
8	Wellness Warehouse	Retailer's own brands	74%
9	Shoprite	Retailer's own brands	70%
10	Ajpg Investments	Retailer's own brands	66%

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

Mars – relevant export countries

South Africa exported **US$9.3 billion** of the goods Mars' main classes cover in the last year – coffee; cakes; sauces; spices (class 30); seeds; fresh fruit; grains; foodstuffs (class 31); meat; fish; milk; soups (class 29); dietary supplements; nutritional supplements; vitamins; pharmaceuticals (class 5); toys; dolls; games; decorations (class 28). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Mars' trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$2.3 billion	+2%	National	US$2,388
2	United Kingdom	71	US$759 m	+2%	National	US$1,371
3	United States of America	70	US$345 m	-2%	National	US$3,425
4	Japan	62	US$61 m	-6%	National	US$1,774
5	Switzerland	61	US$51 m	+18%	National	US$1,660
6	Zimbabwe	59	US$787 m	+82%	ARIPO	US$450
7	Russian Federation	58	US$246 m	-1%	National	US$1,915
8	Hong Kong SAR	57	US$87 m	-2%	National	US$1,715
9	Philippines	57	US$56 m	+1%	National	US$1,526
10	Mexico	56	US$12 m	+6%	National	US$3,050

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	59	US$787 m	+82%	ARIPO	US$450 S&Z
2	Nigeria	56	US$67 m	-9%	National	US$1,015 S&Z
3	OAPI (17 states)	55	US$106 m	+7%	National	US$1,563 S&Z
4	Mozambique	55	US$300 m	+18%	ARIPO	US$450 S&Z
5	Malawi	54	US$34 m	+35%	ARIPO	US$450 S&Z
6	Egypt	52	US$13 m	-3%	National	US$2,278
7	Lesotho	51	US$187 m	-2%	National	US$326
8	Botswana	51	US$457 m	+5%	ARIPO	US$450 S&Z
9	Eswatini	51	US$197 m	-1%	National	US$446
10	Algeria	51	US$4.6 m	+11%	National	US$1,445

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)
ROYCO	7	US$1,421	US$1,932
PEDIGREE	8	US$1,624	US$2,117
M&M'S	4	US$812	US$1,378
MARS	6	US$1,218	US$1,748
OXO	7	US$1,421	US$1,932

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 Mars' five most-filed brands: word marks of **other companies** (not Mars' 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 ROYCO (classes 5, 29, 30, 32, 35, 42, 43; searched 2018-03-28 to 2026-11-07)

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

Similar to PEDIGREE (classes 3, 5, 12, 20, 25, 28, 31, 44; searched 2019-05-29 to 2026-11-07)

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

Similar to M&M'S (classes 21, 28, 29, 30; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to MARS (classes 5, 9, 29, 30, 31, 42; searched 2018-05-30 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
MARS	2018-05-30	9	The Trustees for the time being of the Barausse Family Trust

Similar to OXO (classes 1, 3, 5, 29, 30, 31, 32; 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

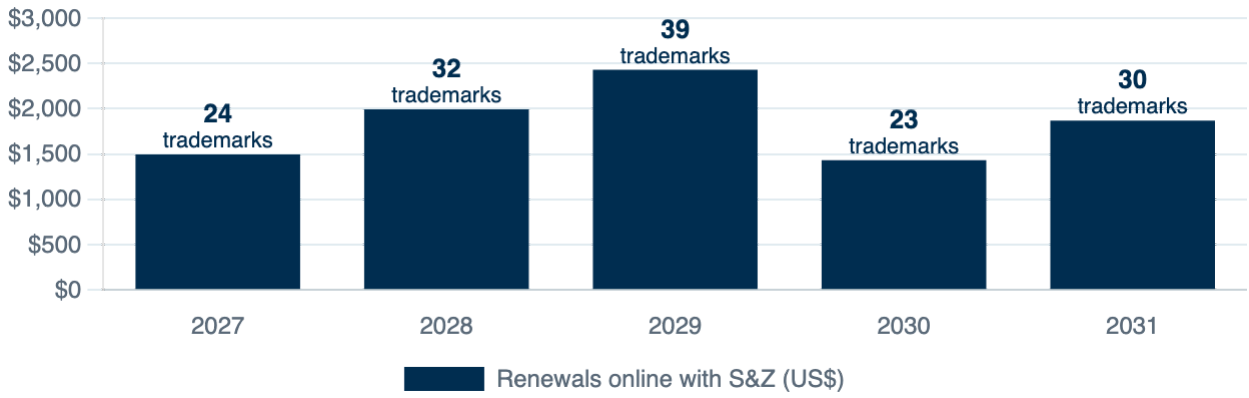
S&Z prices – South African trademarks

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$.

Mars' next five years of renewals

148 of Mars' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$9,219 over the five years.



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