Massmart – South African trademarks

Updated 8 November 2026

Massmart is a South African retail and wholesale group owned by Walmart. It trades as Game, Makro, Builders and the Massmart wholesale chains.

How Massmart 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.

#15
largest trademark owner in South Africa (of 121,626)

1,978
trademarks filed

63
different logos published since 2020

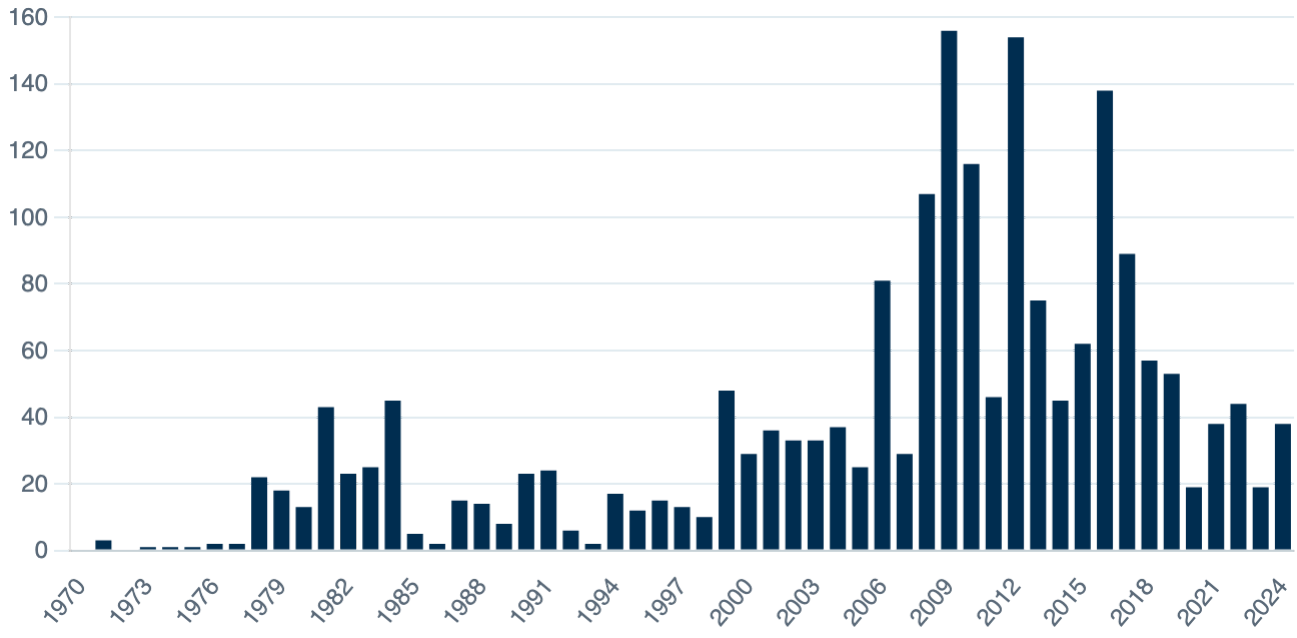
44
of 45 classes used

1955
first trademark filed

495
filed in the last 10 years

A portfolio built over time

Massmart filed its first South African trademark in 1955 and has filed 1,978 since; its busiest year was 2009, with 156 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

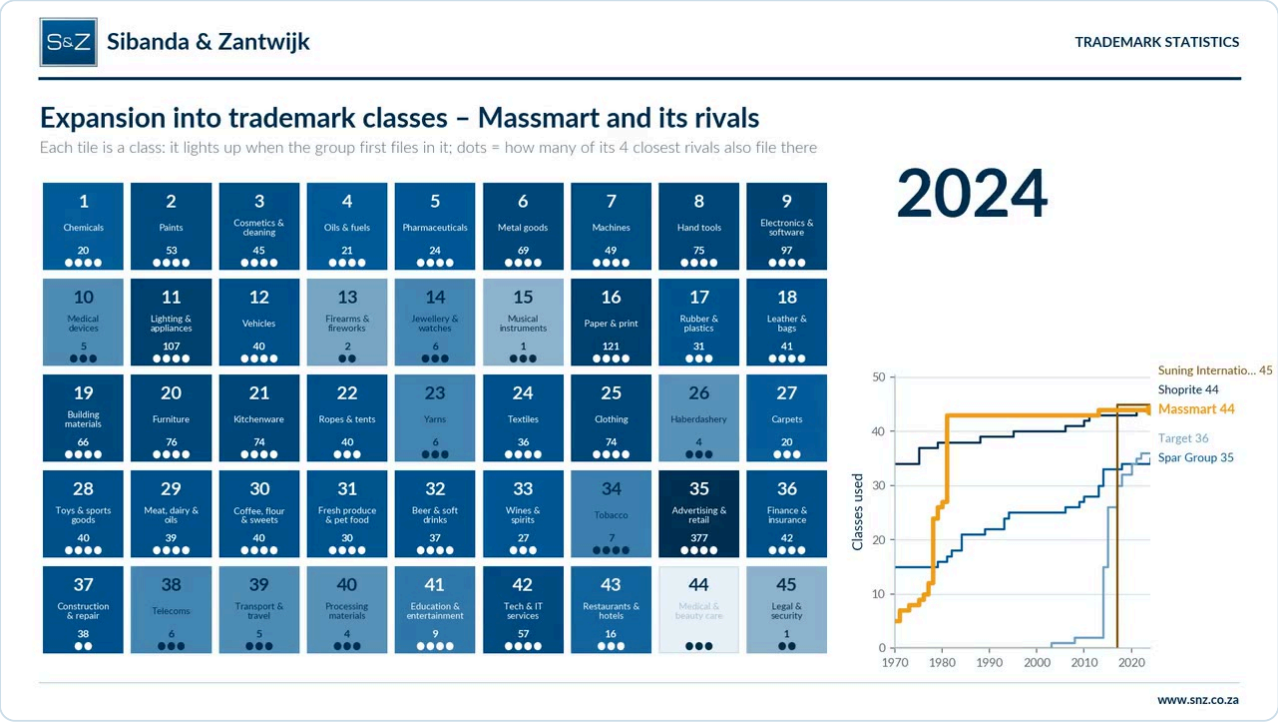
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Massmart	1,482	1955–2024
Masstores	1,239	1961–2019
Masscash	163	1980–2017
Hentiq 2869	13	2000–2000
Massmart International	1	1984–1984
Massmart Trade	1	2002–2002

Where Massmart expanded its business

Trademark classes show what a business sells. Massmart's portfolio is concentrated in advertising & retail (class 35), paper & print (class 16), lighting & appliances (class 11). Its most recent moves were into legal & security (2013), transport & travel (1981), carpets (1981).

Massmart trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/massmart-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.

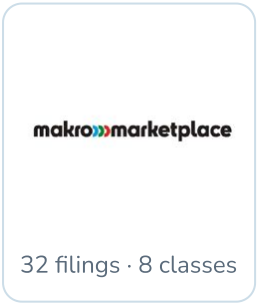
CLASS	MARKS	SHARE	SINCE
35 Advertising & retail	377	19.1%	1973
16 Paper & print	121	6.1%	1978
11 Lighting & appliances	107	5.4%	1963
9 Electronics & software	97	4.9%	1961
20 Furniture	76	3.8%	1981
8 Hand tools	75	3.8%	1979
25 Clothing	74	3.7%	1971
21 Kitchenware	74	3.7%	1975

The brands Massmart protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ARO	47	19	1978–2023
2	DION	44	41	1977–1982
3	MULTI SAVE	43	23	1982–1984
4	BUILDERS PRIDE	37	11	2002–2013
5	ECONO	32	16	2008–2022
6	OUT & ABOUT	32	16	2010–2010
7	MAKRO	31	21	1978–2024
8	GAME	30	23	1982–2019
9	PRIMARIES	24	13	1989–2009
10	BUILDERS	22	11	2016–2022
11	GRIP	20	11	2012–2021
12	POOLMASTER	19	12	2000–2013
13	DRIVEMASTER	16	16	2003–2013
14	SAVERITE	16	12	1994–2012
15	FIRED EARTH	16	8	2008–2013

Logos filed most often (since 2020)



32 filings · 8 classes



11 filings · 8 classes


10 filings · 5 classes



8 filings · 8 classes

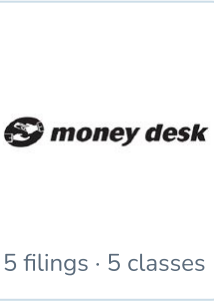

6 filings · 6 classes



6 filings · 6 classes



6 filings · 2 classes



5 filings · 5 classes



5 filings · 5 classes



5 filings · 3 classes

Massmart's logos

The 63 different logos Massmart 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.



8 classes



8 classes



8 classes



6 classes



6 classes



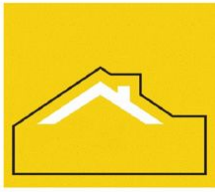
5 classes



5 classes



5 classes



4 classes



4 classes



4 classes



3 classes



3 classes



3 classes



3 classes



3 classes



3 classes



3 classes



3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



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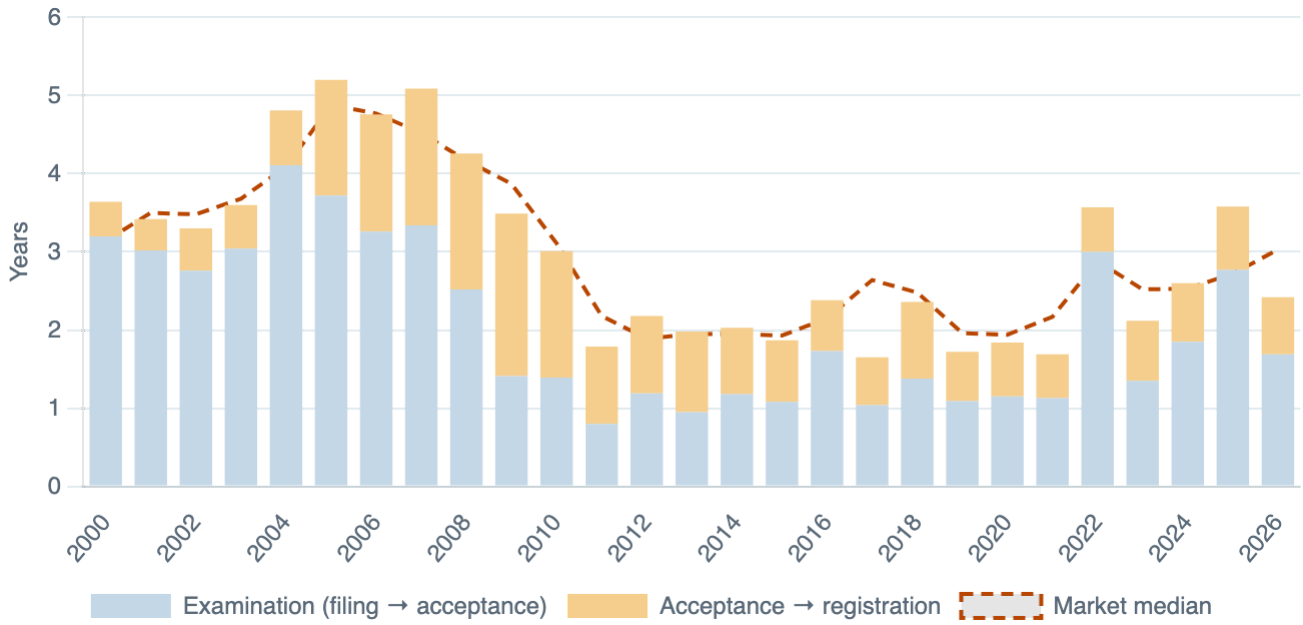
2 classes

2 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Massmart's marks took a median of **3.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.



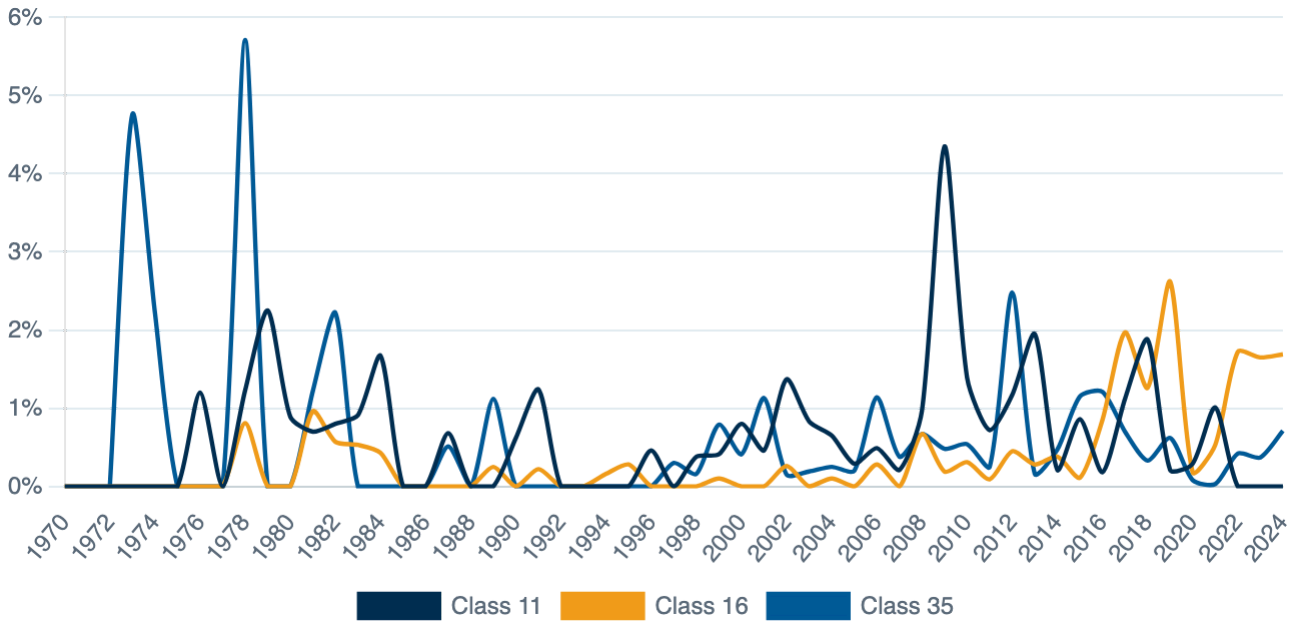
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Massmart's classes

Ranked by **number of trademarks filed in Massmart's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Massmart's market

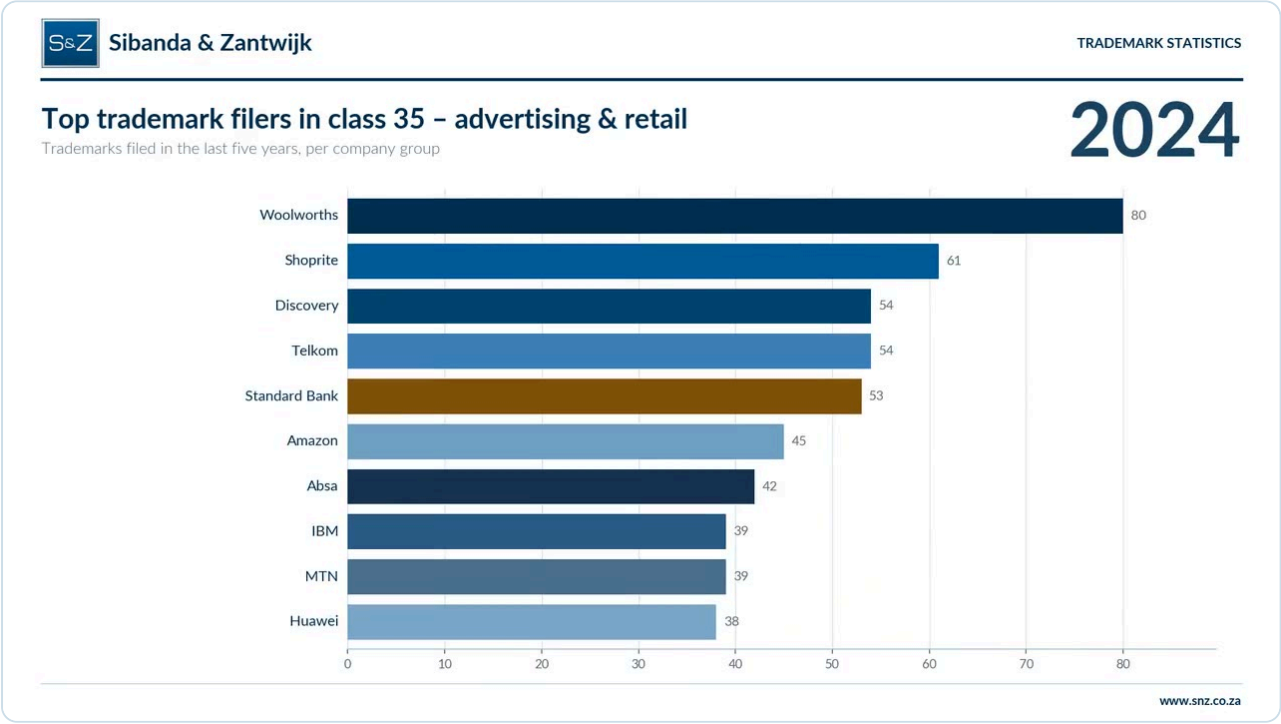
> position, not who is most like it.

In the last five years, Massmart was #13 of 5,866 filers in class 35 (advertising & retail), with 31 of 11,124 trademarks; #4 of 1,191 filers in class 16 (paper & print), with 24 of 2,264 trademarks; #38 of 983 filers in class 11 (lighting & appliances), with 5 of 1,630 trademarks.



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

Top trademark filers in class 35 (advertising & retail), South Africa 1975–2024: Massmart



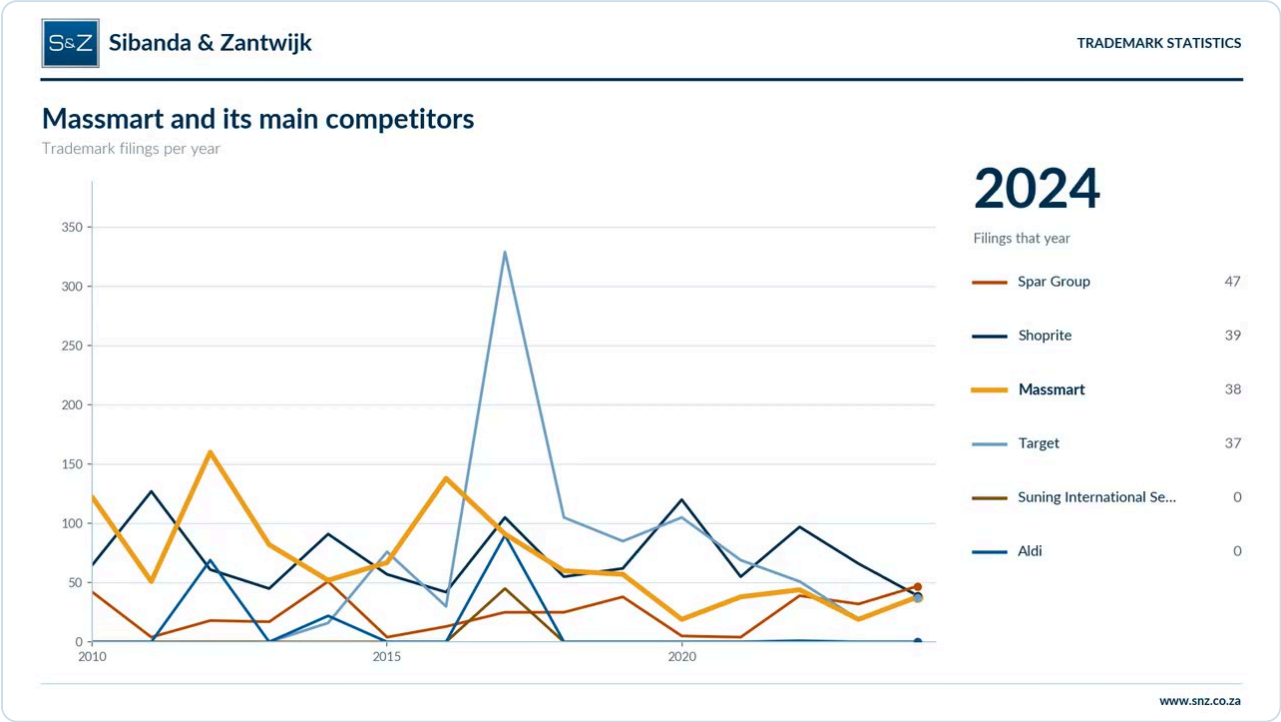
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/massmart-south-african-trademarks/class-35-race-video.html

Main competitors – the companies most like Massmart

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

Massmart's closest competitors in South Africa are Shoprite, SPAR, Target and Suning International Services.

Massmart 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/massmart-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Shoprite	Direct competitor	71%
2	SPAR	Direct competitor	68%
3	Target	Direct competitor	61%
4	Suning International Services	Direct competitor	58%
5	Aldi	Direct competitor	58%
6	Unitrade Management Services	Direct competitor	55%
7	Pepkor	Direct competitor	55%
8	Lotte	Related field	59%
9	Bidvest	Supplier / brand owner	62%
10	Kganya Brands	Supplier / brand owner	56%

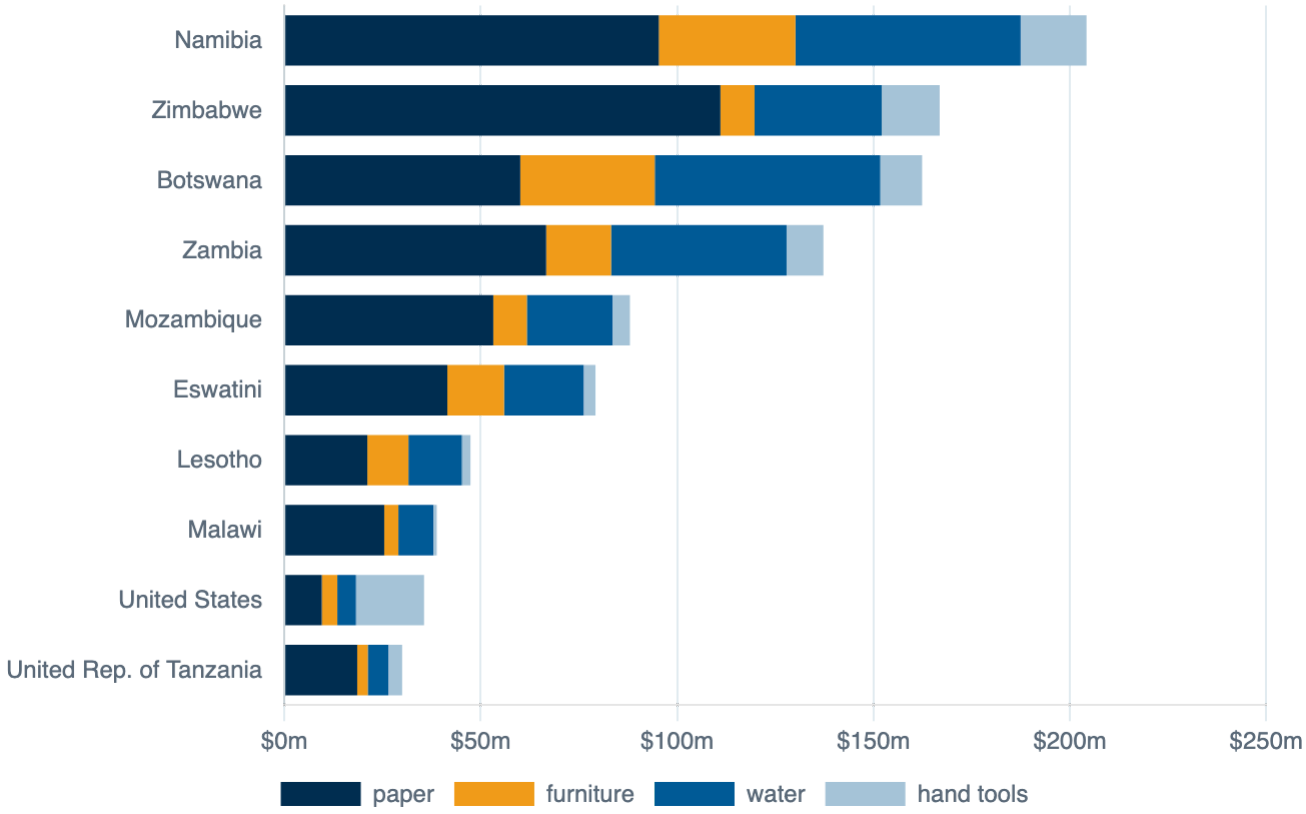
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Massmart – relevant export countries

South Africa exported **US$2.1 billion** of the goods Massmart's main classes cover in the last year – paper; stationery; printed matter; photographs (class 16); water; heating; lighting; ventilating (class 11); computer software; computers; apparatus and instruments; measuring (class 9); furniture; mirrors; picture frames; meerschaum (class 20); hand tools; cutlery; razors; side arms (class 8). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Massmart's trademarks matter most.

Where South Africa exports Massmart's top goods

Massmart's trademarks most often cover paper, furniture, water and hand tools. South Africa's ten largest export markets for these goods took **72%** 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 Massmart'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	75	US$149 m	-1%	National	US$2,388
2	United States of America	72	US$68 m	+1%	National	US$3,425
3	United Kingdom	64	US$24 m	-2%	National	US$1,371
4	India	58	US$6.5 m	+0%	National	US$1,295
5	Canada	57	US$8.1 m	-5%	National	US$2,192
6	Japan	57	US$2.7 m	-1%	National	US$1,774
7	Australia	56	US$21 m	-4%	National	US$2,380
8	Hong Kong SAR	55	US$2.4 m	+7%	National	US$1,715
9	Russian Federation	55	US$11 m	+1%	National	US$1,915
10	Namibia	55	US$287 m	+16%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	55	US$287 m	+16%	ARIPO	US$450 S&Z
2	Zimbabwe	52	US$223 m	+7%	ARIPO	US$450 S&Z
3	OAPI (17 states)	48	US$42 m	+7%	National	US$1,563 S&Z
4	Nigeria	48	US$23 m	-6%	National	US$1,015 S&Z
5	Botswana	48	US$238 m	-7%	ARIPO	US$450 S&Z
6	Morocco	47	US$3.9 m	+12%	National	US$1,408
7	Mozambique	46	US$135 m	+2%	ARIPO	US$450 S&Z
8	Eswatini	46	US$107 m	+4%	National	US$446
9	Tanzania	45	US$41 m	+4%	ARIPO	US$450 S&Z
10	Egypt	45	US$4.1 m	-6%	National	US$2,278

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)
ARO	19	US$3,857	US$4,149
DION	41	US$8,323	US$8,212
MULTI SAVE	23	US$4,669	US$4,887
BUILDERS PRIDE	11	US$2,233	US$2,671
ECONO	16	US$3,248	US$3,595

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 Massmart's five most-filed brands: word marks of **other companies** (not Massmart'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 ARO (classes 11, 16, 20, 35; searched 2019-03-27 to 2026-11-07)

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

Similar to DION (classes 9, 11, 16, 20, 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to MULTI SAVE (classes 9, 11, 16, 35; searched 2018-01-31 to 2026-11-07)

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

Similar to BUILDERS PRIDE (classes 16, 20; searched 2018-04-25 to 2026-11-07)

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

Similar to ECONO (classes 16, 20, 35; searched 2019-04-24 to 2026-11-07)

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

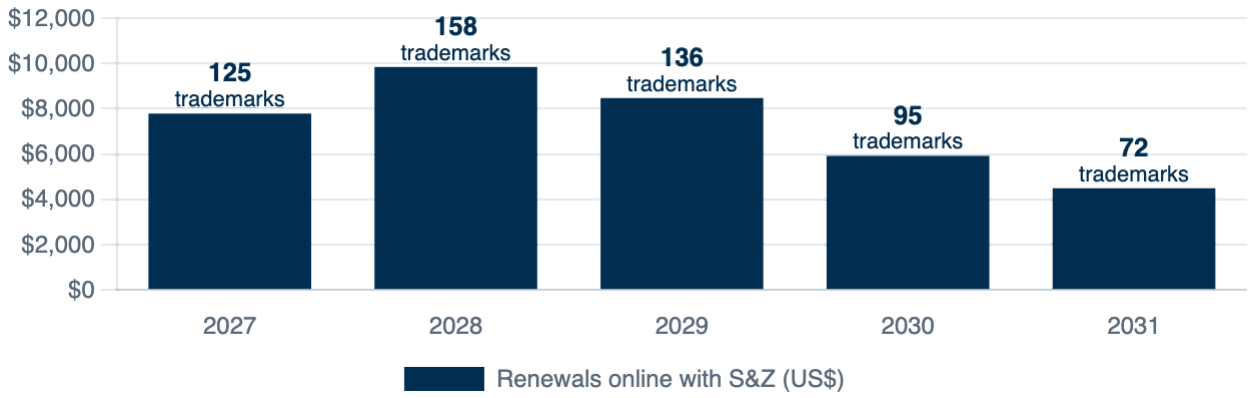
S&Z prices – South African trademarks

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$.

Massmart's next five years of renewals

586 of Massmart's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$36,502** over the five years.



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