Mondelez – South African trademarks

Updated 8 November 2026

Mondelez is a US snack company. Its brands include Cadbury, Oreo and Halls, and Intercontinental Great Brands holds many of its marks.

How Mondelez 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.

#59
largest trademark owner in South Africa (of 121,626)

857
trademarks filed

9
different logos published since 2020

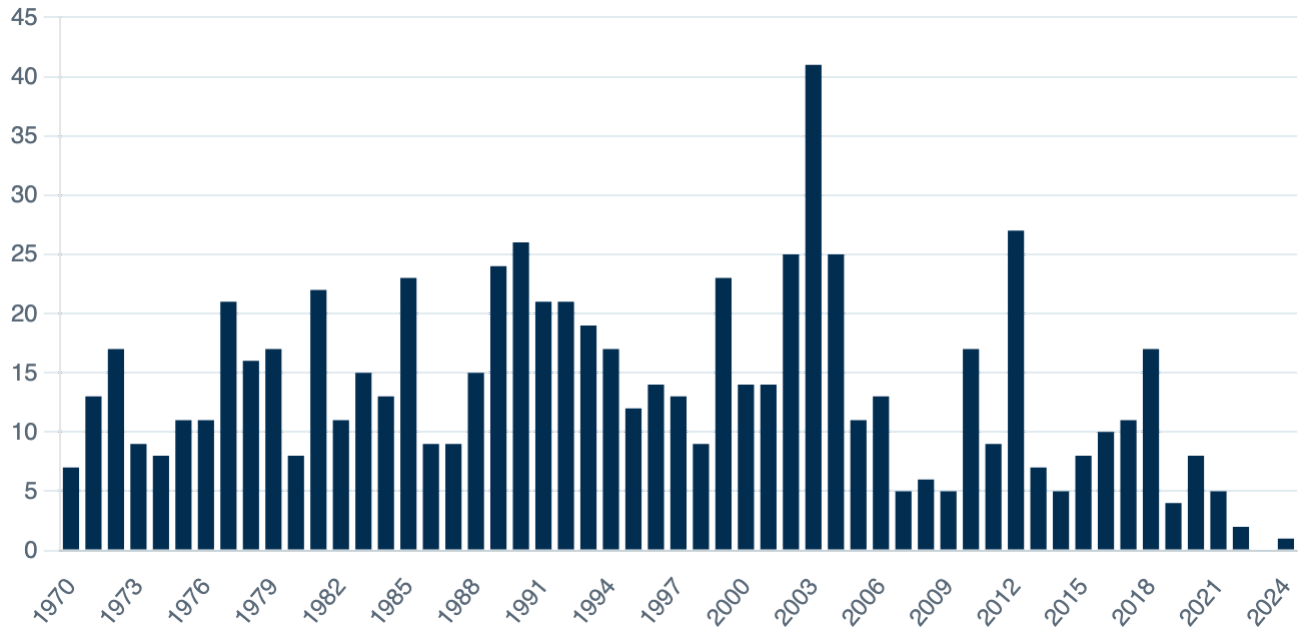
20
of 45 classes used

1917
first trademark filed

58
filed in the last 10 years

A portfolio built over time

Mondelez filed its first South African trademark in 1917 and has filed 857 since; its busiest year was 2003, with 41 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

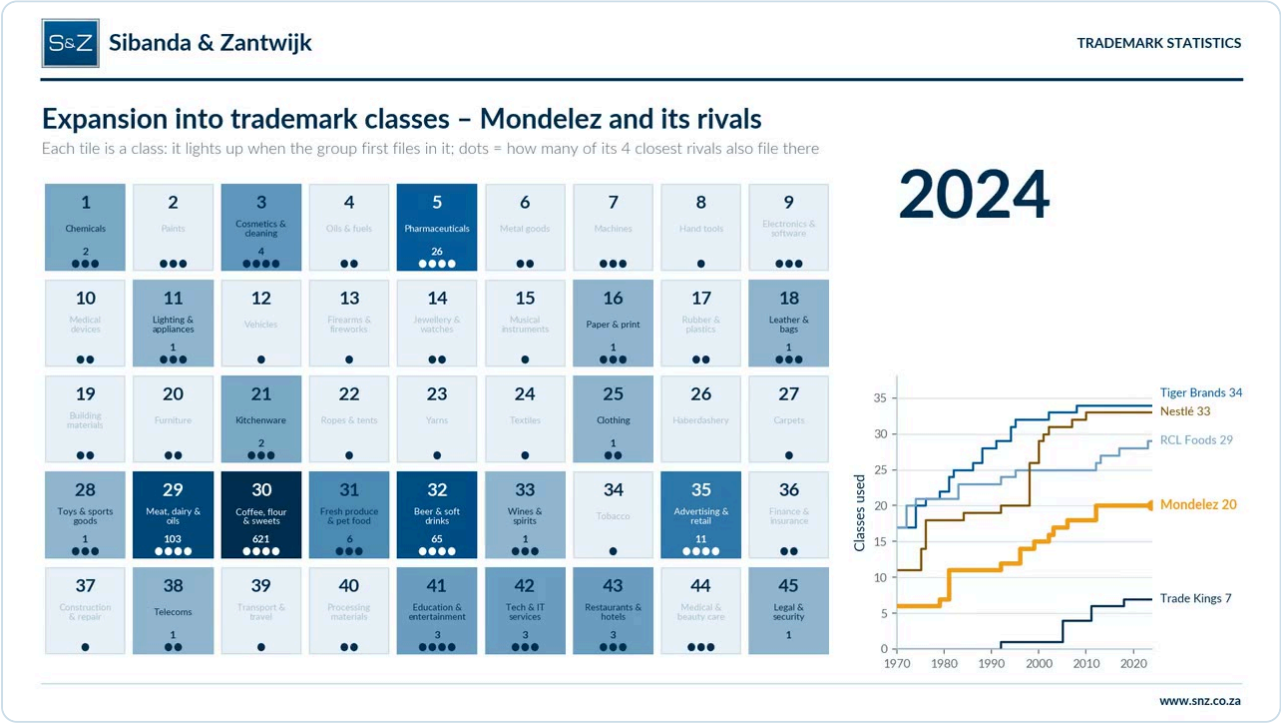
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Cadbury UK	232	1917–2022
Mondelez	201	1918–2024
Kraft Foods South Africa	163	1930–2012
Cadbury	160	1917–2010
Kraft Foods	91	1937–2012
Kraft Foods Global Brands	91	1929–2013
Kraft Foods Schweiz	88	1918–2021
Cadbury South Africa	54	1943–2010

Where Mondelez expanded its business

Trademark classes show what a business sells. Mondelez's portfolio is concentrated in coffee, flour & sweets (class 30), meat, dairy & oils (class 29), beer & soft drinks (class 32). Its most recent moves were into lighting & appliances (2012), restaurants & hotels (2012), education & entertainment (2006).

Mondelez trademarks: expansion into trademark classes, 1970–2024



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

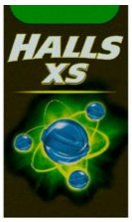
CLASS	MARKS	SHARE	SINCE
30 Coffee, flour & sweets	621	72.5%	1917
29 Meat, dairy & oils	103	12.0%	1928
32 Beer & soft drinks	65	7.6%	1944
5 Pharmaceuticals	26	3.0%	1945
35 Advertising & retail	11	1.3%	2002
31 Fresh produce & pet food	6	0.7%	1962
3 Cosmetics & cleaning	4	0.5%	1979
43 Restaurants & hotels	3	0.4%	2012

The brands Mondelez protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	CADBURY	19	3	1917–2018
2	ROYAL	16	6	1928–2002
3	MONDELEZ INTERNATIONAL	9	8	2012–2012
4	TOBLERONE	9	2	1931–2021
5	KRAFT	8	5	1935–2007
6	DAIRY MILK	8	2	1994–2010
7	MONDELEZ INTERNATIONAL SNACKING MADE RIGHT	7	7	2018–2018
8	RIVIERA	7	7	1981–1981
9	BEECH-NUT	7	4	1920–2003
10	CADBURY DAIRY MILK	7	2	2003–2013
11	HALLS	7	2	1967–2020
12	MONDELEZ	6	6	2012–2012
13	TANG PLUS	6	4	2002–2003
14	OREO	6	1	1965–2012
15	CHICLETS	5	1	1918–2022

Logos filed most often (since 2020)



6 filings · 2 classes



5 filings · 1 class



3 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes

KICAO

1 filing · 1 class



1 filing · 1 class



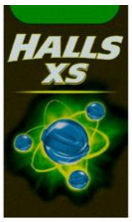
1 filing · 1 class



1 filing · 1 class

Mondelez's logos

The 9 different logos Mondelez 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.



2 classes



2 classes



2 classes



2 classes



1 class

KICAO

1 class



1 class



1 class

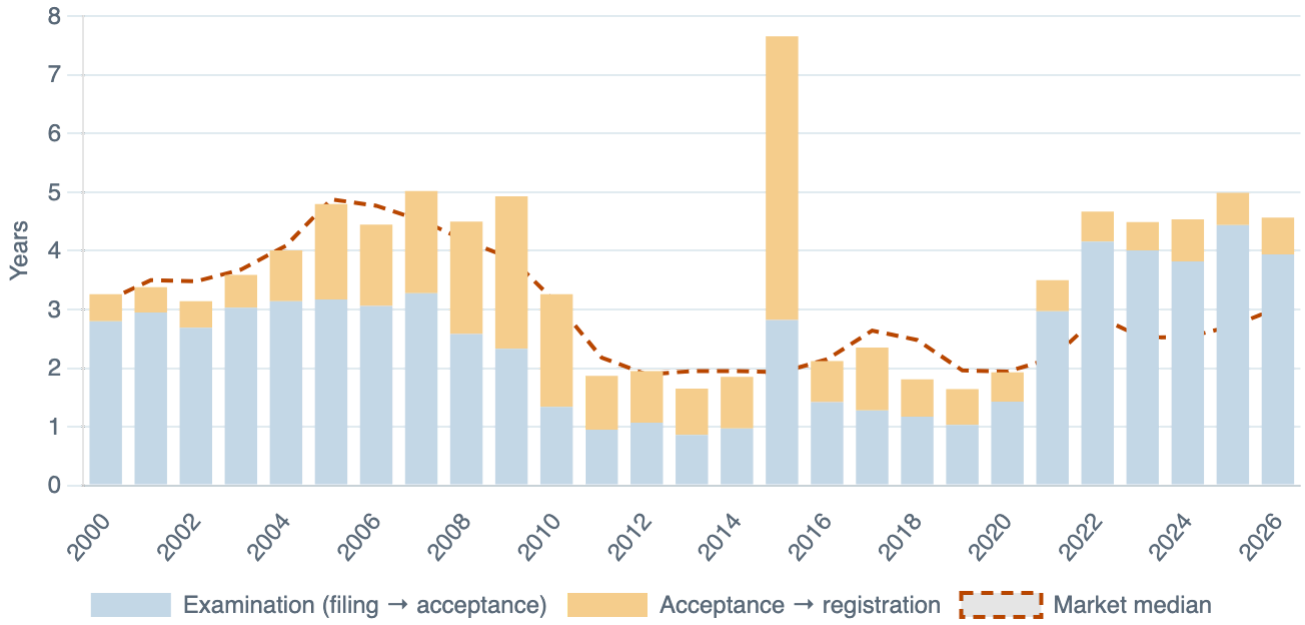


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Mondelez's marks took a median of **4.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 4.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

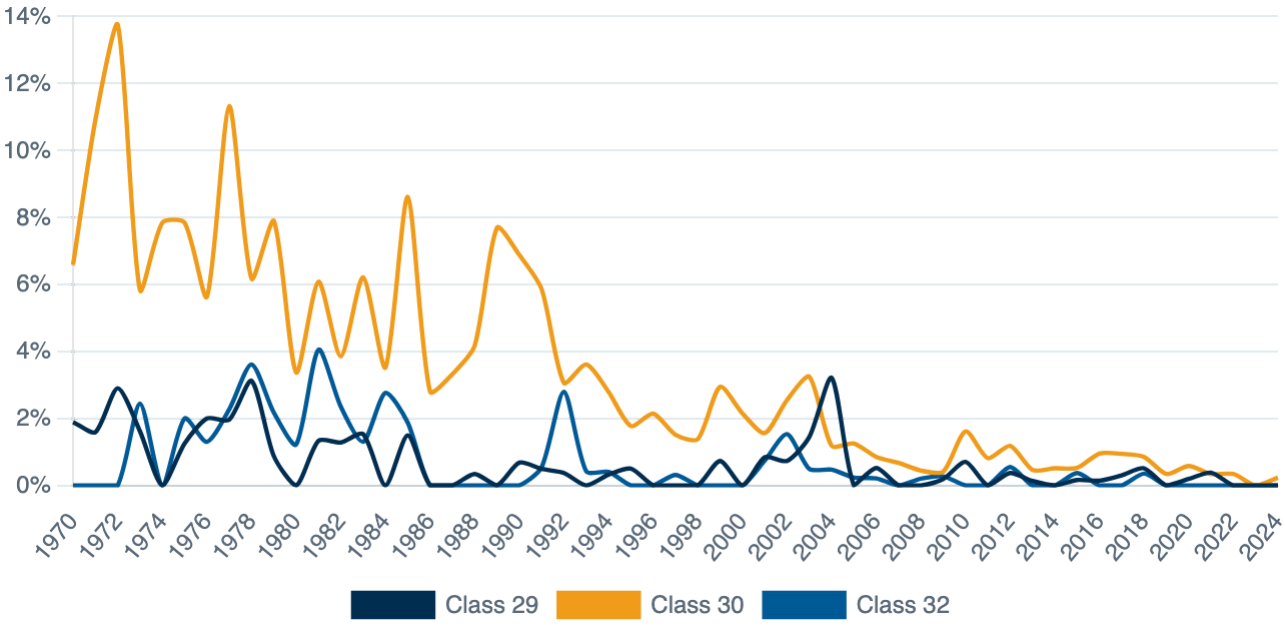


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Mondelez's classes

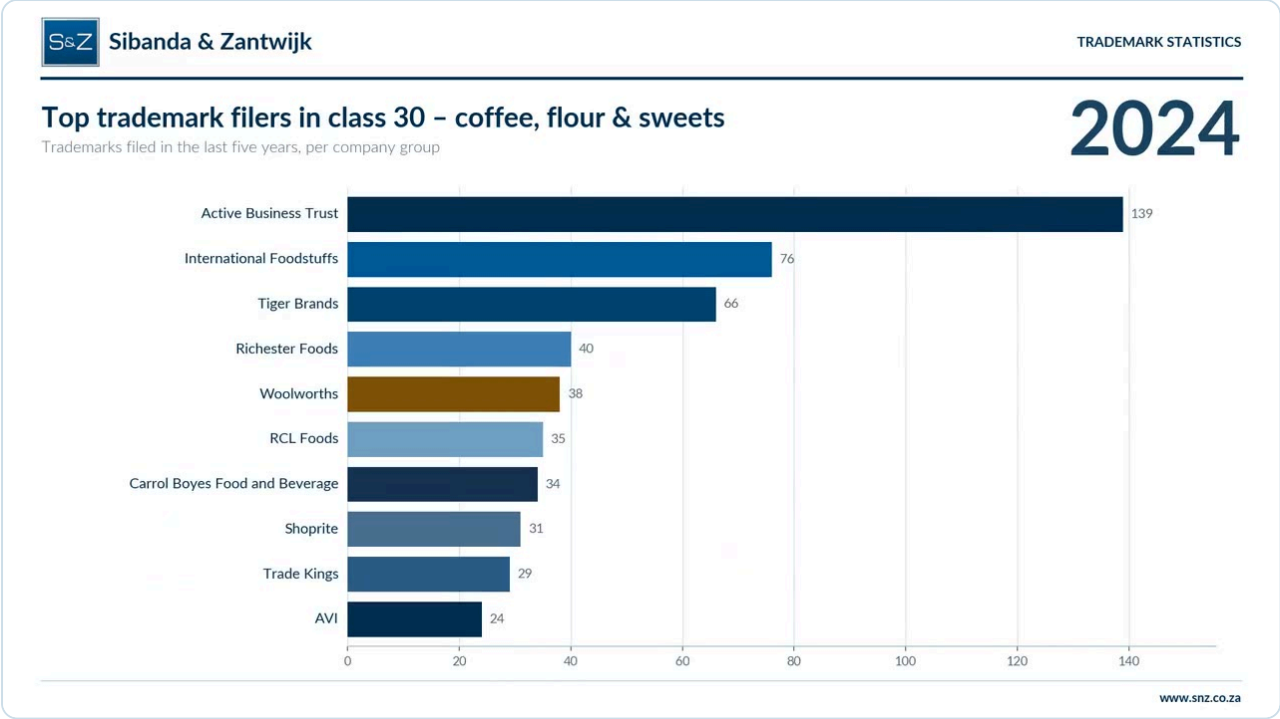
> Ranked by **number of trademarks filed in Mondelez's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Mondelez's market position, not who is most like it.

In the last five years, Mondelez was **#35** of 1,368 filers in class 30 (coffee, flour & sweets), with 11 of 3,209 trademarks; **#158** of 919 filers in class 29 (meat, dairy & oils), with 3 of 2,013 trademarks.



Mondelez's 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: Mondelez



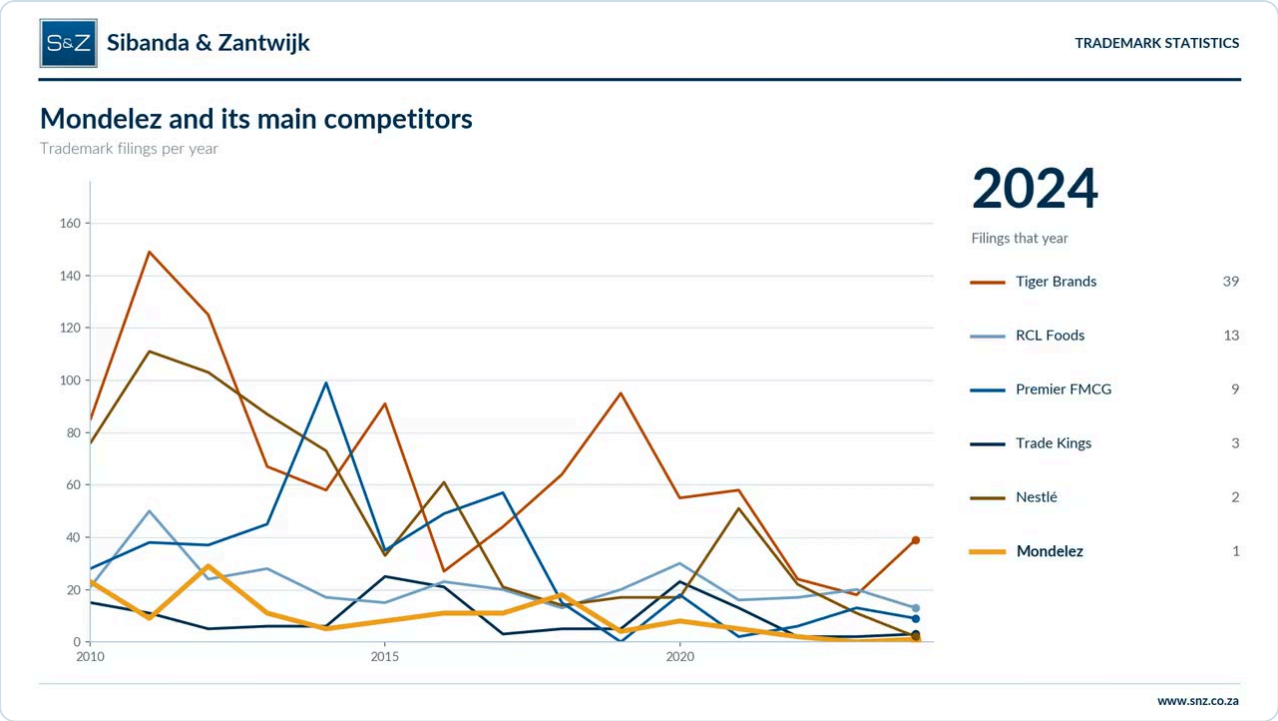
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/mondelez-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like Mondelez

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

Mondelez's closest competitors in South Africa are Trade Kings, Tiger Brands, RCL Foods and Nestlé.

Mondelez 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/mondelez-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Trade Kings	Direct competitor	100%
2	Tiger Brands	Direct competitor	93%
3	RCL Foods	Direct competitor	82%
4	Nestlé	Direct competitor	80%
5	Premier FMCG	Direct competitor	80%
6	Active Business Trust	Direct competitor	78%
7	Ferrero	Direct competitor	78%
8	AVI	Direct competitor	76%
9	PepsiCo	Direct competitor	75%
10	Richester Foods	Direct competitor	75%

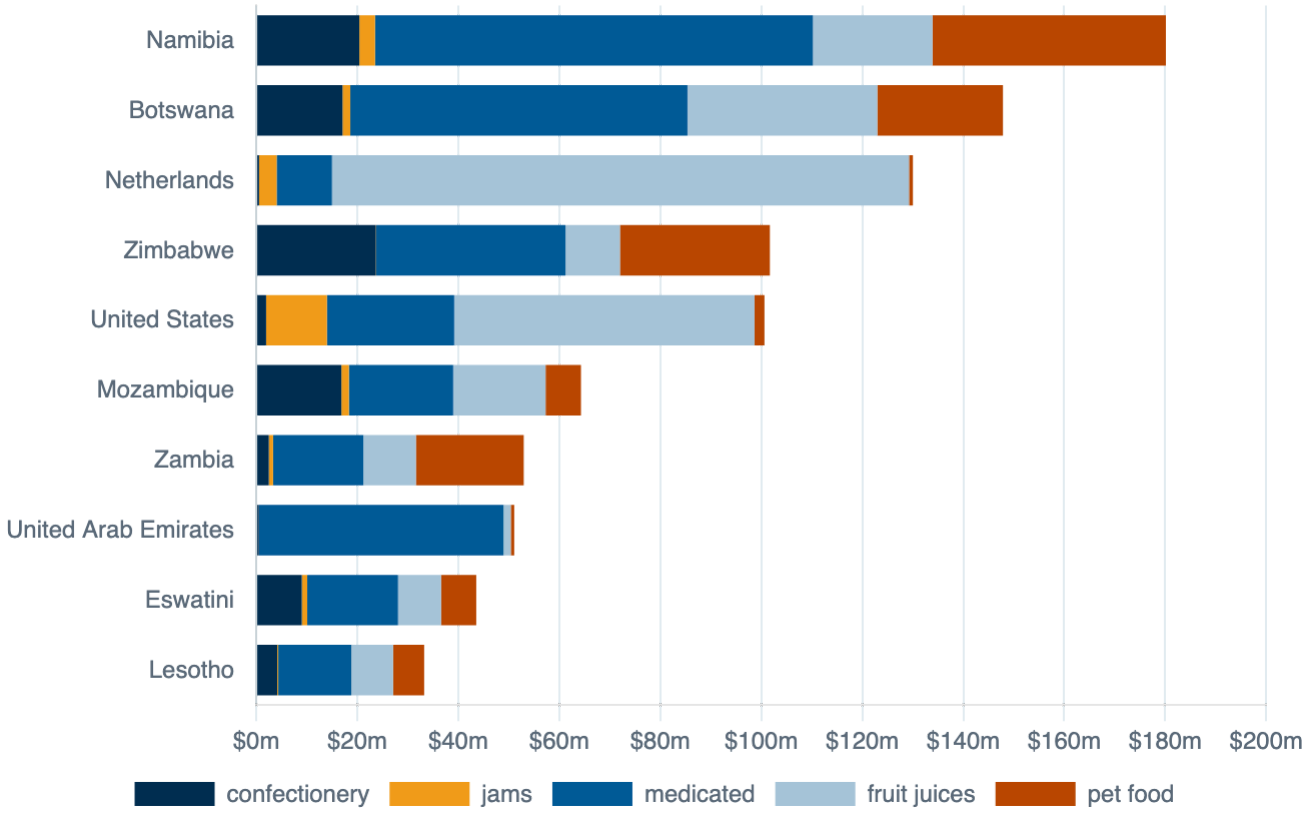
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Mondelez – relevant export countries

South Africa exported **US$3.1 billion** of the goods Mondelez's main classes cover in the last year – confectionery; chocolate; sugar; biscuits (class 30); jams; cheese; butter; milk (class 29); fruit juices; syrups; mineral and aerated waters; powders (class 32); medicated; confectionery; dietetic substances adapted (class 5); pet food; seeds; live cannabis plants (class 31). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Mondelez's trademarks matter most.

Where South Africa exports Mondelez's top goods

Mondelez's trademarks most often cover confectionery, jams, medicated, fruit juices and pet food. South Africa's ten largest export markets for these goods took **67%** 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 Mondelez'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	77	US$334 m	+3%	National	US$2,388
2	United States of America	73	US$149 m	+5%	National	US$3,425
3	China	68	US$38 m	+3%	National	US$1,224
4	United Kingdom	67	US$78 m	+2%	National	US$1,371
5	Japan	61	US$32 m	-9%	National	US$1,774
6	Australia	56	US$38 m	-5%	National	US$2,380
7	Namibia	56	US$412 m	+7%	ARIPO	US$450
8	Canada	55	US$6.7 m	-1%	National	US$2,192
9	Russian Federation	55	US$9.8 m	-5%	National	US$1,915
10	Mexico	52	US$13 m	+14%	National	US$3,050

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	56	US$412 m	+7%	ARIPO	US$450 S&Z
2	Mozambique	51	US$220 m	+5%	ARIPO	US$450 S&Z
3	OAPI (17 states)	51	US$38 m	+4%	National	US$1,563 S&Z
4	Nigeria	51	US$22 m	-9%	National	US$1,015 S&Z
5	Botswana	50	US$325 m	-13%	ARIPO	US$450 S&Z
6	Zimbabwe	50	US$207 m	+6%	ARIPO	US$450 S&Z
7	Egypt	48	US$3.0 m	+2%	National	US$2,278
8	Algeria	47	US$1.2 m	+9%	National	US$1,445
9	Morocco	46	US$1.2 m	+11%	National	US$1,408
10	Malawi	45	US$43 m	+0%	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)
CADBURY	3	US$609	US$1,194
ROYAL	6	US$1,218	US$1,748
MONDELEZ INTERNATIONAL	8	US$1,624	US$2,117
TOBLERONE	2	US$406	US$1,009
KRAFT	5	US$1,015	US$1,563

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 Mondelez's five most-filed brands: word marks of **other companies** (not Mondelez'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 ROYAL (classes 1, 29, 30, 31, 32, 42; searched 2018-03-28 to 2026-11-07)

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

Similar to MONDELEZ INTERNATIONAL (classes 5, 11, 21, 29, 30, 32, 35, 43; searched 2018-02-28 to 2026-11-07)

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

Similar to TOBLERONE (classes 29, 30; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to KRAFT (classes 5, 29, 30, 31, 32; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to CADBURY (classes 3, 29, 30; 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

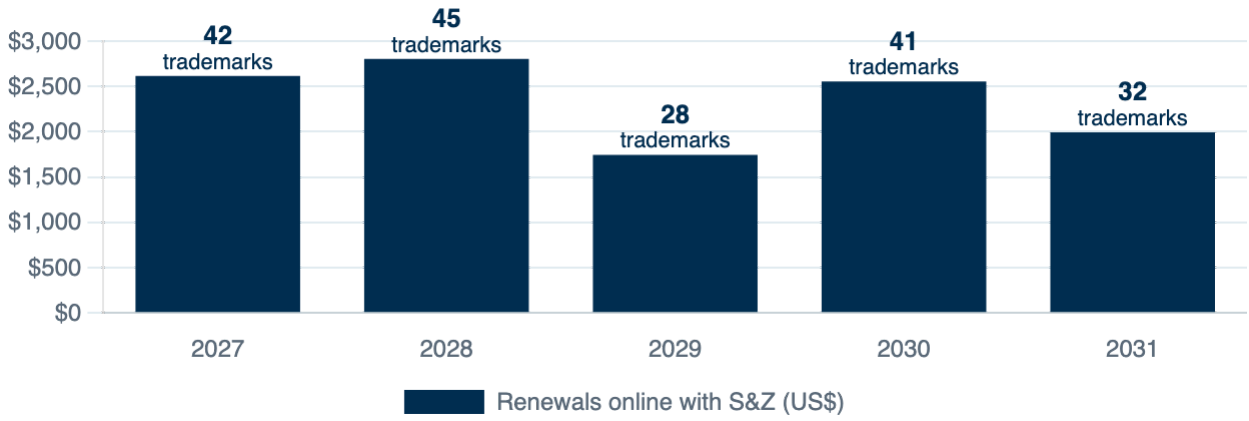
S&Z prices – South African trademarks

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$.

Mondelez's next five years of renewals

188 of Mondelez's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$11,710** over the five years.



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