Monster Energy – South African trademarks

Updated 8 November 2026

Monster Energy is an American energy drink company, known for its Monster Energy drinks and its sponsorship of motorsport and action sports.

How Monster Energy 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.

#221
largest trademark owner in South Africa (of 121,626)

272
trademarks filed

15
different logos published since 2020

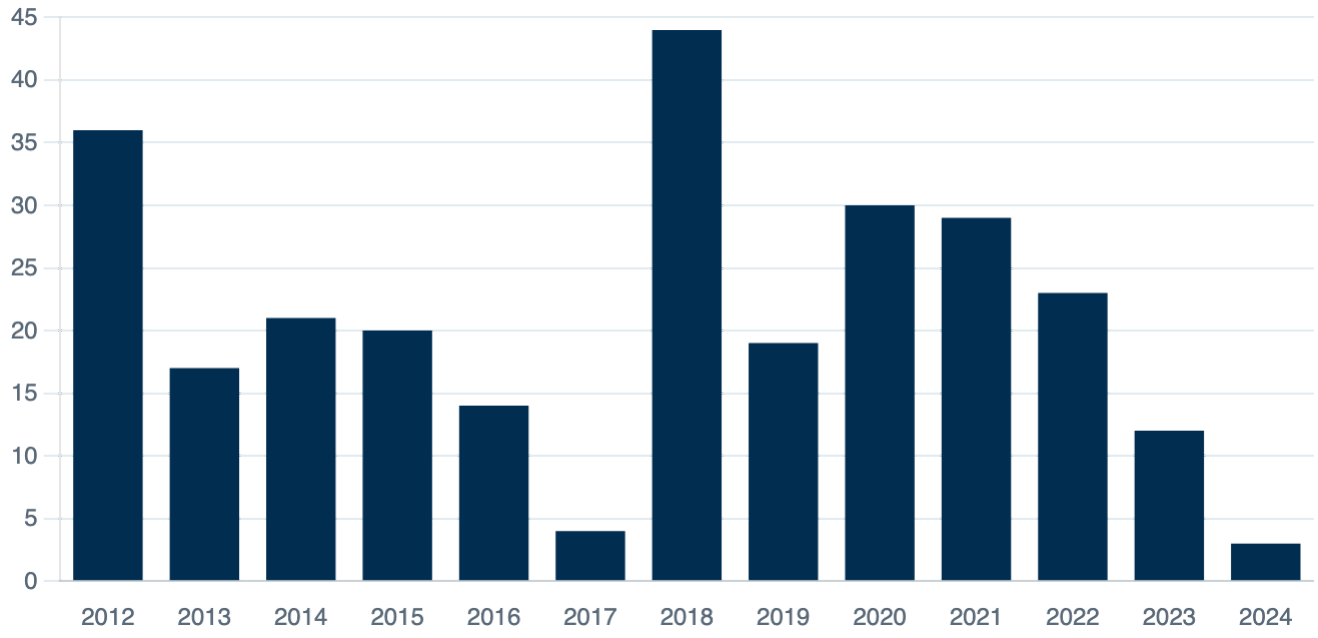
18
of 45 classes used

2012
first trademark filed

178
filed in the last 10 years

A portfolio built over time

Monster Energy filed its first South African trademark in 2012 and has filed 272 since; its busiest year was 2018, with 44 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

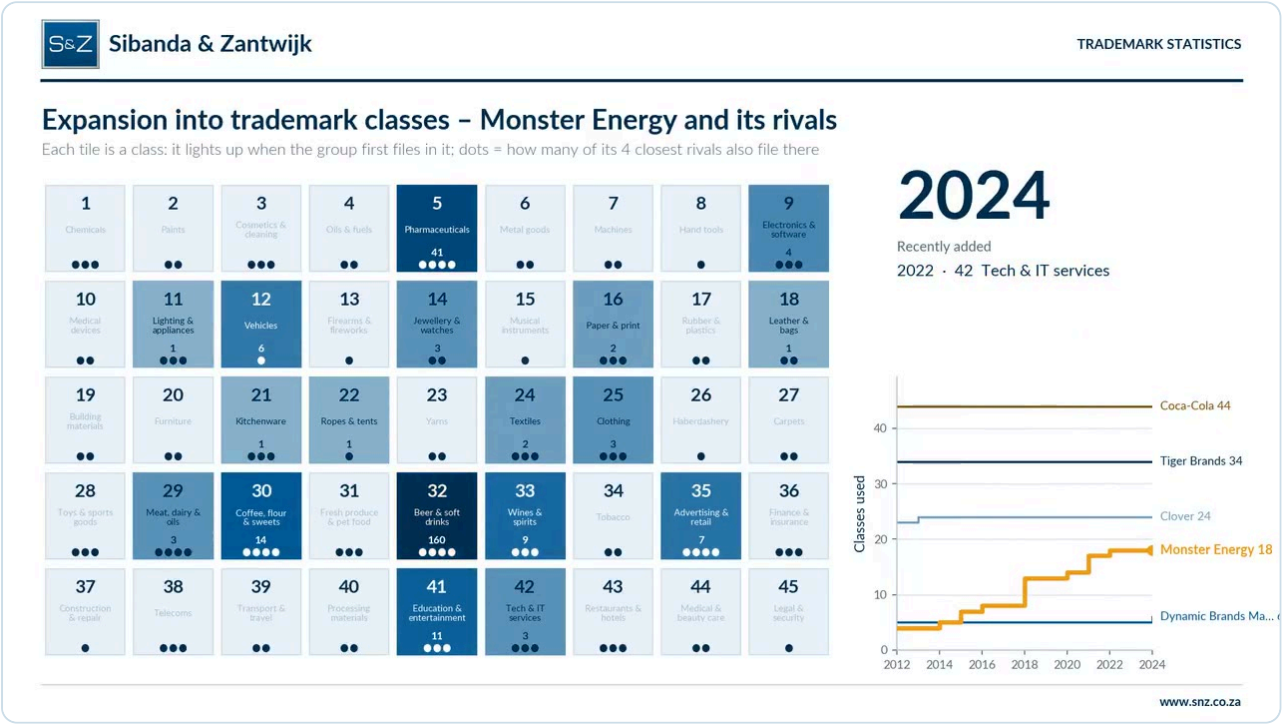
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Monster Energy	306	2004–2024

Where Monster Energy expanded its business

Trademark classes show what a business sells. Monster Energy's portfolio is concentrated in beer & soft drinks (class 32), pharmaceuticals (class 5), coffee, flour & sweets (class 30). Its most recent moves were into tech & it services (2022), lighting & appliances (2021), kitchenware (2021).

Monster Energy trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/monster-energy-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
32 Beer & soft drinks	160	58.8%	2012
5 Pharmaceuticals	41	15.1%	2012
30 Coffee, flour & sweets	14	5.1%	2012
41 Education & entertainment	11	4.0%	2015
33 Wines & spirits	9	3.3%	2020
35 Advertising & retail	7	2.6%	2015
12 Vehicles	6	2.2%	2018
9 Electronics & software	4	1.5%	2018

The brands Monster Energy protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MONSTER ENERGY	11	7	2015–2022
2	PREDATOR ENERGY	8	7	2019–2021
3	MONSTER	5	5	2018–2022
4	UNLEASH THE ULTRA BEAST!	5	2	2013–2020
5	M MONSTER ENERGY	4	4	2012–2022
6	MONSTER ARMY	4	2	2016–2016
7	THE BEAST UNLEASHED	4	2	2022–2023
8	GREEN BEANS	3	3	2012–2012
9	MONSTER DETOX	3	3	2012–2012
10	MONSTER ENERGY ZERO ULTRA	3	3	2014–2014
11	MONSTER REHAB TEA + ENERGY	3	3	2012–2012
12	MONSTER REHABITUATE	3	3	2012–2012
13	MONSTER THRILLER	3	3	2013–2013
14	MR. GREEN BEANS	3	3	2013–2013
15	REHABITUATE	3	3	2012–2012

Logos filed most often (since 2020)



9 filings · 6 classes



8 filings · 8 classes



6 filings · 4 classes



6 filings · 1 class



4 filings · 1 class



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 1 class



2 filings · 1 class

Monster Energy's logos

The 15 different logos Monster Energy 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



6 classes



4 classes

2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class

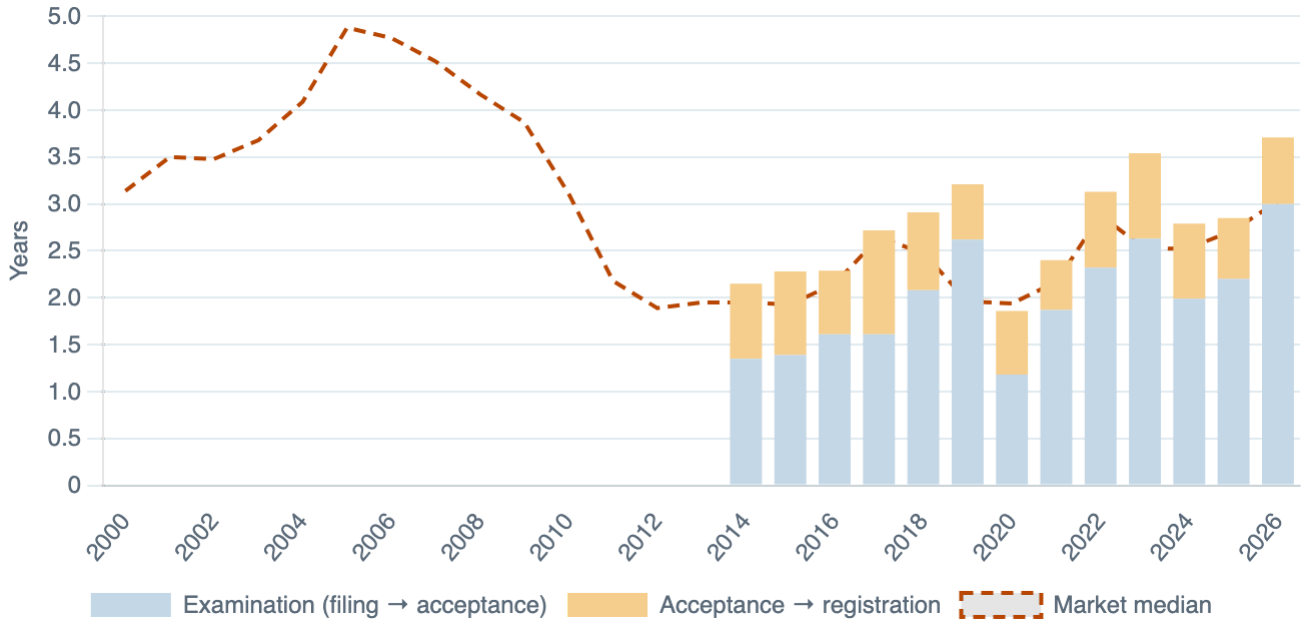


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Monster Energy's marks took a median of **3.1 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.3 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

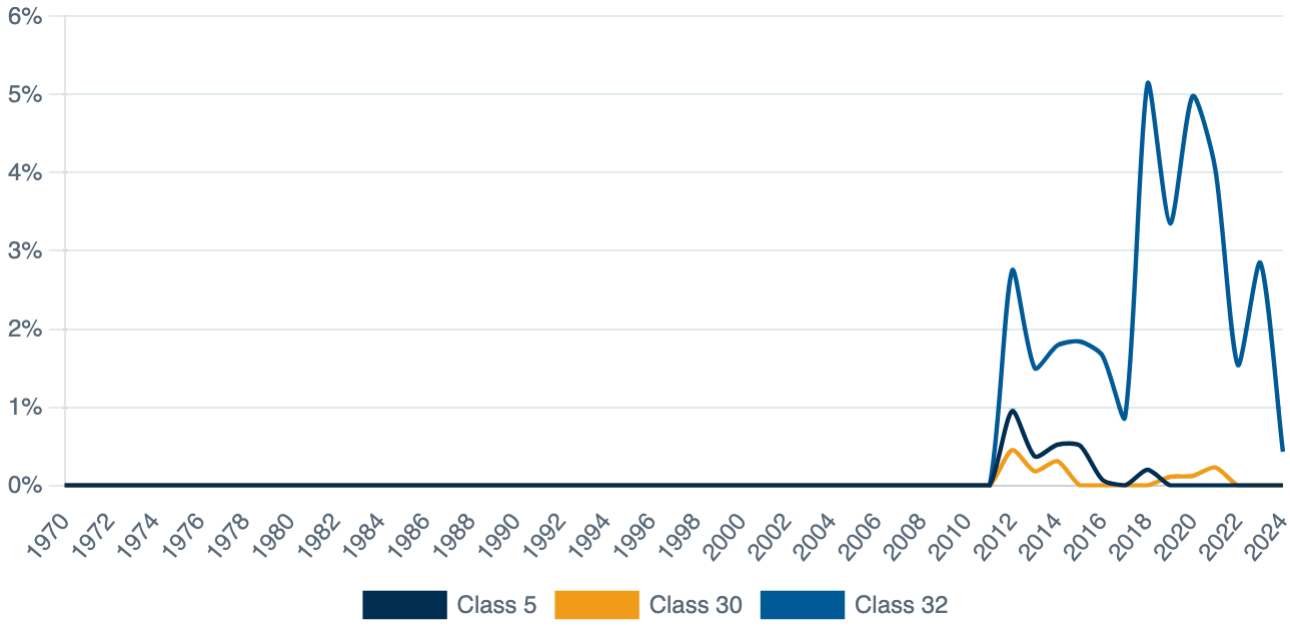


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Monster Energy's classes

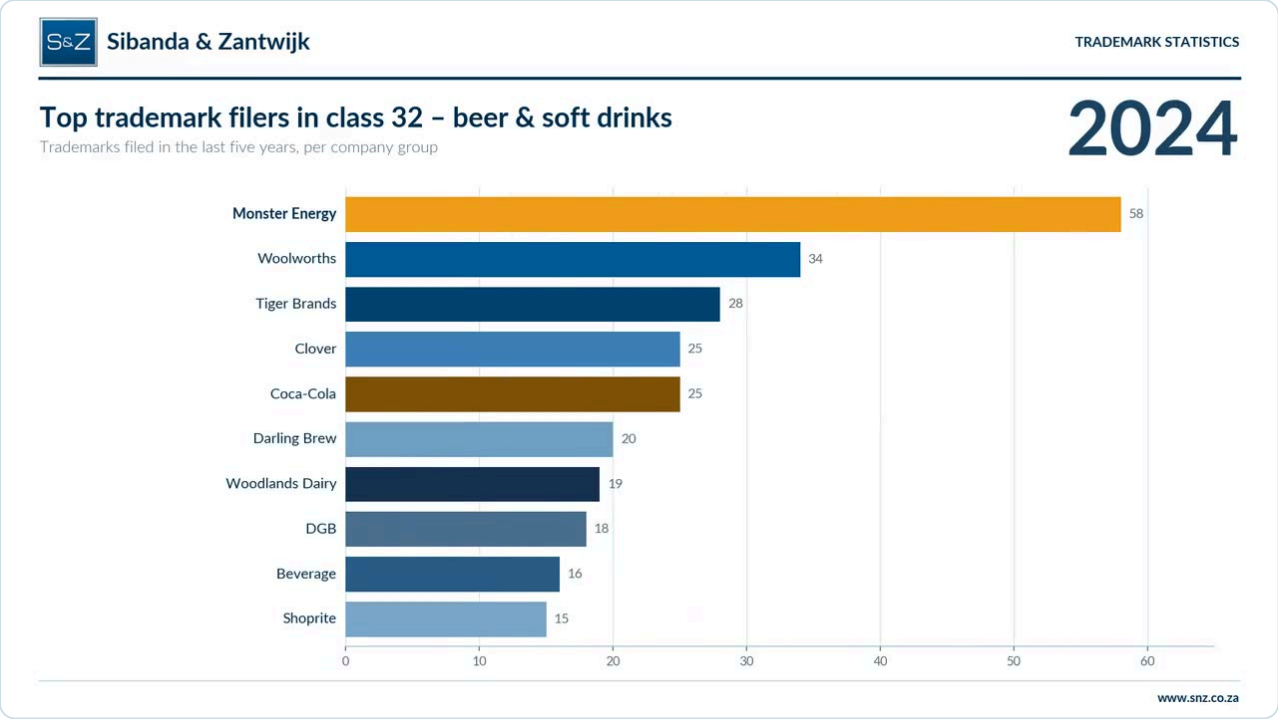
> Ranked by **number of trademarks filed in Monster Energy's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Monster Energy's market position, not who is most like it.

In the last five years, Monster Energy was #1 of 905 filers in class 32 (beer & soft drinks), with 58 of 1,804 trademarks; #228 of 1,368 filers in class 30 (coffee, flour & sweets), with 3 of 3,209 trademarks.



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

Top trademark filers in class 32 (beer & soft drinks), South Africa 1975–2024: Monster Energy



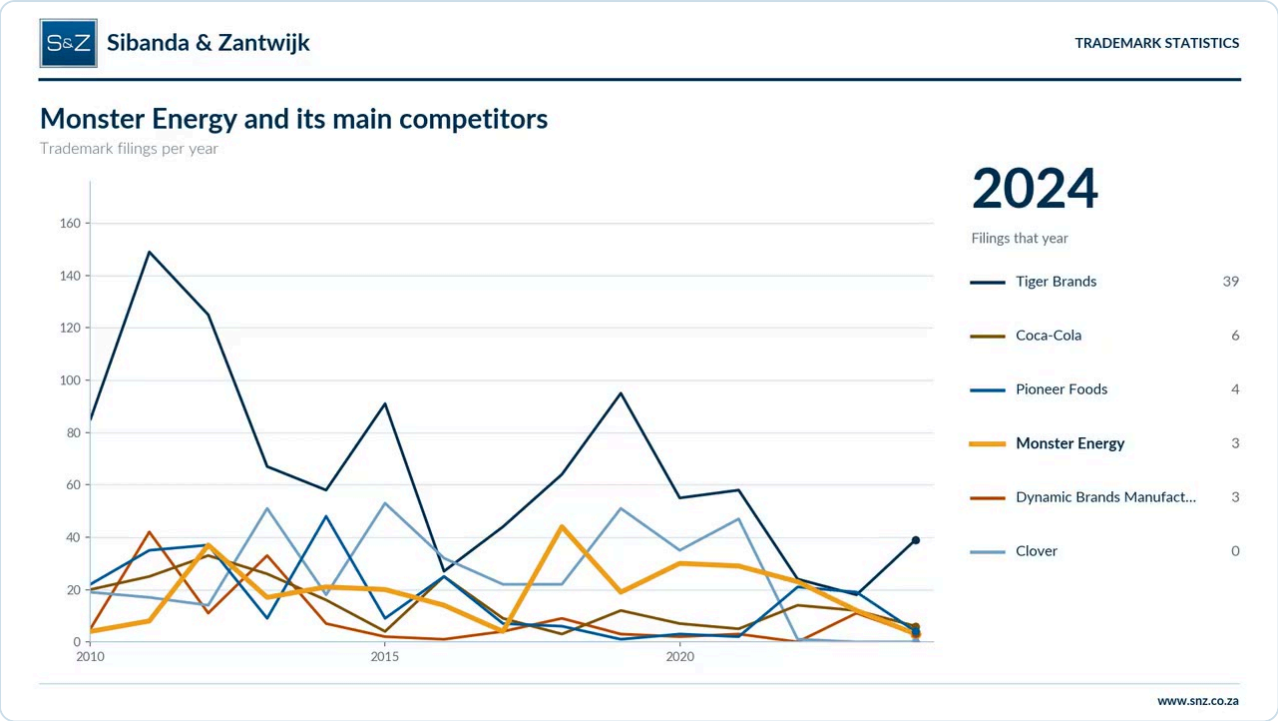
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/monster-energy-south-african-trademarks/class-32-race-video.html

Main competitors – the companies most like Monster Energy

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

Monster Energy's closest competitors in South Africa are Tiger Brands, Dynamic Brands Manufacturing, Clover and Coca-Cola.

Monster Energy 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/monster-energy-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Tiger Brands	Direct competitor	88%
2	Dynamic Brands Manufacturing	Direct competitor	79%
3	Clover	Direct competitor	79%
4	Coca-Cola	Direct competitor	74%
5	Pioneer Foods	Direct competitor	72%
6	Danone	Direct competitor	72%
7	Energy Beverages	Direct competitor	72%
8	Starbucks	Related field	75%
9	Premier FMCG	Related field	75%
10	Shoprite	Retailer's own brands	91%

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

Monster Energy – relevant export countries

South Africa exported **US$18.7 billion** of the goods Monster Energy's main classes cover in the last year – alcoholic beverages; energy drinks; beer; syrups (class 32); nutritional supplements; herbal; vitamin fortified beverages (class 5); coffee; bread; spices; honey (class 30); alcoholic beverages; beer; flavored brewed malt beverage; hard seltzer (class 33); automobiles; wheels; parts; accessories (class 12). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Monster Energy's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$8.1 billion	+5%	National	US$2,388
2	United States of America	72	US$1.7 billion	+5%	National	US$3,425
3	United Kingdom	71	US$1.9 billion	+6%	National	US$1,371
4	Switzerland	62	US$207 m	+15%	National	US$1,660
5	Canada	62	US$119 m	+3%	National	US$2,192
6	Australia	60	US$521 m	+4%	National	US$2,380
7	Russian Federation	58	US$3.2 m	+22%	National	US$1,915
8	Taiwan, Province of China	55	US$128 m	+2%	National	US$2,146
9	Ukraine	55	US$34 m	+32%	National	US$1,375
10	Hong Kong SAR	53	US$9.1 m	+0%	National	US$1,715

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	53	US$73 m	-5%	National	US$1,015 S&Z
2	Malawi	53	US$105 m	+31%	ARIPO	US$450 S&Z
3	Tanzania	53	US$118 m	+8%	ARIPO	US$450 S&Z
4	Egypt	52	US$91 m	+8%	National	US$2,278
5	Namibia	52	US$726 m	+16%	ARIPO	US$450 S&Z
6	OAPI (17 states)	52	US$128 m	+5%	National	US$1,563 S&Z
7	Lesotho	51	US$170 m	+13%	National	US$326
8	Zimbabwe	51	US$449 m	+7%	ARIPO	US$450 S&Z
9	Eswatini	50	US$217 m	+0%	National	US$446
10	Algeria	50	US$9.9 m	+33%	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)
MONSTER ENERGY	7	US$1,421	US$1,932
PREDATOR ENERGY	7	US$1,421	US$1,932
MONSTER	5	US$1,015	US$1,563
UNLEASH THE ULTRA BEAST!	2	US$406	US$1,009
M MONSTER ENERGY	4	US$812	US$1,378

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 Monster Energy's five most-filed brands: word marks of **other companies** (not Monster Energy'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 MONSTER ENERGY (classes 5, 9, 12, 32, 35, 41, 42; searched 2018-01-31 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
MONSTER	2021-09-29	12	DUCATI MOTOR HOLDING S.p.A.

Similar to PREDATOR ENERGY (classes 11, 14, 16, 21, 22, 24, 32; searched 2018-02-28 to 2026-11-08)

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

Similar to MONSTER (classes 9, 32, 35, 41, 42; searched 2018-02-28 to 2026-11-08)

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

Similar to UNLEASH THE ULTRA BEAST! (classes 5, 32; searched 2018-01-31 to 2026-11-08)

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

Similar to M MONSTER ENERGY (classes 12, 14, 24, 41; searched 2018-02-28 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

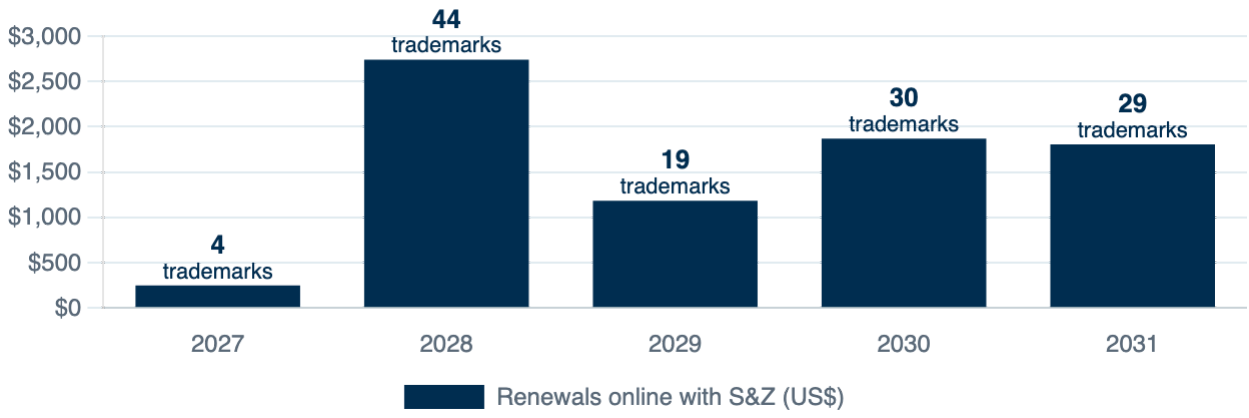
S&Z prices – South African trademarks

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$.

Monster Energy's next five years of renewals

126 of Monster Energy's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$7,849** over the five years.



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