Mr Price – South African trademarks

Updated 8 November 2026

Mr Price Group is a South African retailer listed on the JSE. It sells clothing, footwear, homeware and sportswear through chains such as Mr Price, Mr Price Home, Mr Price Sport, Sheet Street and Miladys.

How Mr Price 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.

#104
largest trademark owner in South Africa (of 121,626)

564
trademarks filed

4
different logos published since 2020

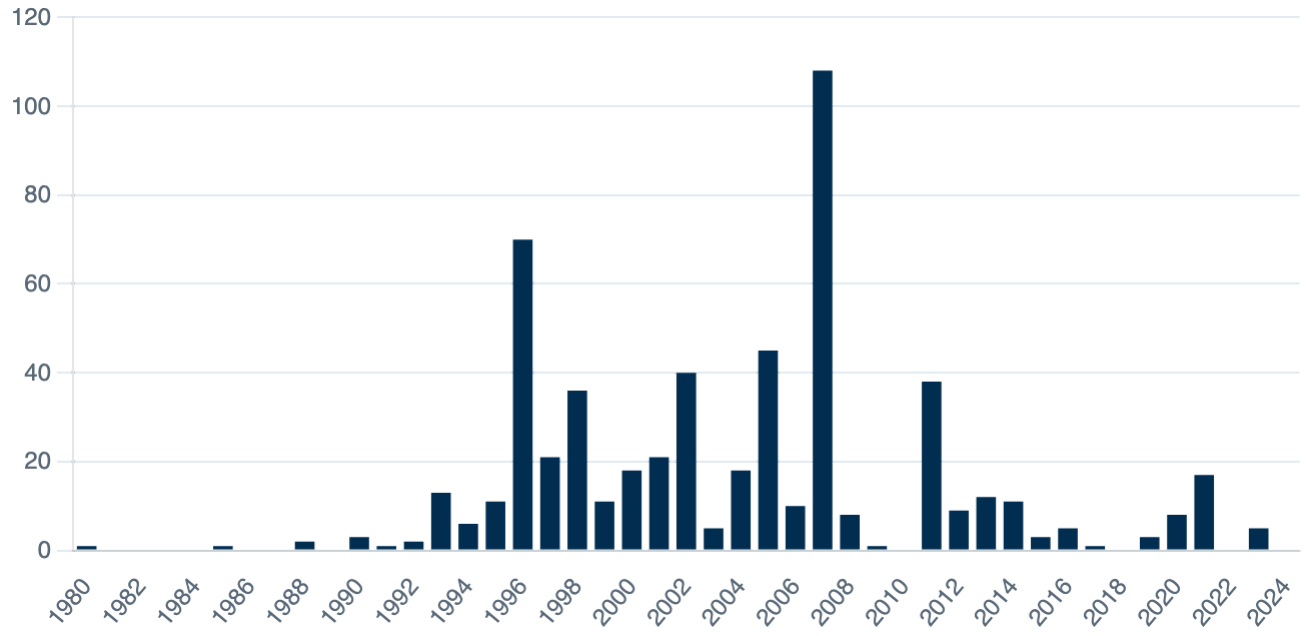
31
of 45 classes used

1980
first trademark filed

39
filed in the last 10 years

A portfolio built over time

Mr Price filed its first South African trademark in 1980 and has filed 564 since; its busiest year was 2007, with 108 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

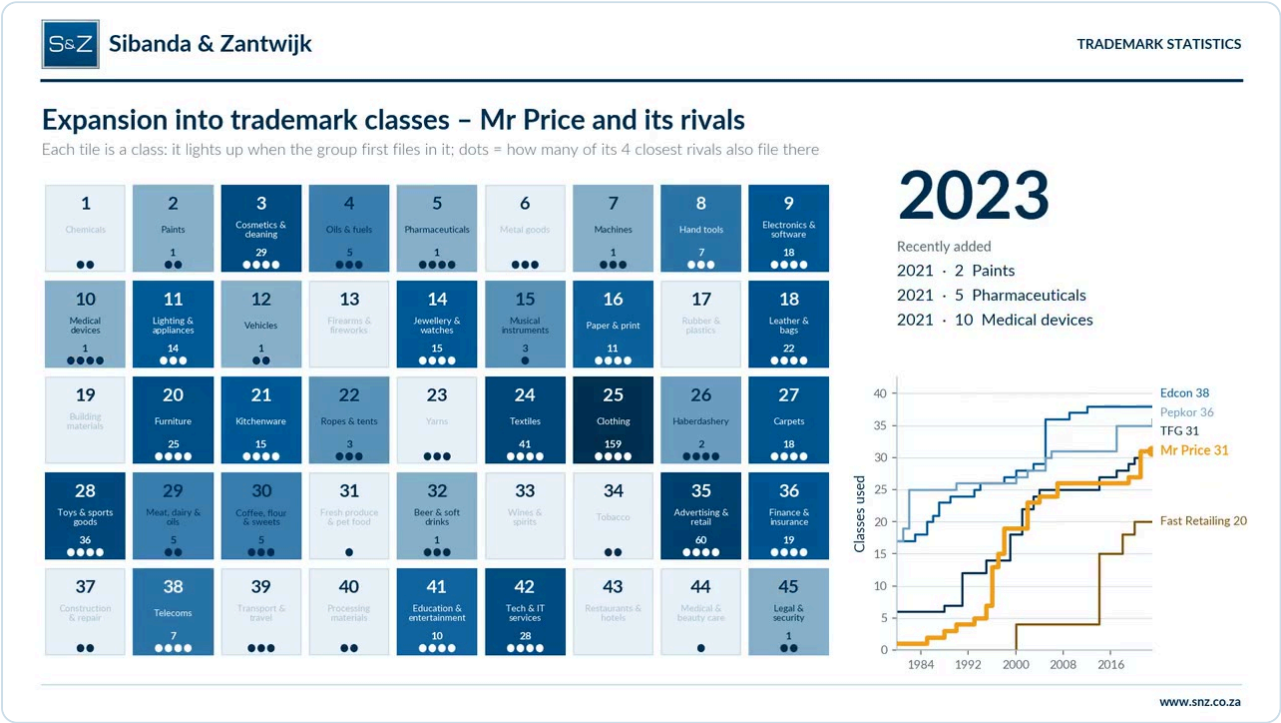
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Mr Price	571	1980–2023

Where Mr Price expanded its business

Trademark classes show what a business sells. Mr Price's portfolio is concentrated in clothing (class 25), advertising & retail (class 35), textiles (class 24). Its most recent moves were into pharmaceuticals (2021), medical devices (2021), vehicles (2021).

Mr Price trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/mr-price-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
25 Clothing	159	28.2%	1980
35 Advertising & retail	60	10.6%	1988
24 Textiles	41	7.3%	1990
28 Toys & sports goods	36	6.4%	1995
3 Cosmetics & cleaning	29	5.1%	1995
42 Tech & IT services	28	5.0%	1985
20 Furniture	25	4.4%	1998
18 Leather & bags	22	3.9%	1996

The brands Mr Price protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MR PRICE	45	21	1994–2021
2	TRAIL	15	12	2007–2015
3	MILADY'S	15	8	1980–2000
4	RED	15	6	2001–2011
5	BUNDLE + JOY	10	10	2021–2021
6	KITCHEN CONFIDENTIAL	10	10	2002–2002
7	MR PRICE KIDS	9	9	1998–2007
8	MAXED	9	6	2002–2021
9	KIDS HOME	8	8	2007–2007
10	MY ANGEL	7	7	2007–2007
11	YEAH BABY	7	7	2000–2007
12	MILADYS	7	6	2005–2011
13	HOME DEALS	6	6	2005–2005
14	HOME IMPRESSIONS	6	6	2005–2005
15	MAINE	6	6	2002–2002

Logos filed most often (since 2020)



3 filings · 3 classes



2 filings · 2 classes



2 filings · 1 class



1 filing · 1 class

Mr Price's logos

The 4 different logos Mr Price 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.

3 classes

2 classes

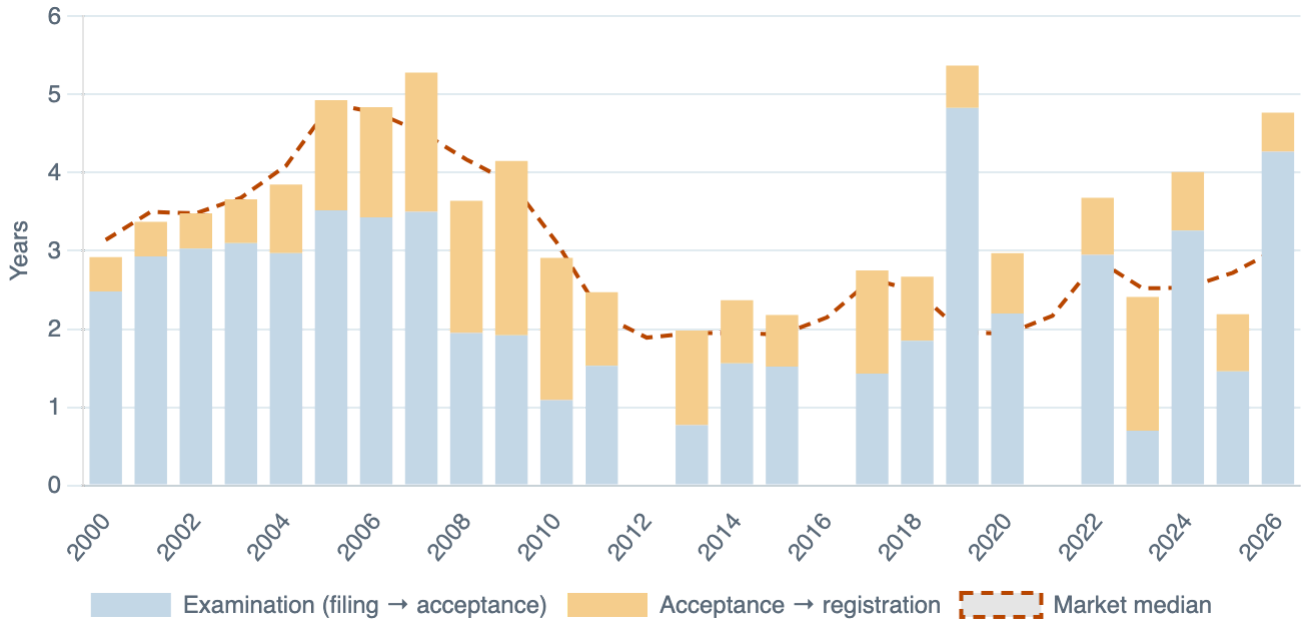
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Mr Price'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: 3.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 4.8 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

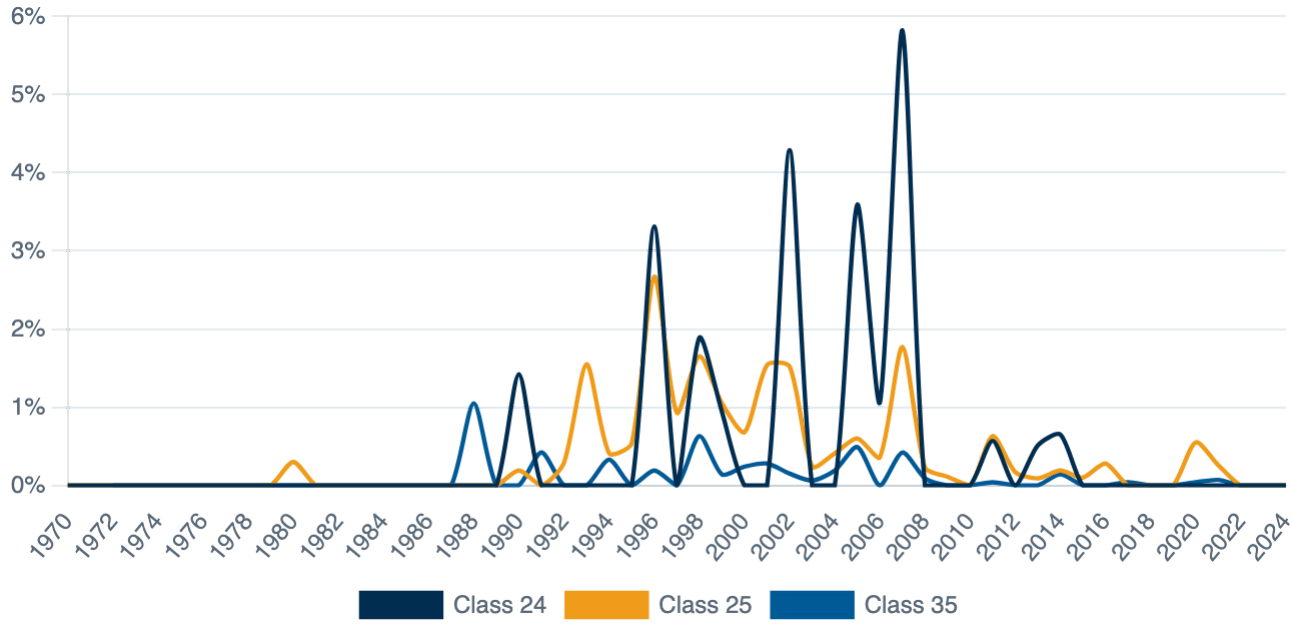


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Mr Price's classes

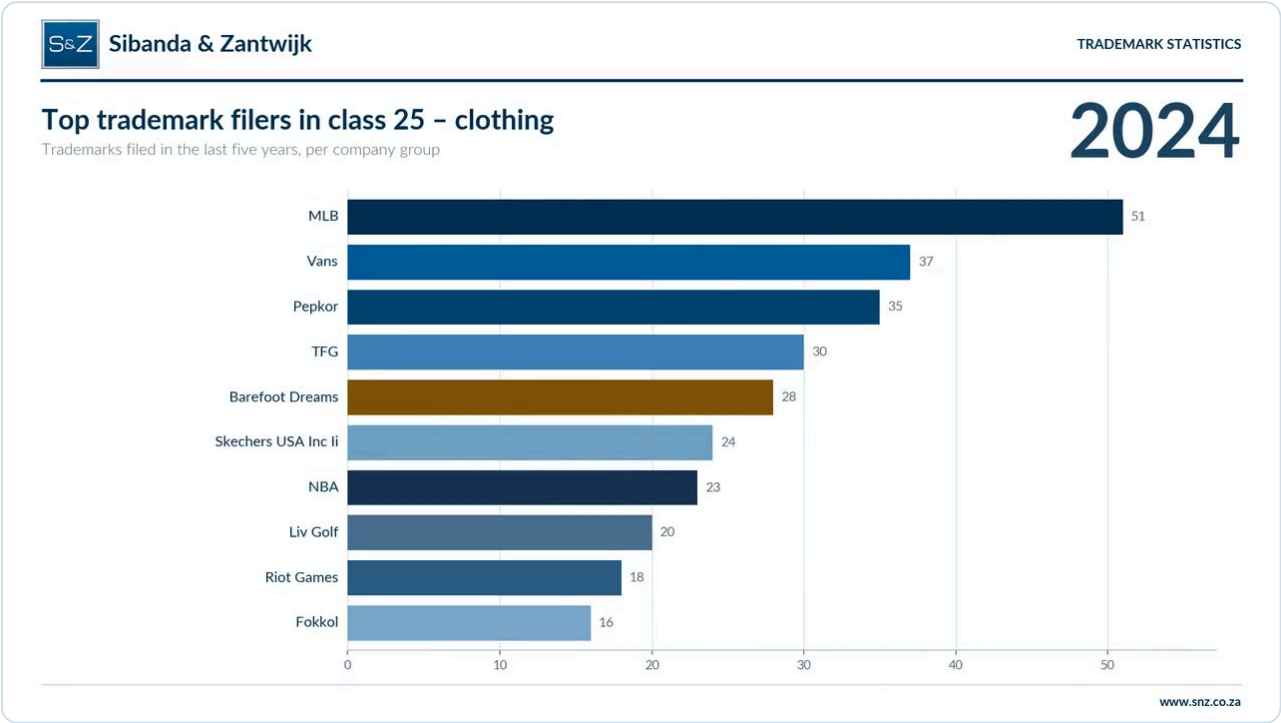
> Ranked by **number of trademarks filed in Mr Price's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Mr Price's market position, not who is most like it.

In the last five years, Mr Price was **#44** of 2,715 filers in class 25 (clothing), with 9 of 4,647 trademarks; **#678** of 5,866 filers in class 35 (advertising & retail), with 3 of 11,124 trademarks.



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

Top trademark filers in class 25 (clothing), South Africa 1975–2024: Mr Price



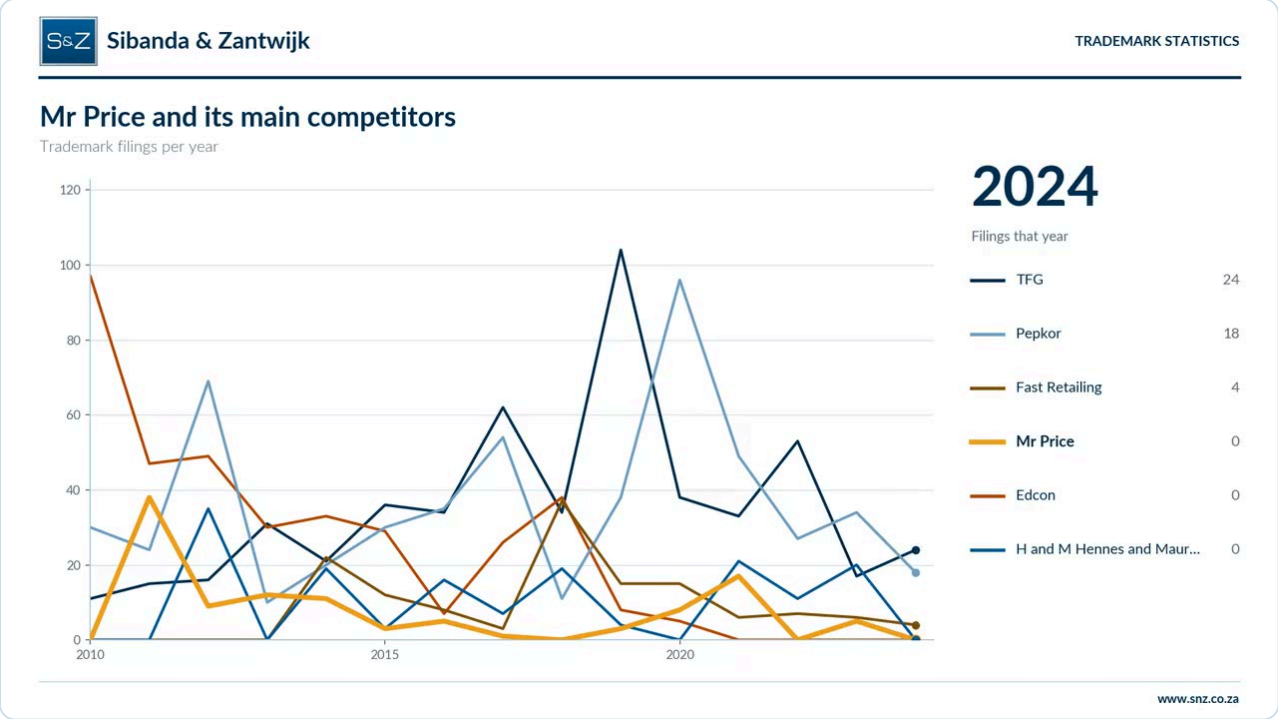
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/mr-price-south-african-trademarks/class-25-race-video.html

Main competitors – the companies most like Mr Price

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

Mr Price's closest competitors in South Africa are TFG, Edcon, Pepkor and Fast Retailing.

Mr Price 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/mr-price-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	TFG	Direct competitor	74%
2	Edcon	Direct competitor	70%
3	Pepkor	Direct competitor	67%
4	Fast Retailing	Direct competitor	66%
5	H and M Hennes and Mauritz	Direct competitor	65%
6	Retailability	Direct competitor	65%
7	Woolworths	Direct competitor	63%
8	International Olympic Committee	Supplier / brand owner	66%
9	Stellenbosch University	Supplier / brand owner	64%
10	Michelin	Supplier / brand owner	64%

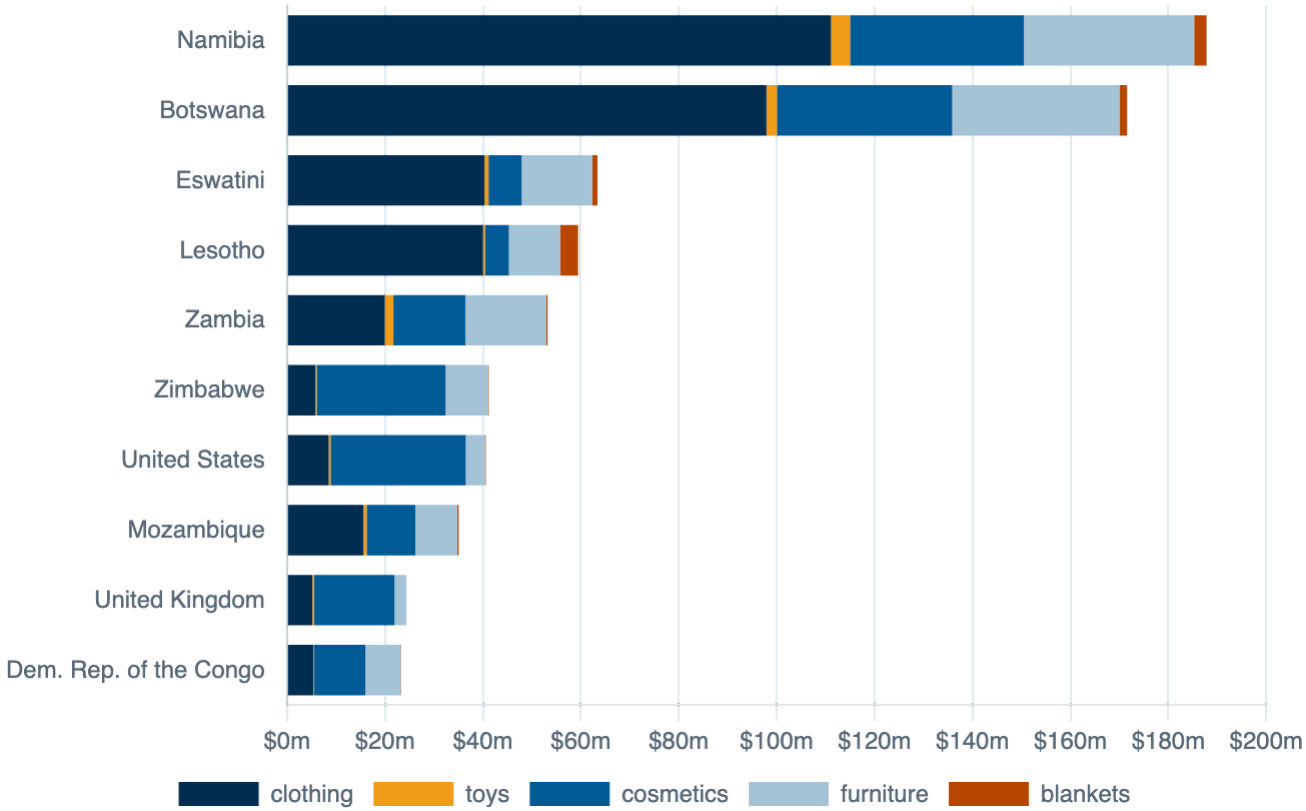
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Mr Price – relevant export countries

South Africa exported **US$1.8 billion** of the goods Mr Price's main classes cover in the last year – clothing; footwear; underwear; shoes (class 25); blankets; bed linen; curtains (class 24); toys; games; gymnastic and sporting articles; decorations (class 28); cosmetics; essential oils; soaps; lotions (class 3); furniture; mirrors; picture frames; containers (class 20). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Mr Price's trademarks matter most.

Where South Africa exports Mr Price's top goods

Mr Price's trademarks most often cover clothing, toys, cosmetics, furniture and blankets. South Africa's ten largest export markets for these goods took **73%** 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 Mr Price'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$131 m	-1%	National	US$2,388
2	United States of America	72	US$91 m	-9%	National	US$3,425
3	United Kingdom	68	US$35 m	-6%	National	US$1,371
4	Namibia	63	US$336 m	+4%	ARIPO	US$450
5	Japan	63	US$12 m	-5%	National	US$1,774
6	Botswana	61	US$296 m	-1%	ARIPO	US$450
7	Canada	61	US$6.4 m	-7%	National	US$2,192
8	Switzerland	60	US$5.6 m	-1%	National	US$1,660
9	Australia	59	US$14 m	-5%	National	US$2,380
10	Hong Kong SAR	57	US$2.2 m	+3%	National	US$1,715

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	63	US$336 m	+4%	ARIPO	US$450 S&Z
2	Botswana	61	US$296 m	-1%	ARIPO	US$450 S&Z
3	Malawi	54	US$30 m	+29%	ARIPO	US$450 S&Z
4	Nigeria	53	US$5.6 m	-14%	National	US$1,015 S&Z
5	Zimbabwe	53	US$103 m	-13%	ARIPO	US$450 S&Z
6	OAPI (17 states)	52	US$11 m	+5%	National	US$1,563 S&Z
7	Tanzania	52	US$16 m	-2%	ARIPO	US$450 S&Z
8	Mozambique	51	US$86 m	-19%	ARIPO	US$450 S&Z
9	Uganda	49	US$3.2 m	+8%	ARIPO	US$450 S&Z
10	Dem. Rep. of the Congo	46	US$47 m	-6%	National	US$2,100

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)
MR PRICE	21	US$4,263	US$4,518
TRAIL	12	US$2,436	US$2,856
MILADY'S	8	US$1,624	US$2,117
RED	6	US$1,218	US$1,748
BUNDLE + JOY	10	US$2,030	US$2,487

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 Mr Price's five most-filed brands: word marks of **other companies** (not Mr Price'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 MR PRICE (classes 3, 24, 25, 28, 35; searched 2018-01-31 to 2026-11-07)

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

Similar to TRAIL (classes 24, 25, 28; searched 2018-04-25 to 2026-11-07)

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

Similar to MILADY'S (classes 3, 14, 18, 24, 25, 35, 41, 42; searched 2018-04-25 to 2026-11-07)

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

Similar to RED (classes 3, 9, 14, 25, 28, 35; searched 2018-02-28 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
RED	2019-07-31	35	VIRGIN ENTERPRISES Ltd
RED	2019-07-31	9	VIRGIN ENTERPRISES Ltd

Similar to BUNDLE + JOY (classes 3, 35; 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

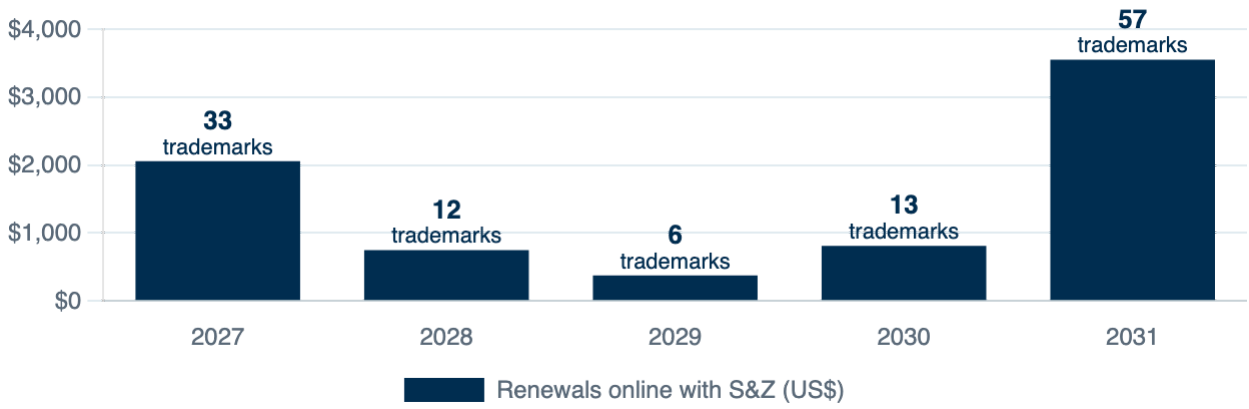
S&Z prices – South African trademarks

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$.

Mr Price's next five years of renewals

121 of Mr Price's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$7,538** over the five years.



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