Nestlé – South African trademarks

Updated 8 November 2026

Nestlé is the Swiss-based global food and beverage company. In South Africa its brands include Nescafé, Milo, Nestlé cereals, Maggi, KitKat and Purina pet food.

How Nestlé 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.

#7
largest trademark owner in South Africa (of 121,626)

2,330
trademarks filed

30
different logos published since 2020

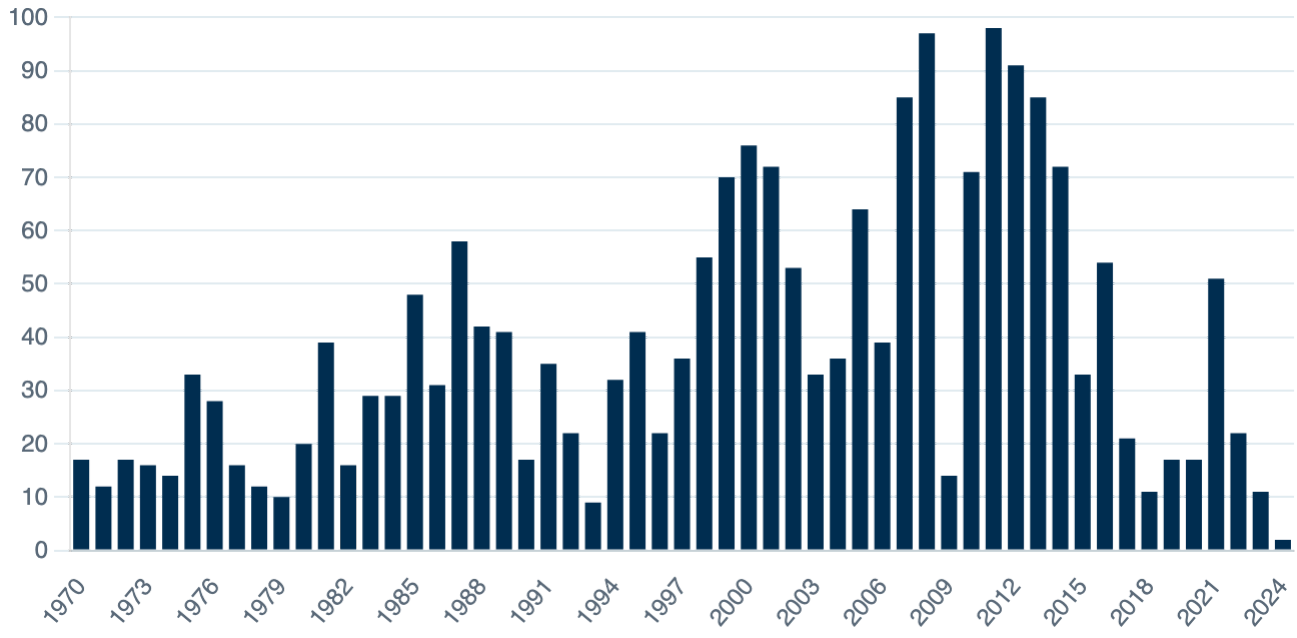
33
of 45 classes used

1917
first trademark filed

209
filed in the last 10 years

A portfolio built over time

Nestlé filed its first South African trademark in 1917 and has filed 2,330 since; its busiest year was 2011, with 98 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

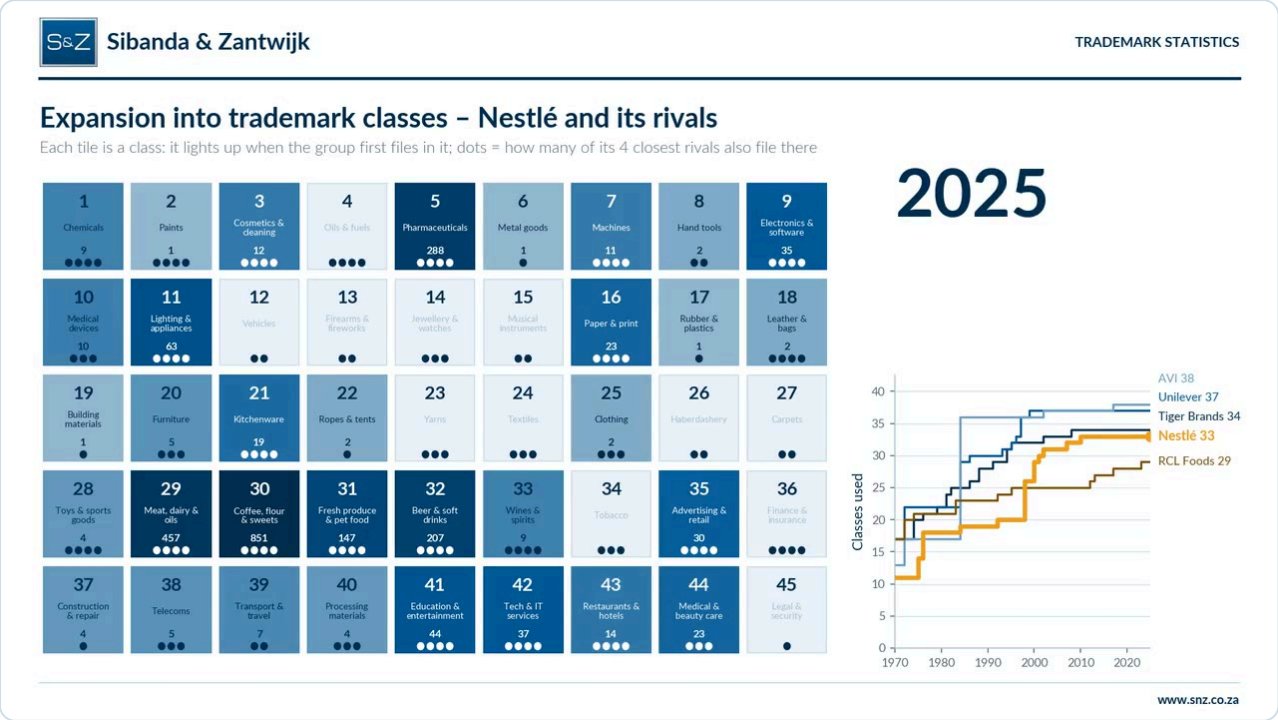
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Nestlé	2,481	1917–2025

Where Nestlé expanded its business

Trademark classes show what a business sells. Nestlé's portfolio is concentrated in coffee, flour & sweets (class 30), meat, dairy & oils (class 29), pharmaceuticals (class 5). Its most recent moves were into processing materials (2010), medical & beauty care (2007), restaurants & hotels (2002).

Nestlé trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/nestle-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	851	36.5%	1919
29	Meat, dairy & oils	457	19.6%	1917
5	Pharmaceuticals	288	12.4%	1919
32	Beer & soft drinks	207	8.9%	1931
31	Fresh produce & pet food	147	6.3%	1925
11	Lighting & appliances	63	2.7%	1998
41	Education & entertainment	44	1.9%	1975
42	Tech & IT services	37	1.6%	1975

The brands Nestlé protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	NESTLE	58	14	1920–2022
2	NESCAFE	32	10	1960–2014
3	CARNATION	25	7	1931–2008
4	NESPRESSO	23	15	1985–2011
5	FRISKIES	17	15	1971–1998
6	SCHOONSPRUIT	14	8	1980–2016
7	MAGGI	13	7	1959–1987
8	NESTLE HEALTH SCIENCE	12	8	2011–2016
9	BUILD-UP	12	4	1987–2001
10	KIT KAT	11	7	1957–2015
11	ROWNTREE	11	7	1933–1987
12	OPTIFAST	11	6	2008–2008
13	CHEF	11	4	1933–2006
14	NESQUIK	11	4	1948–2016
15	NESPRESSO PROFESSIONAL	10	10	2000–2000

Logos filed most often (since 2020)



10 filings · 10 classes



10 filings · 6 classes



6 filings · 6 classes



4 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes

Nestlé's logos

The 30 different logos Nestlé 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.



10 classes



6 classes



6 classes



3 classes



3 classes



3 classes



3 classes



2 classes



2 classes



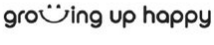
2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



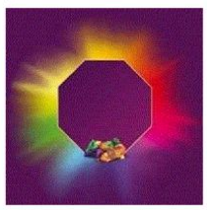
2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



1 class

1 class

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1 class

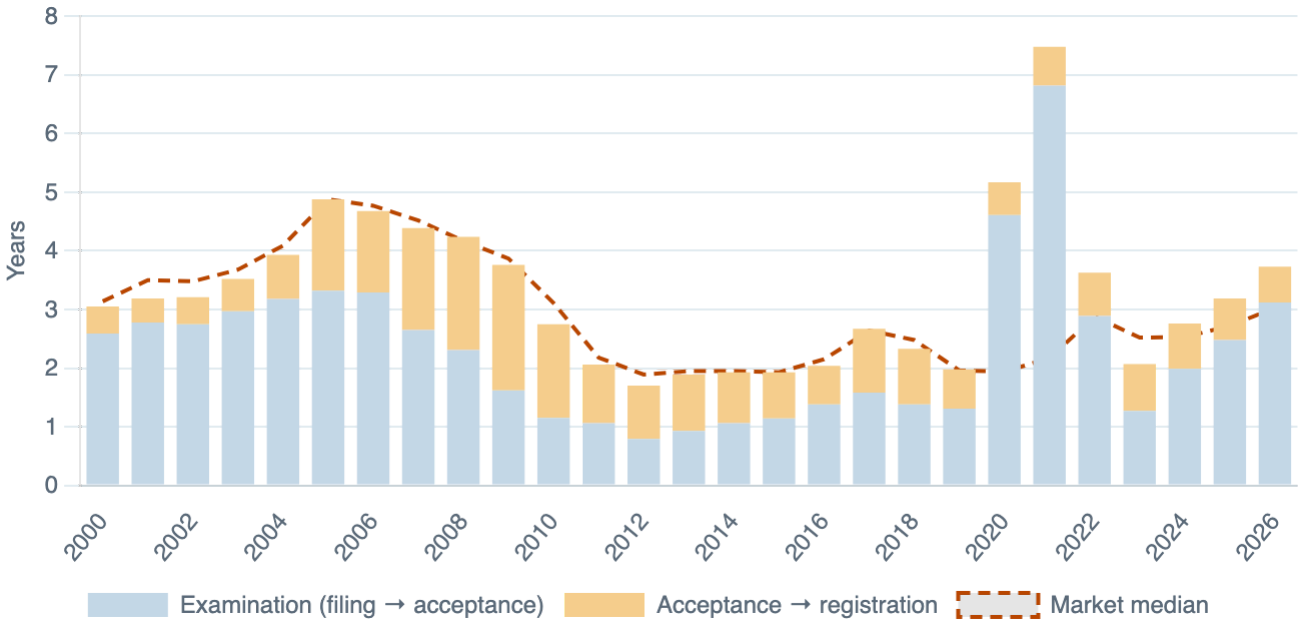
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Nestlé's marks took a median of **3.7 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.6 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

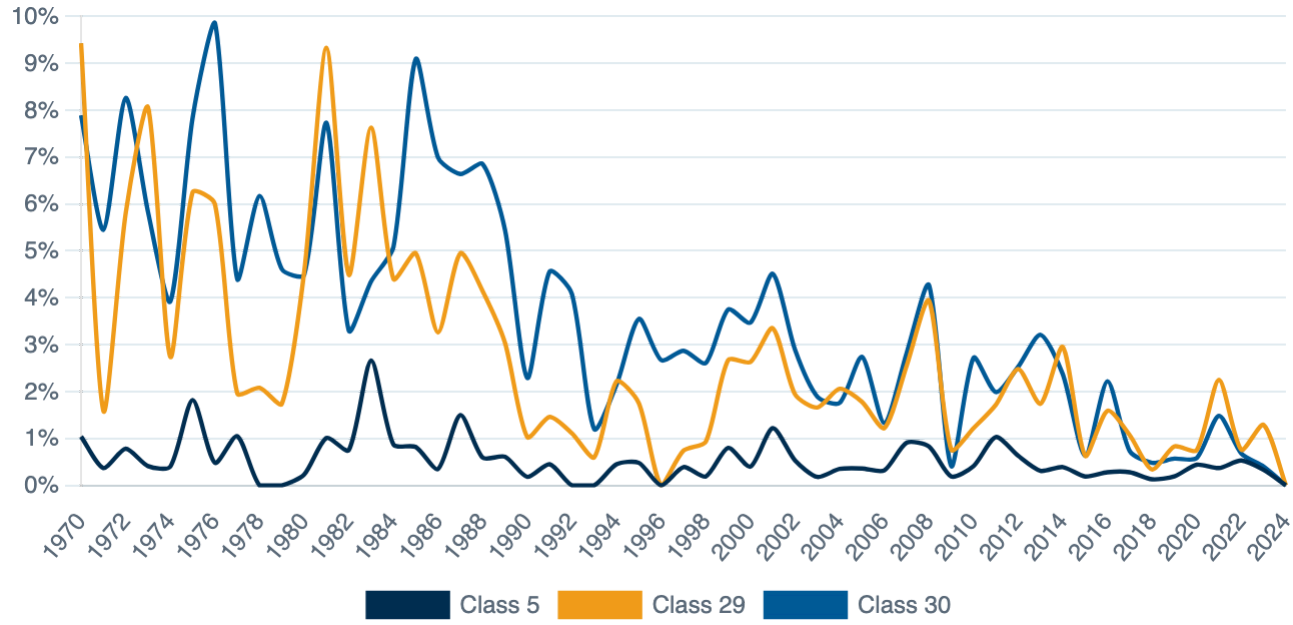


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Nestlé's classes

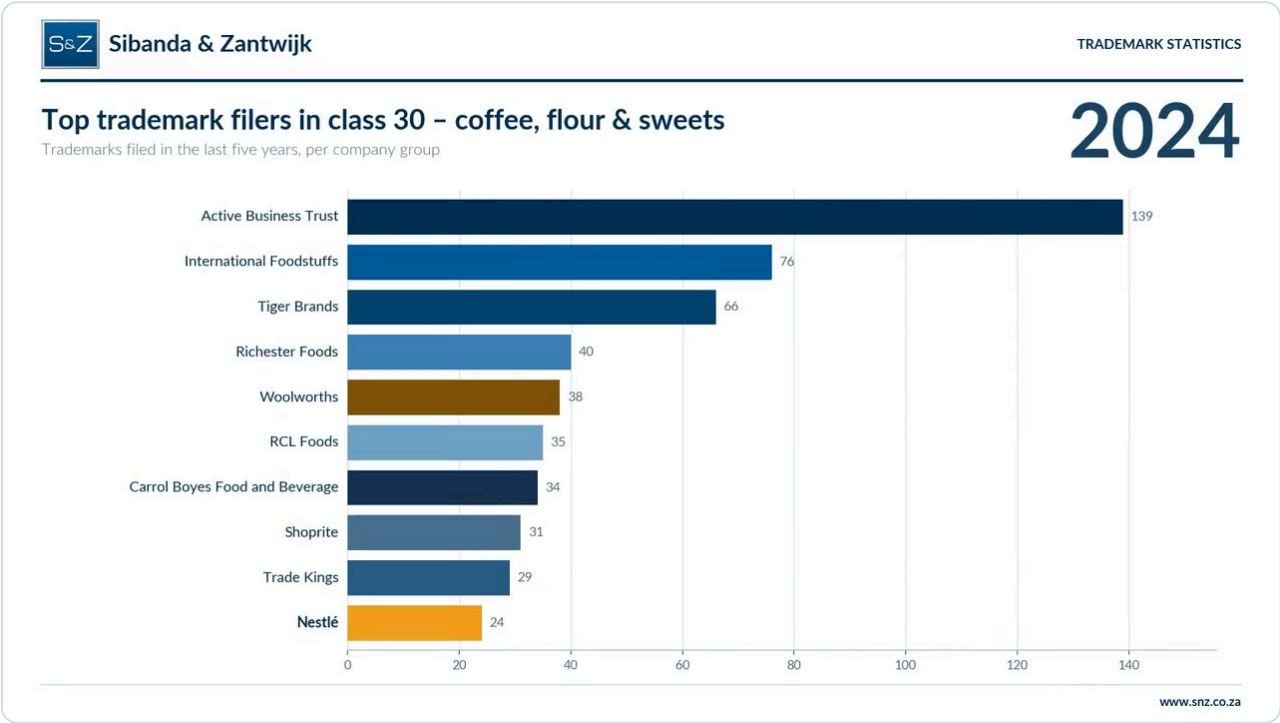
> Ranked by **number of trademarks filed in Nestlé's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Nestlé's market position, not who is most like it.

In the last five years, Nestlé was **#11** of 1,368 filers in class 30 (coffee, flour & sweets), with 24 of 3,209 trademarks; **#7** of 919 filers in class 29 (meat, dairy & oils), with 23 of 2,013 trademarks; **#28** of 2,050 filers in class 5 (pharmaceuticals), with 23 of 6,111 trademarks.



Nestlé'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: Nestlé



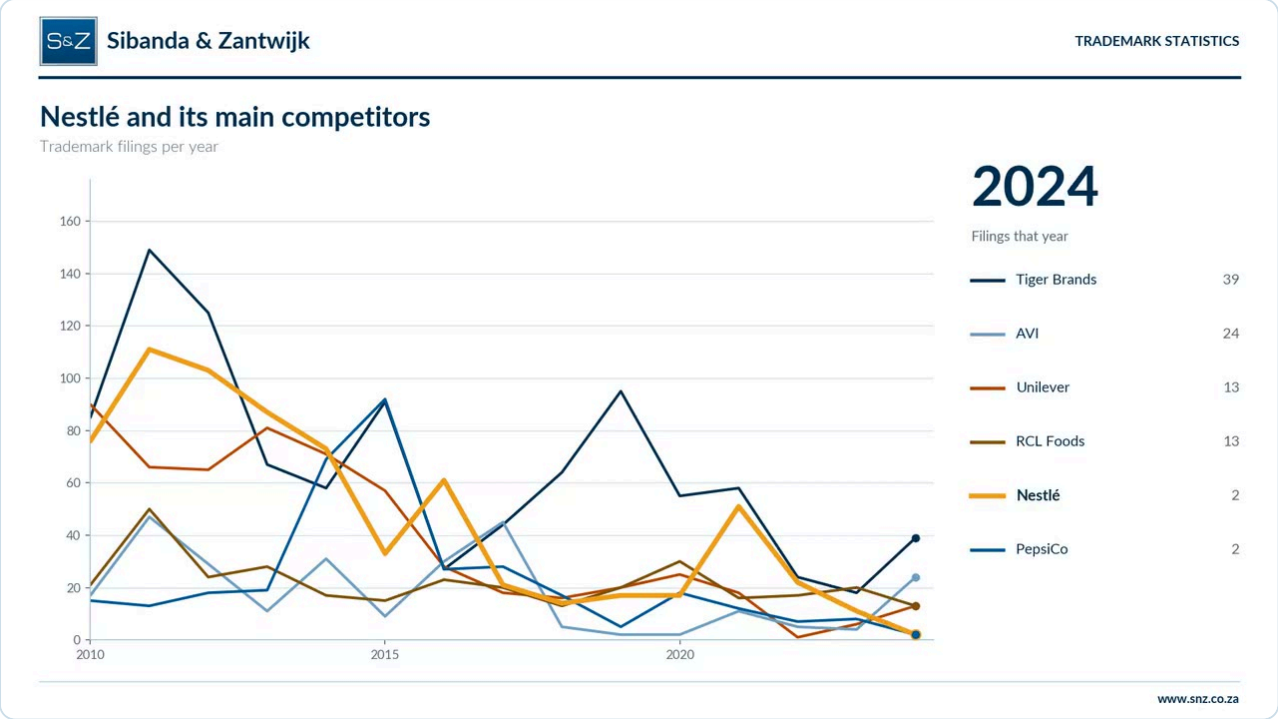
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/nestle-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like Nestlé

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

Nestlé's closest competitors in South Africa are Tiger Brands, Unilever, AVI and RCL Foods.

Nestlé 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/nestle-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Tiger Brands	Direct competitor	90%
2	Unilever	Direct competitor	84%
3	AVI	Direct competitor	81%
4	RCL Foods	Direct competitor	80%
5	PepsiCo	Direct competitor	76%
6	Anzocol	Direct competitor	72%
7	Libstar	Direct competitor	72%
8	Premier FMCG	Direct competitor	72%
9	Mars	Direct competitor	70%
10	Woolworths	Retailer's own brands	93%

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

Nestlé – relevant export countries

South Africa exported **US$3.6 billion** of the goods Nestlé's main classes cover in the last year – chocolate; cocoa; biscuits; coffee (class 30); milk; substitutes; meat; fruit (class 29); nutritional supplements; vitamin preparations; adapted; dietary supplements (class 5); syrups; vegetable juices; lemonades; isotonic beverages (class 32); pet food; animals; foodstuffs; litter (class 31). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Nestlé's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$390 m	+4%	National	US$2,388
2	United States of America	74	US$165 m	+4%	National	US$3,425
3	China	71	US$54 m	-3%	National	US$1,224
4	Japan	70	US$211 m	-6%	National	US$1,774
5	United Kingdom	70	US$93 m	+3%	National	US$1,371
6	Namibia	64	US$382 m	+7%	ARIPO	US$450
7	Botswana	60	US$333 m	-3%	ARIPO	US$450
8	Mozambique	59	US$256 m	-1%	ARIPO	US$450
9	Russian Federation	59	US$15 m	-3%	National	US$1,915
10	Mexico	58	US$13 m	+12%	National	US$3,050

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	64	US$382 m	+7%	ARIPO	US$450 S&Z
2	Botswana	60	US$333 m	-3%	ARIPO	US$450 S&Z
3	Mozambique	59	US$256 m	-1%	ARIPO	US$450 S&Z
4	Zimbabwe	57	US$197 m	+4%	ARIPO	US$450 S&Z
5	Lesotho	56	US$157 m	-2%	National	US$326
6	Nigeria	55	US$28 m	-12%	National	US$1,015 S&Z
7	Eswatini	55	US$144 m	-8%	National	US$446
8	OAPI (17 states)	53	US$24 m	-0%	National	US$1,563 S&Z
9	Malawi	53	US$38 m	-2%	ARIPO	US$450 S&Z
10	Egypt	53	US$11 m	-3%	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)
NESTLE	14	US$2,842	US$3,225
NESCAFE	10	US$2,030	US$2,487
CARNATION	7	US$1,421	US$1,932
NESPRESSO	15	US$3,045	US$3,410
FRISKIES	15	US$3,045	US$3,410

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 Nestlé's five most-filed brands: word marks of **other companies** (not Nestlé'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 NESTLE (classes 5, 29, 30, 31, 32; searched 2023-02-22 to 2026-11-07)

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

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

No confusingly similar marks of other companies found.

Similar to CARNATION (classes 1, 5, 29, 30, 31, 32, 42; searched 2018-02-28 to 2026-11-07)

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

Similar to NESPRESSO (classes 29, 30, 32; searched 2019-01-30 to 2026-11-07)

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

Similar to FRISKIES (classes 5, 31; searched 2019-10-30 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

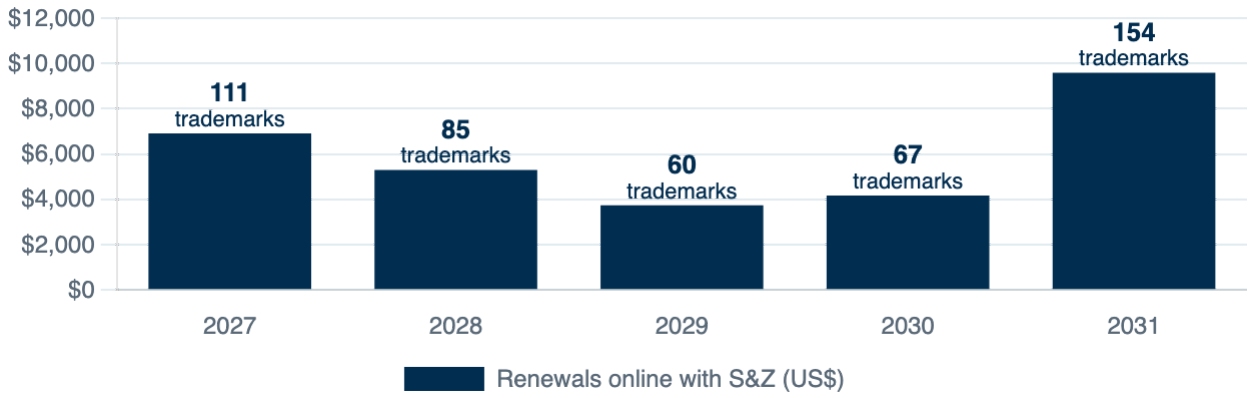
S&Z prices – South African trademarks

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$.

Nestlé's next five years of renewals

477 of Nestlé's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$29,712 over the five years.



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