PepsiCo – South African trademarks

Updated 8 November 2026

PepsiCo is a US food and beverage company. Its brands include Pepsi, Lay's, Doritos and, in South Africa, Simba chips and the Pioneer Foods brands.

How PepsiCo 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.

#46
largest trademark owner in South Africa (of 121,626)

951
trademarks filed

23
different logos published since 2020

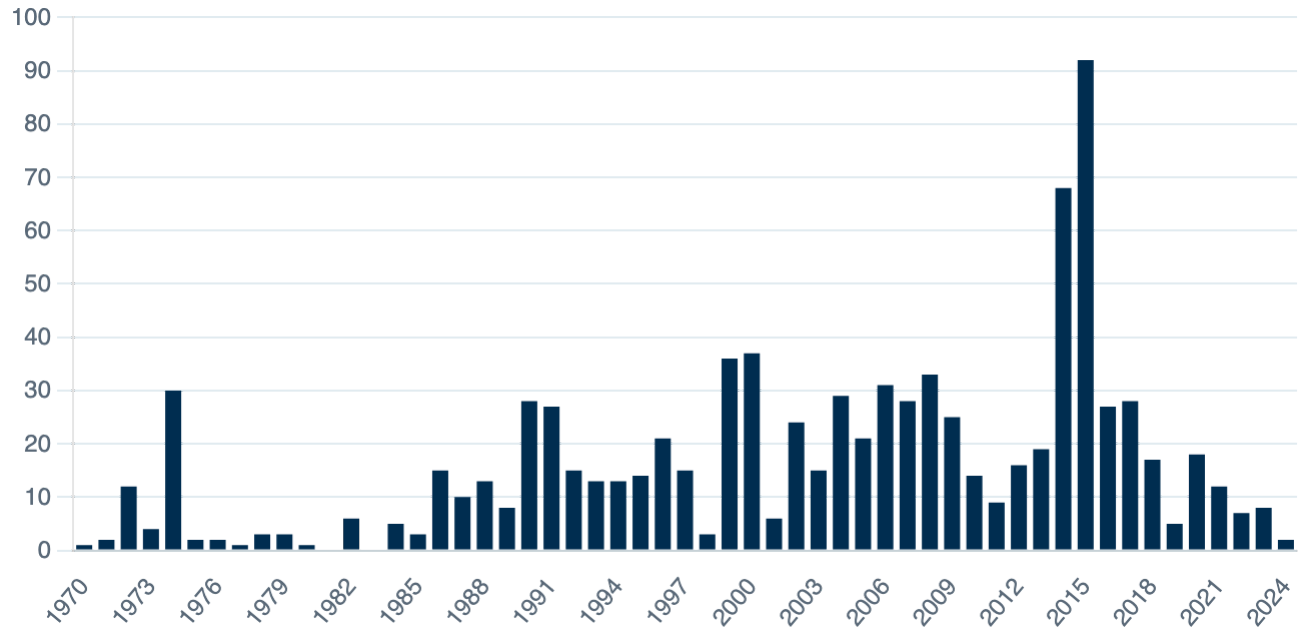
27
of 45 classes used

1921
first trademark filed

124
filed in the last 10 years

A portfolio built over time

PepsiCo filed its first South African trademark in 1921 and has filed 951 since; its busiest year was 2015, with 92 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

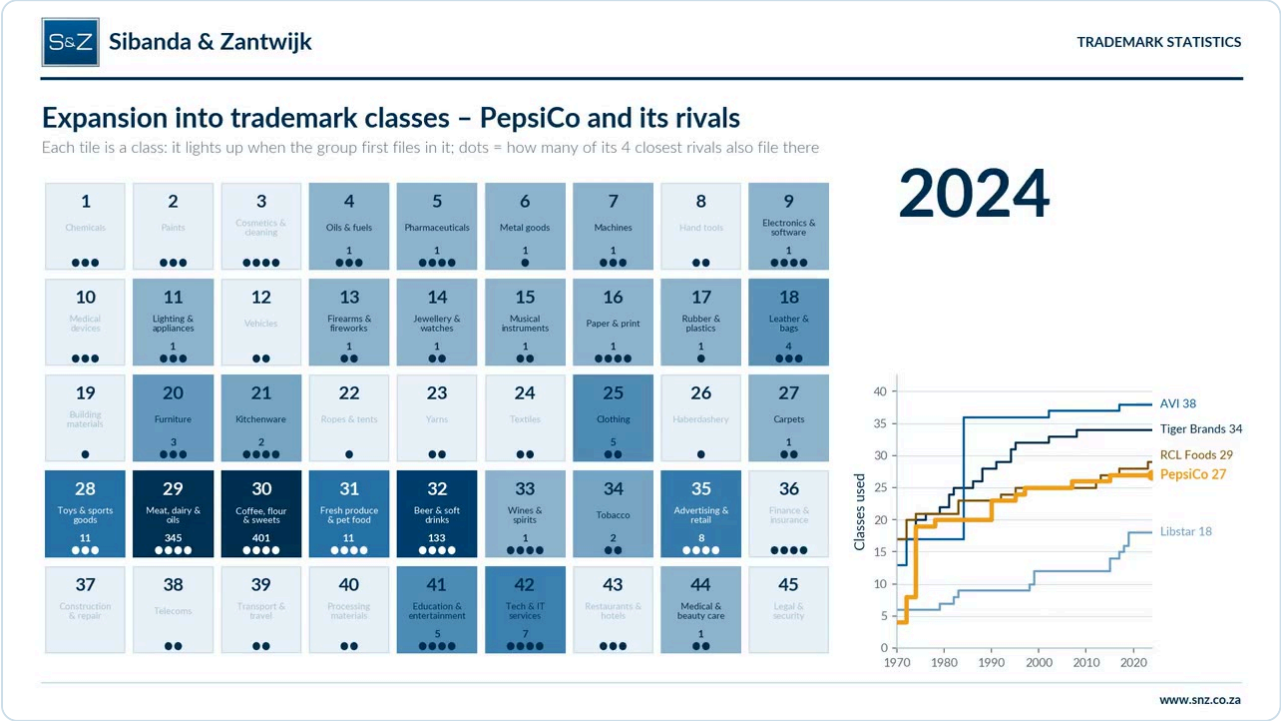
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
PepsiCo	592	1921–2024
Pepsico South Africa	313	1957–2022
Simba	211	1954–2022
Simba Group	3	1993–1993

Where PepsiCo expanded its business

Trademark classes show what a business sells. PepsiCo'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 pharmaceuticals (2015), medical & beauty care (2007), electronics & software (1997).

PepsiCo trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pepsico-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	401	42.2%	1921
29 Meat, dairy & oils	345	36.3%	1956
32 Beer & soft drinks	133	14.0%	1938
31 Fresh produce & pet food	11	1.2%	1959
28 Toys & sports goods	11	1.2%	1974
35 Advertising & retail	8	0.8%	1972
42 Tech & IT services	7	0.7%	1972
41 Education & entertainment	5	0.5%	1995

The brands PepsiCo protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SIMBA	47	19	1957–2012
2	PEPSI	18	3	1954–2023
3	DORITOS	12	2	1966–2012
4	RUFFLES	9	2	1963–2006
5	MUNCHOS	8	2	1989–2015
6	FRITOS	7	2	1947–2012
7	MIRINDA	7	1	1958–2016
8	MOUNTAIN DEW	7	1	1971–2016
9	CHEETOS	6	2	1996–2001
10	ROARRRS WITH FLAVOUR	6	2	2014–2020
11	TOSTITOS	6	2	1982–2015
12	TWIRLS	6	2	1979–2020
13	NEW THICKER CUT	6	1	2000–2000
14	BIG GRAB	5	5	1989–1990
15	CHIPSTIX	5	2	1972–2015

Logos filed most often (since 2020)



6 filings · 3 classes



5 filings · 1 class



5 filings · 1 class



5 filings · 1 class



4 filings · 2 classes

4 filings · 2 classes



4 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes

PepsiCo's logos

The 23 different logos PepsiCo 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

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



1 class



1 class



1 class



1 class



1 class



1 class



1 class

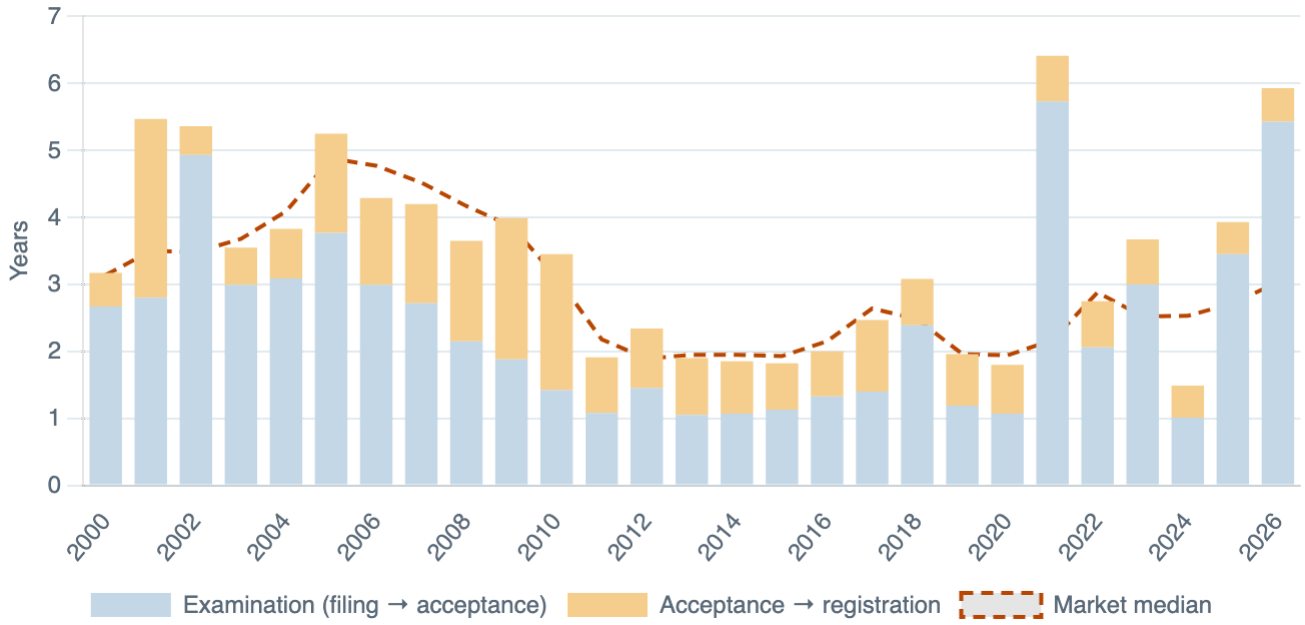


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, PepsiCo's marks took a median of **4.1 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.9 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

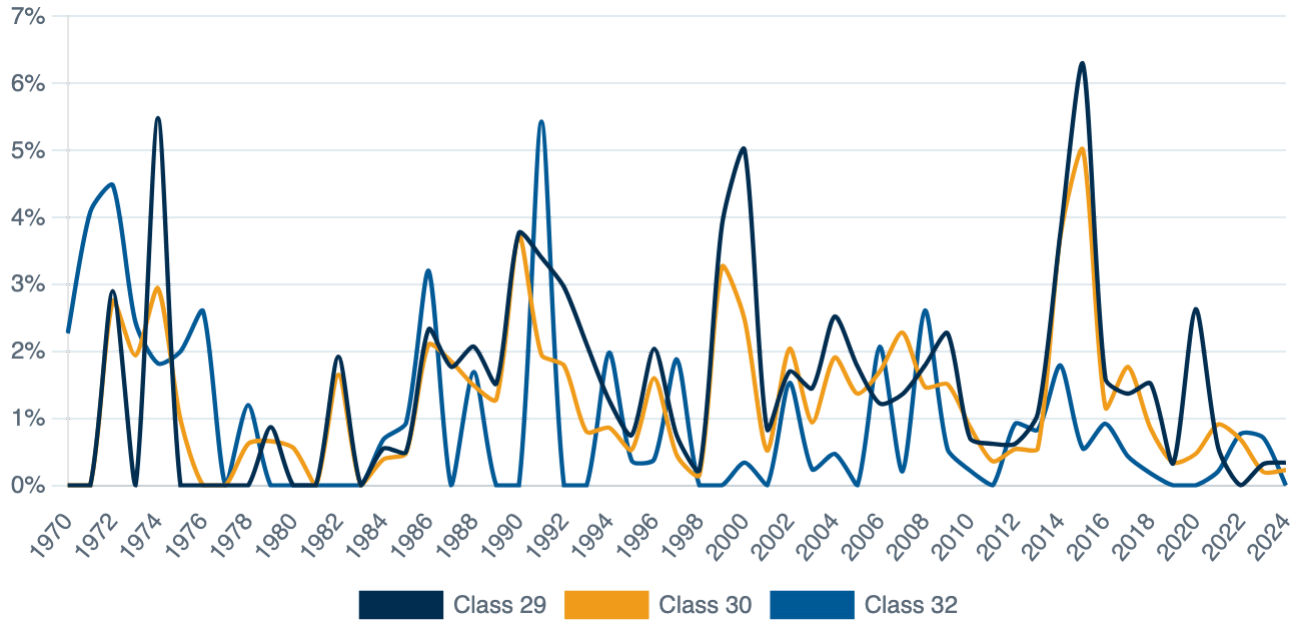


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in PepsiCo's classes

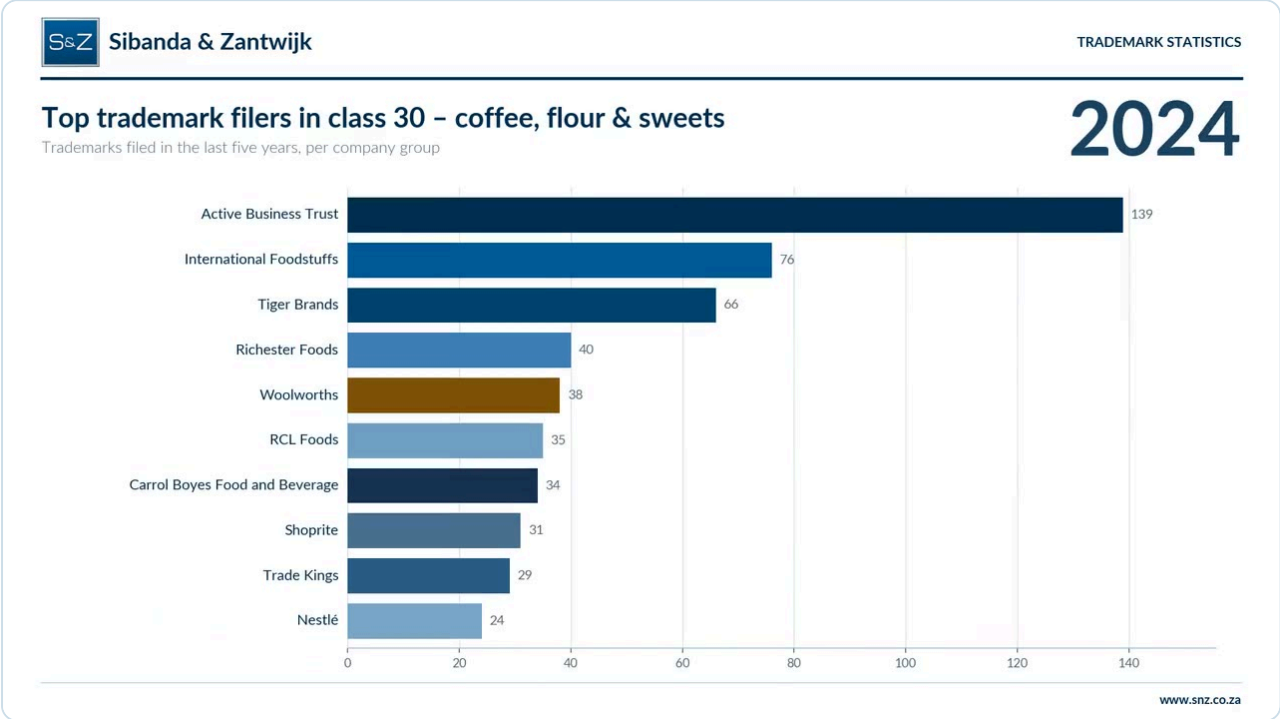
> Ranked by **number of trademarks filed in PepsiCo's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows PepsiCo's market position, not who is most like it.

In the last five years, PepsiCo was **#16** of 1,368 filers in class 30 (coffee, flour & sweets), with 18 of 3,209 trademarks; **#9** of 919 filers in class 29 (meat, dairy & oils), with 19 of 2,013 trademarks; **#28** of 905 filers in class 32 (beer & soft drinks), with 6 of 1,804 trademarks.



PepsiCo'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: PepsiCo



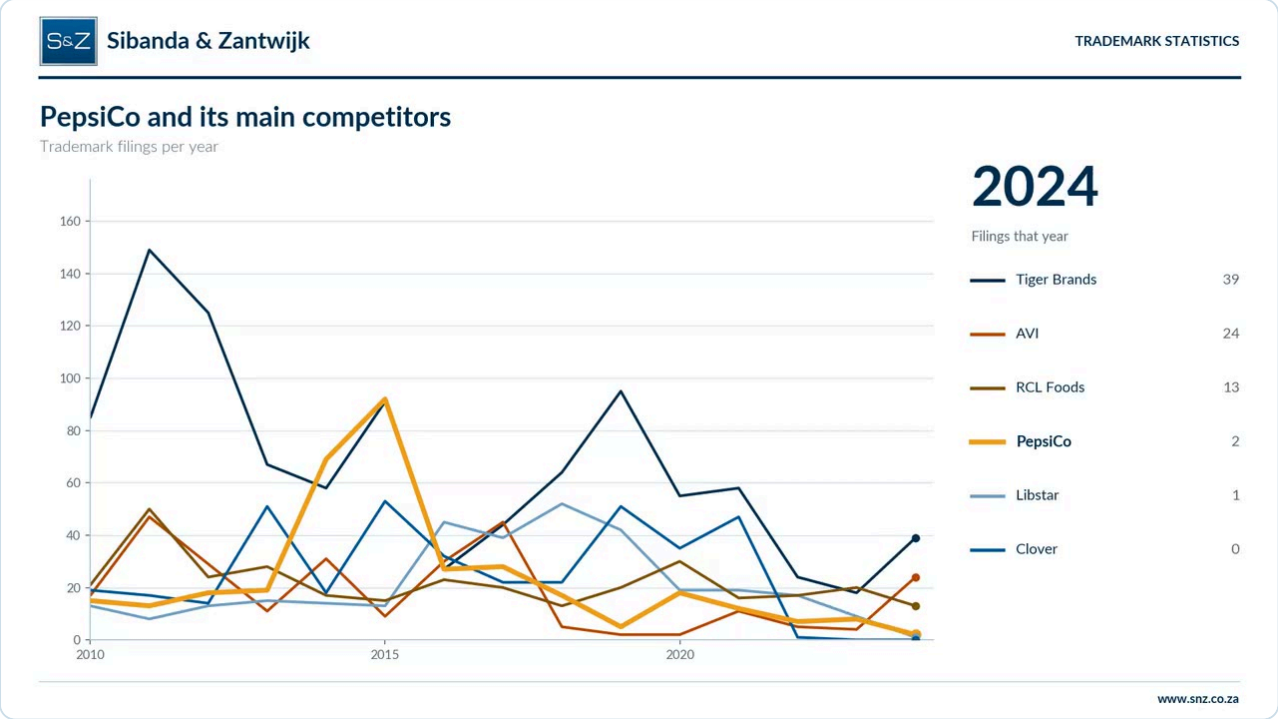
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pepsico-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like PepsiCo

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

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

PepsiCo 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/pepsico-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Tiger Brands	Direct competitor	92%
2	AVI	Direct competitor	90%
3	Libstar	Direct competitor	87%
4	RCL Foods	Direct competitor	86%
5	Clover	Direct competitor	82%
6	Nestlé	Direct competitor	81%
7	Danone	Direct competitor	77%
8	Wimpy (Pleasure Foods)	Related field	88%
9	Chicken Licken	Related field	79%
10	Woolworths	Retailer's own brands	100%

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

PepsiCo – relevant export countries

South Africa exported **US$2.6 billion** of the goods PepsiCo's main classes cover in the last year – coffee; cakes; rice; bread (class 30); potato chips; vegetables; beef; fruit (class 29); beer; energy drinks; fruit juices; syrups (class 32); pet food; seeds; live cannabis plants (class 31); toys; board games; plush toys (class 28). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where PepsiCo's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$307 m	+5%	National	US$2,388
2	United States of America	74	US$129 m	-2%	National	US$3,425
3	United Kingdom	71	US$82 m	+5%	National	US$1,371
4	Japan	65	US$51 m	-2%	National	US$1,774
5	Mozambique	62	US$186 m	+27%	ARIPO	US$450
6	Botswana	62	US$277 m	+1%	ARIPO	US$450
7	Namibia	61	US$231 m	+6%	ARIPO	US$450
8	Zimbabwe	61	US$165 m	+48%	ARIPO	US$450
9	Russian Federation	58	US$7.1 m	-1%	National	US$1,915
10	Philippines	58	US$19 m	+3%	National	US$1,526

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	62	US$186 m	+27%	ARIPO	US$450 S&Z
2	Botswana	62	US$277 m	+1%	ARIPO	US$450 S&Z
3	Namibia	61	US$231 m	+6%	ARIPO	US$450 S&Z
4	Zimbabwe	61	US$165 m	+48%	ARIPO	US$450 S&Z
5	Nigeria	57	US$21 m	+11%	National	US$1,015 S&Z
6	Eswatini	57	US$116 m	+1%	National	US$446
7	Lesotho	56	US$117 m	-6%	National	US$326
8	OAPI (17 states)	55	US$20 m	+8%	National	US$1,563 S&Z
9	Malawi	54	US$29 m	+12%	ARIPO	US$450 S&Z
10	Morocco	52	US$854 k	+18%	National	US$1,408

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)
SIMBA	19	US$3,857	US$4,149
PEPSI	3	US$609	US$1,194
DORITOS	2	US$406	US$1,009
RUFFLES	2	US$406	US$1,009
MUNCHOS	2	US$406	US$1,009

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

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

Similar to PEPSI (classes 18, 25, 32; searched 2020-09-30 to 2026-11-07)

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

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

No confusingly similar marks of other companies found.

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

No confusingly similar marks of other companies found.

Similar to MUNCHOS (classes 29, 30; searched 2019-08-28 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

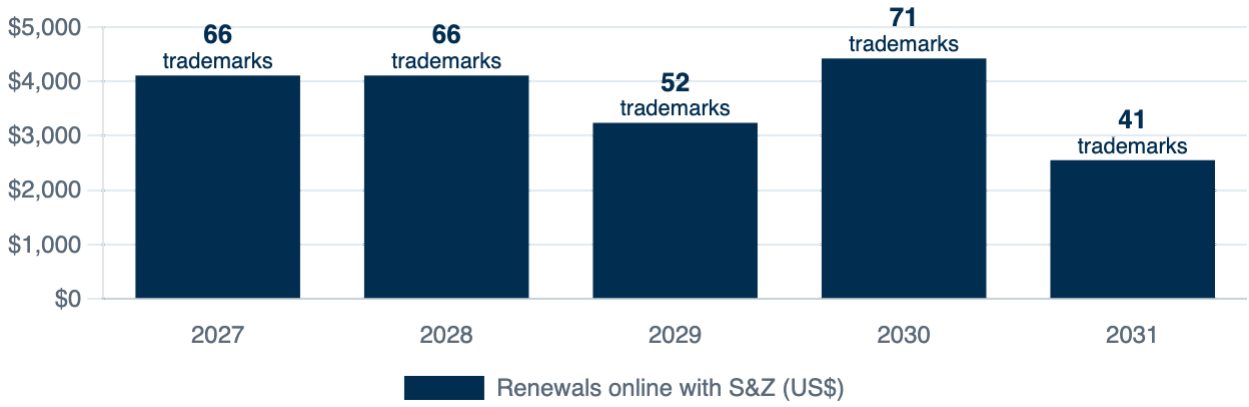
S&Z prices – South African trademarks

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$.

PepsiCo's next five years of renewals

296 of PepsiCo's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$18,438** over the five years.



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