Philip Morris – South African trademarks

Updated 8 November 2026

Philip Morris International is a global tobacco company. Its products include Marlboro cigarettes and IQOS heated-tobacco devices.

How Philip Morris 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.

#36
largest trademark owner in South Africa (of 121,626)

1,121
trademarks filed

40
different logos published since 2020

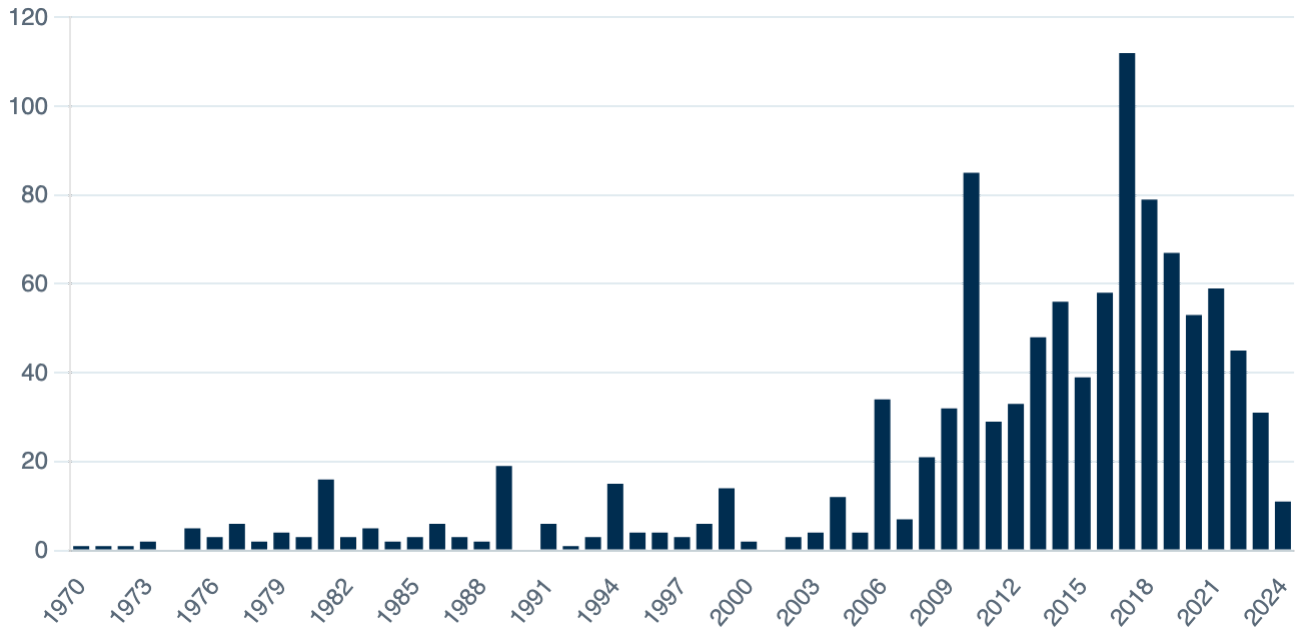
35
of 45 classes used

1917
first trademark filed

517
filed in the last 10 years

A portfolio built over time

Philip Morris filed its first South African trademark in 1917 and has filed 1,121 since; its busiest year was 2017, with 112 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

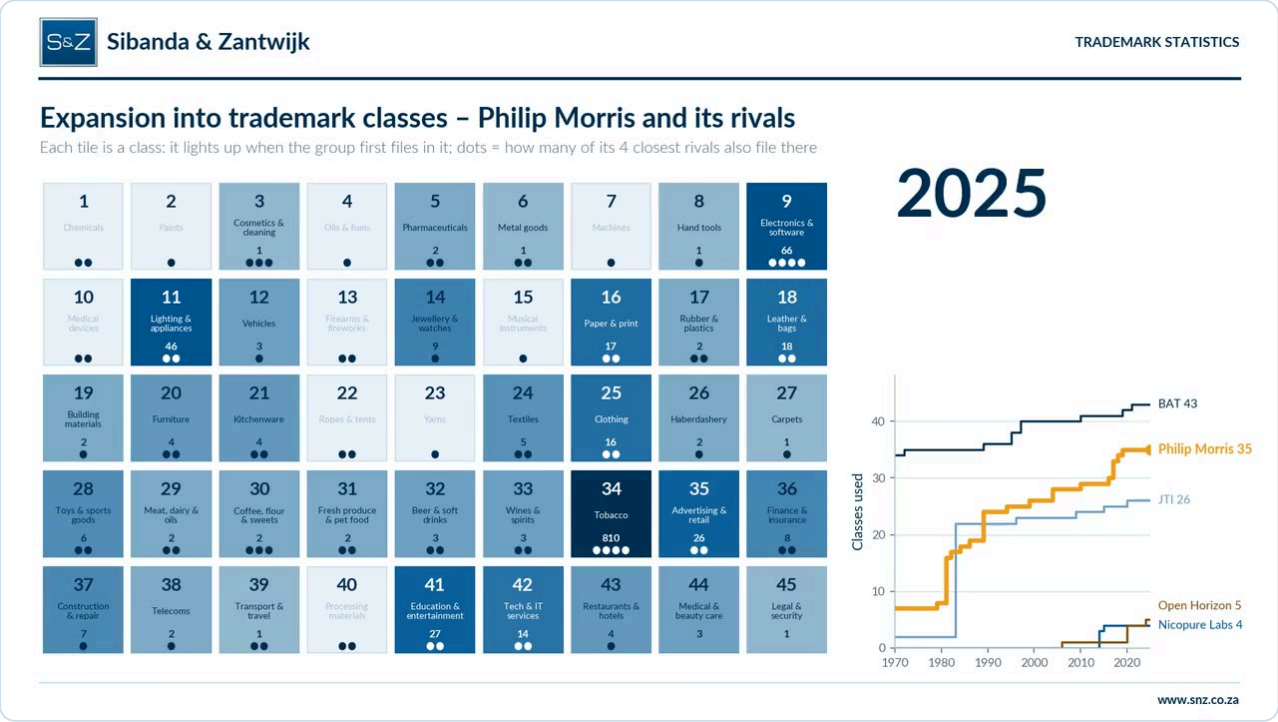
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Philip Morris	710	1930–2025
Philip Morris Brands	347	1917–2024
Philip Morris Brands Sarl A	102	2013–2018
Philip Morris Global Brands	13	1982–1999
Philip Morris Belgium	2	1967–1967
Philip Morris International Finance	2	1999–1999

Where Philip Morris expanded its business

Trademark classes show what a business sells. Philip Morris' portfolio is concentrated in tobacco (class 34), electronics & software (class 9), lighting & appliances (class 11). Its most recent moves were into medical & beauty care (2019), construction & repair (2018), legal & security (2017).

Philip Morris trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/philip-morris-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
34 Tobacco	810	72.3%	1917
9 Electronics & software	66	5.9%	1986
11 Lighting & appliances	46	4.1%	2010
41 Education & entertainment	27	2.4%	1981
35 Advertising & retail	26	2.3%	2004
18 Leather & bags	18	1.6%	1982
16 Paper & print	17	1.5%	1981
25 Clothing	16	1.4%	1979

The brands Philip Morris protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	CHESTERFIELD	30	16	1968–2017
2	IQOS	27	13	2014–2020
3	MARLBORO	21	7	1963–2015
4	MARLBORO VENI VIDI VICI	14	14	1981–1981
5	IQOS HOME	12	12	2019–2019
6	PETER JACKSON	11	7	1951–1967
7	RED RACING	9	9	2004–2004
8	ANYTHING BUTTS	8	8	2017–2017
9	MSCAPE	8	8	2006–2006
10	TETRAPOD	8	8	2017–2017
11	MARLBORO MUSIC	8	5	1991–1994
12	MISSION WINNOW	8	4	2018–2018
13	L&M	7	1	1955–2015
14	MURATTI	7	1	1963–2011
15	PHILIP MORRIS	7	1	1938–2015

Logos filed most often (since 2020)



24 filings · 7 classes



11 filings · 1 class


8 filings · 6 classes


5 filings · 5 classes



5 filings · 1 class



4 filings · 4 classes


3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes


3 filings · 1 class

Philip Morris' logos

The 40 different logos Philip Morris 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.



7 classes



6 classes



5 classes



4 classes



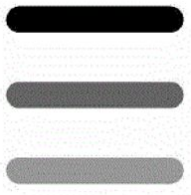
3 classes



3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



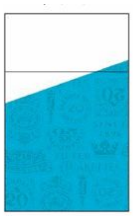
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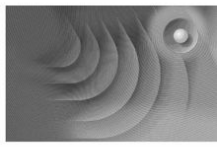
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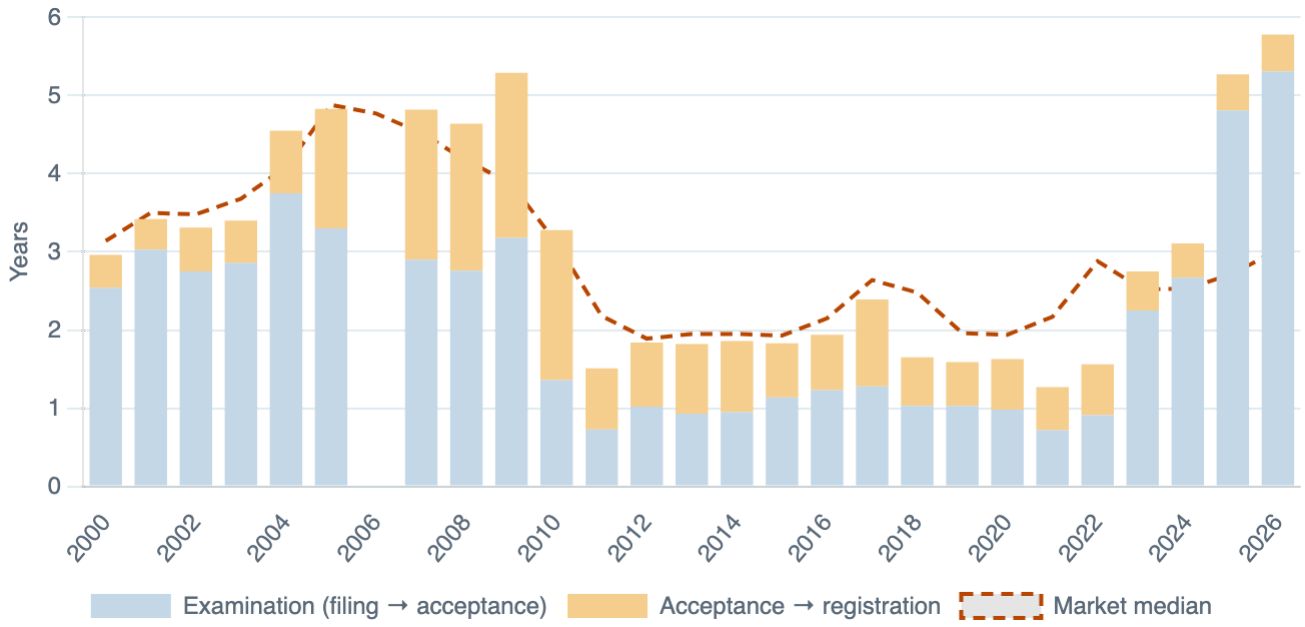
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Philip Morris' 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: 3.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.8 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

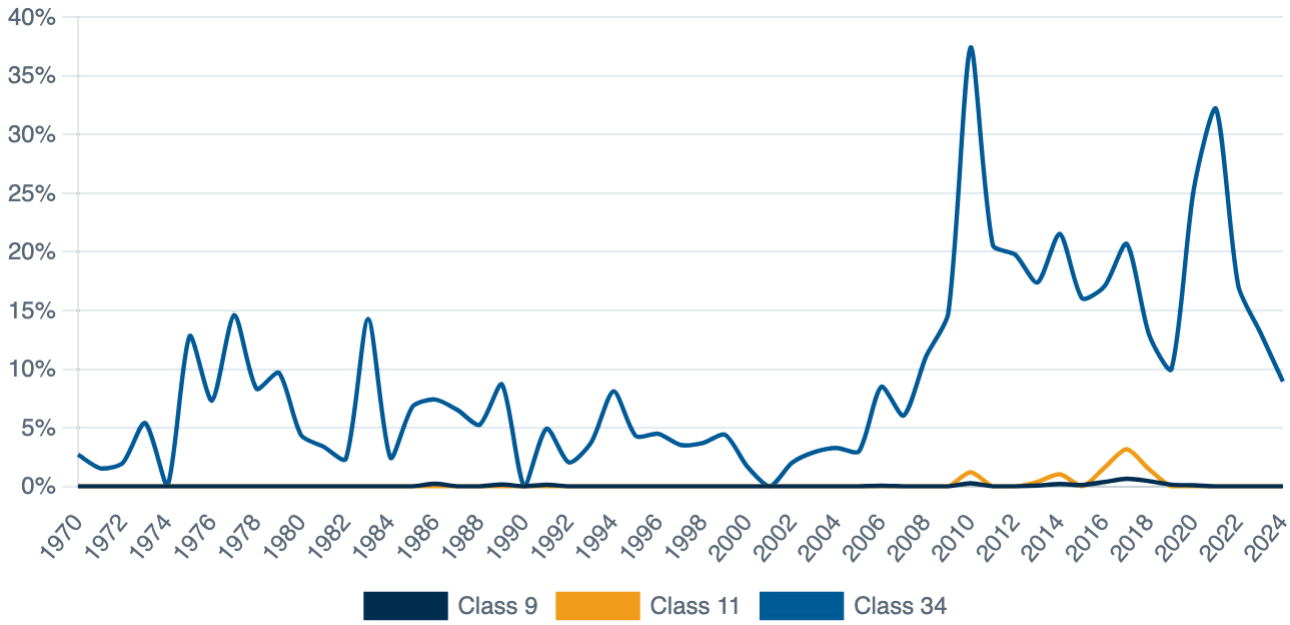


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Philip Morris' classes

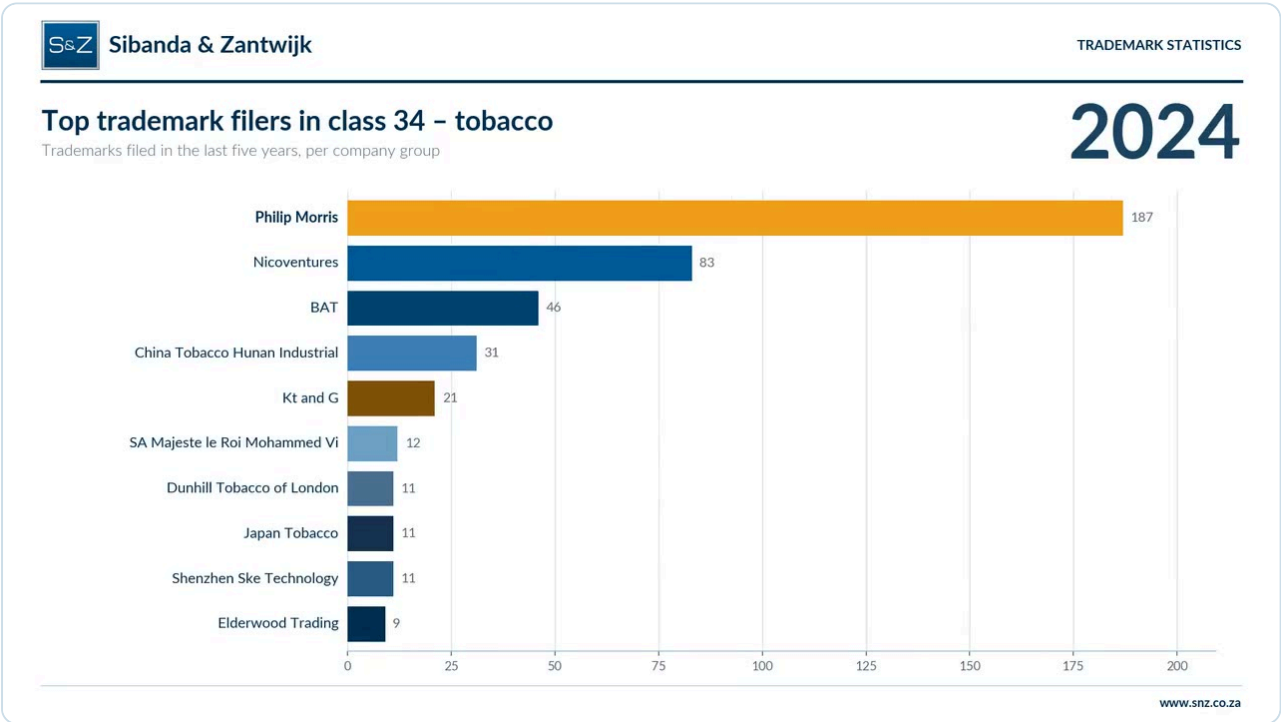
> Ranked by **number of trademarks filed in Philip Morris' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Philip Morris' market position, not who is most like it.

In the last five years, Philip Morris was **#1** of 336 filers in class 34 (tobacco), with 187 of 961 trademarks; **#1209** of 4,926 filers in class 9 (electronics & software), with 2 of 10,252 trademarks.



Philip Morris' share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 34 (tobacco), South Africa 1975–2024: Philip Morris



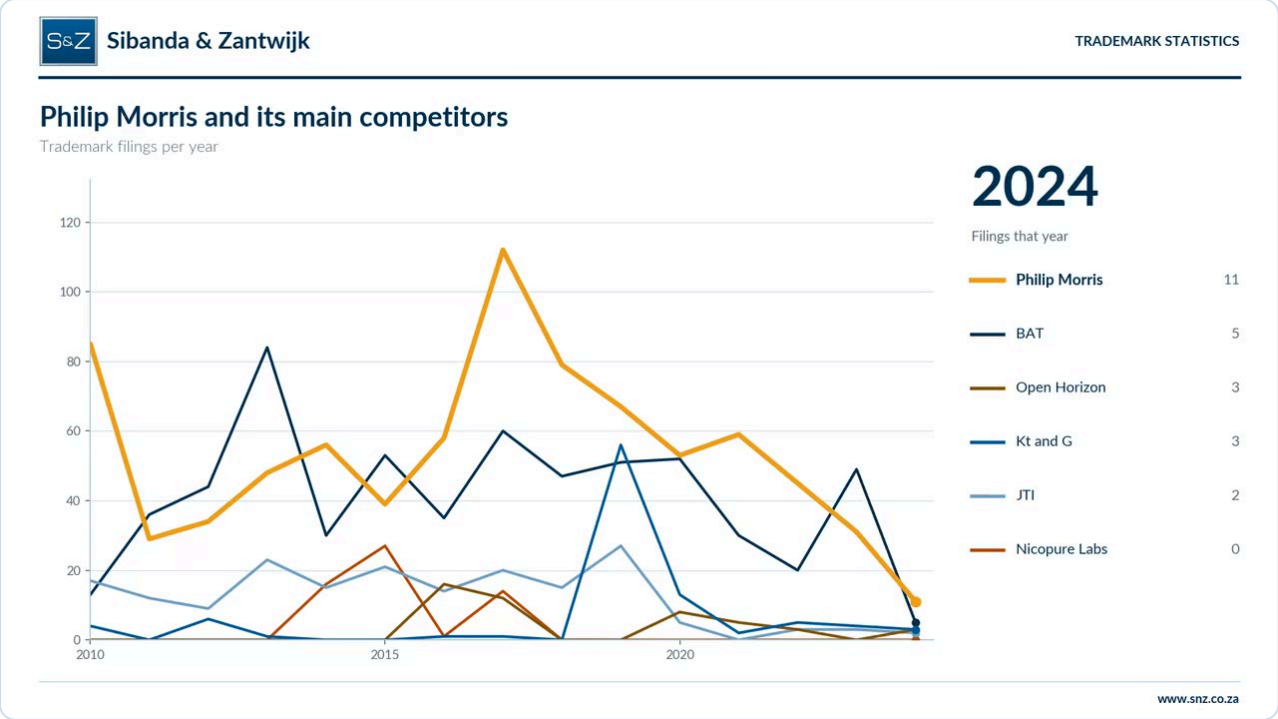
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/philip-morris-south-african-trademarks/class-34-race-video.html

Main competitors – the companies most like Philip Morris

> Ranked by **how similar their whole trademark portfolio is to Philip Morris'** – 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.

Philip Morris' closest competitors in South Africa are BAT, Nicopure Labs, JTI and Open Horizon.

Philip Morris 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/philip-morris-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	BAT	Direct competitor	100%
2	Nicopure Labs	Direct competitor	78%
3	JTI	Direct competitor	78%
4	Open Horizon	Direct competitor	75%
5	Kt and G	Direct competitor	73%
6	China Tobacco Hunan Industrial	Direct competitor	71%
7	Outdoor Investments	Retailer's own brands	64%
8	Unitrade Management Services	Retailer's own brands	49%
9	Tweed	Other field	70%
10	Stellenbosch University	Other field	36%

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

Philip Morris – relevant export countries

South Africa exported **US$4.6 billion** of the goods Philip Morris' main classes cover in the last year – tobacco; snus; cigarettes; lighters (class 34); batteries; battery chargers; devices; usb chargers (class 9); heating; vaporizers; liquid; filters (class 11); backpacks; bags; umbrellas; wallets (class 18); books; calendars; brochures; magazines (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Philip Morris' trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$1.1 billion	-1%	National	US$2,388
2	United States of America	72	US$231 m	+2%	National	US$3,425
3	United Kingdom	67	US$78 m	-3%	National	US$1,371
4	Türkiye	66	US$269 m	+10%	National	US$1,258
5	India	64	US$26 m	+9%	National	US$1,295
6	Canada	61	US$36 m	-4%	National	US$2,192
7	Hong Kong SAR	61	US$21 m	-0%	National	US$1,715
8	Japan	61	US$7.2 m	-4%	National	US$1,774
9	Australia	60	US$63 m	+0%	National	US$2,380
10	Switzerland	58	US$6.6 m	-3%	National	US$1,660

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	55	US$362 m	+14%	ARIPO	US$450 S&Z
2	Nigeria	55	US$46 m	-9%	National	US$1,015 S&Z
3	Botswana	54	US$359 m	-4%	ARIPO	US$450 S&Z
4	Tanzania	53	US$50 m	+8%	ARIPO	US$450 S&Z
5	Mozambique	53	US$192 m	+3%	ARIPO	US$450 S&Z
6	Lesotho	53	US$118 m	+2%	National	US$326
7	OAPI (17 states)	53	US$85 m	+7%	National	US$1,563 S&Z
8	Egypt	51	US$5.9 m	-1%	National	US$2,278
9	Eswatini	51	US$126 m	-1%	National	US$446
10	Uganda	50	US$13 m	+16%	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)
CHESTERFIELD	16	US$3,248	US$3,595
IQOS	13	US$2,639	US$3,041
MARLBORO	7	US$1,421	US$1,932
MARLBORO VENI VIDI VICI	14	US$2,842	US$3,225
IQOS HOME	12	US$2,436	US$2,856

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 Philip Morris' five most-filed brands: word marks of **other companies** (not Philip Morris' 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 CHESTERFIELD (classes 9, 34, 41; searched 2021-05-26 to 2026-11-07)

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

Similar to IQOS (classes 9, 11, 34, 35, 41; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to MARLBORO (classes 9, 12, 18, 21, 24, 28, 34; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to MARLBORO VENI VIDI VICI (class 41; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to IQOS HOME (classes 9, 34, 35; searched 2018-01-31 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

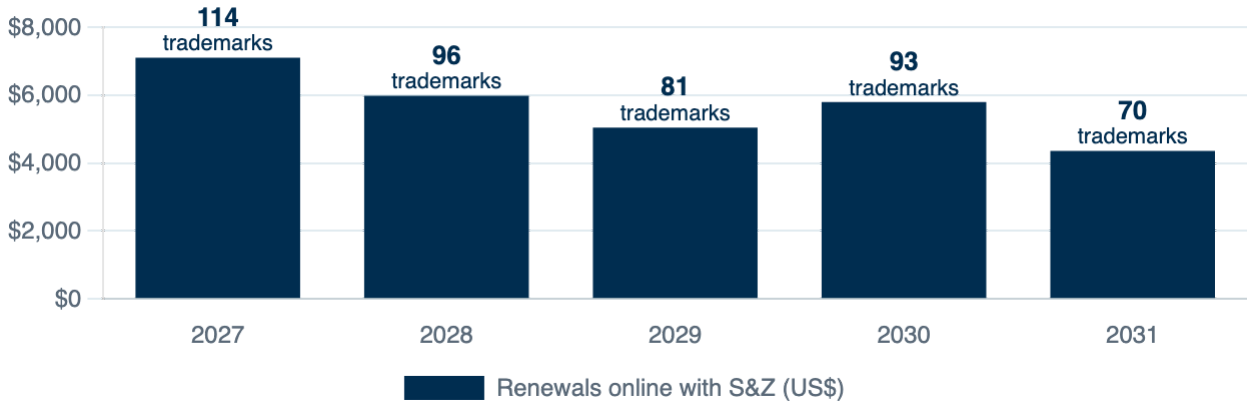
S&Z prices – South African trademarks

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$.

Philip Morris' next five years of renewals

454 of Philip Morris' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$28,279** over the five years.



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