Pick n Pay – South African trademarks

Updated 8 November 2026

Pick n Pay is a JSE-listed South African supermarket group. It also trades as Boxer and sells a wide range of own-brand products.

How Pick n Pay 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.

#38
largest trademark owner in South Africa (of 121,626)

1,076
trademarks filed

48
different logos published since 2020

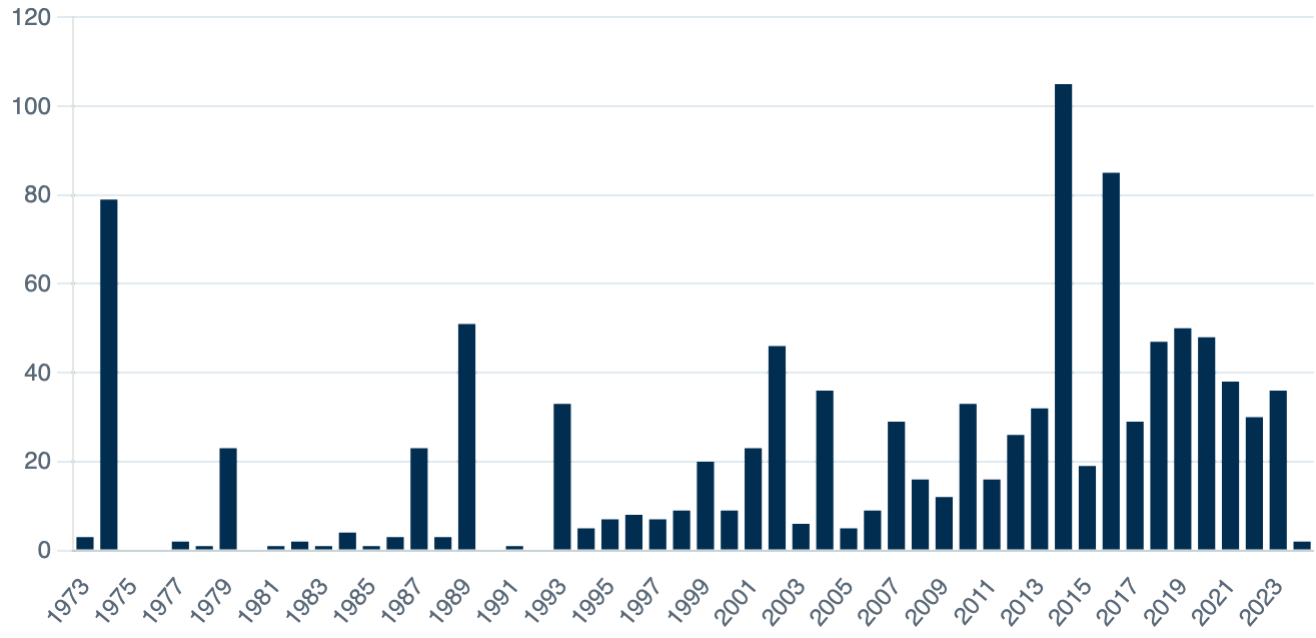
44
of 45 classes used

1973
first trademark filed

367
filed in the last 10 years

A portfolio built over time

Pick n Pay filed its first South African trademark in 1973 and has filed 1,076 since; its busiest year was 2014, with 105 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

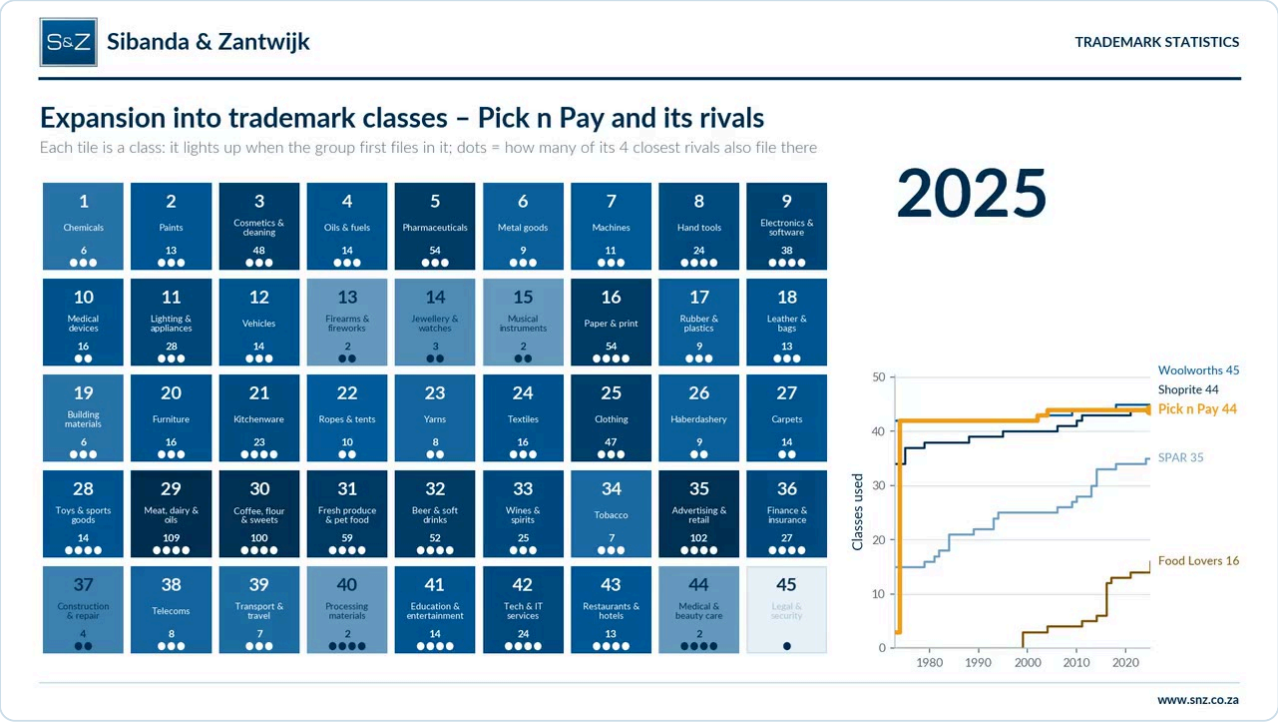
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Pick n Pay	1,106	1973–2025
Pick N Pay Pay Retailers Property	4	1987–1987
Pick N Pay Stores	3	1993–1993
Early Worx 644	1	2004–2004
Pick N Paint Hardware Stores	1	2005–2005

Where Pick n Pay expanded its business

Trademark classes show what a business sells. Pick n Pay's portfolio is concentrated in meat, dairy & oils (class 29), advertising & retail (class 35), coffee, flour & sweets (class 30). Its most recent moves were into medical & beauty care (2004), restaurants & hotels (2002), advertising & retail (1974).

Pick n Pay trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pick-n-pay-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
29	Meat, dairy & oils	109	10.1%	1973
35	Advertising & retail	102	9.5%	1974
30	Coffee, flour & sweets	100	9.3%	1973
31	Fresh produce & pet food	59	5.5%	1974
16	Paper & print	54	5.0%	1974
5	Pharmaceuticals	54	5.0%	1974
32	Beer & soft drinks	52	4.8%	1974
3	Cosmetics & cleaning	48	4.5%	1974

The brands Pick n Pay protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	PICK N PAY	75	43	1973–2014
2	PNP	42	29	2013–2021
3	HYPERMARK	39	39	1974–1982
4	INSIDE & OUT	32	17	2002–2002
5	NO NAME	30	24	1977–2010
6	PICK'N PAY GREEN ENVIRONMENT FRIENDLY	26	26	1989–1989
7	P N P	20	19	1987–2010
8	NO FRILLS	18	9	2001–2004
9	BABY STEPS	18	6	2018–2023
10	RED GLOVE	17	13	1999–2004
11	BOXERCOM	14	7	2020–2020
12	HOME SQUARE	14	6	2018–2023
13	YUM FUN	14	2	2018–2022
14	PICK LOCAL FROM OUR COMMUNITY WITH CARE	10	10	2016–2016
15	PICK LOCAL LOCALLY PRODUCED SUPPORTING SMALL BUSINESS	10	10	2016–2016

Logos filed most often (since 2020)



26 filings · 11 classes



21 filings · 10 classes



15 filings · 5 classes



15 filings · 3 classes



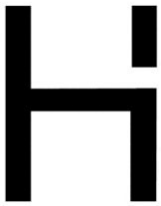
13 filings · 2 classes



10 filings · 9 classes



7 filings · 7 classes



6 filings · 6 classes



6 filings · 3 classes



5 filings · 4 classes

Pick n Pay's logos

The 48 different logos Pick n Pay 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.



11 classes

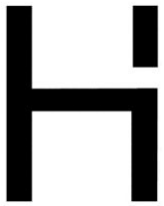


10 classes

9 classes



7 classes



6 classes



5 classes



4 classes



4 classes



3 classes



3 classes



3 classes



3 classes



3 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



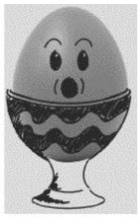
1 class



1 class



1 class



1 class



1 class

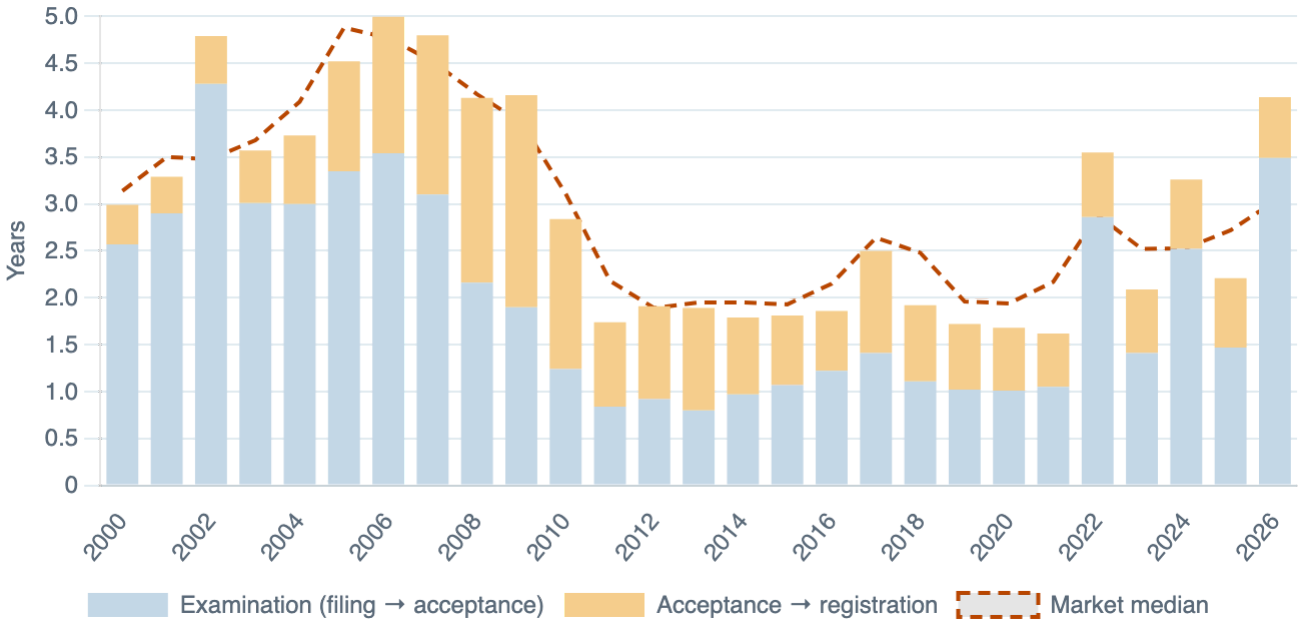


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Pick n Pay's marks took a median of **3.4 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 4.1 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

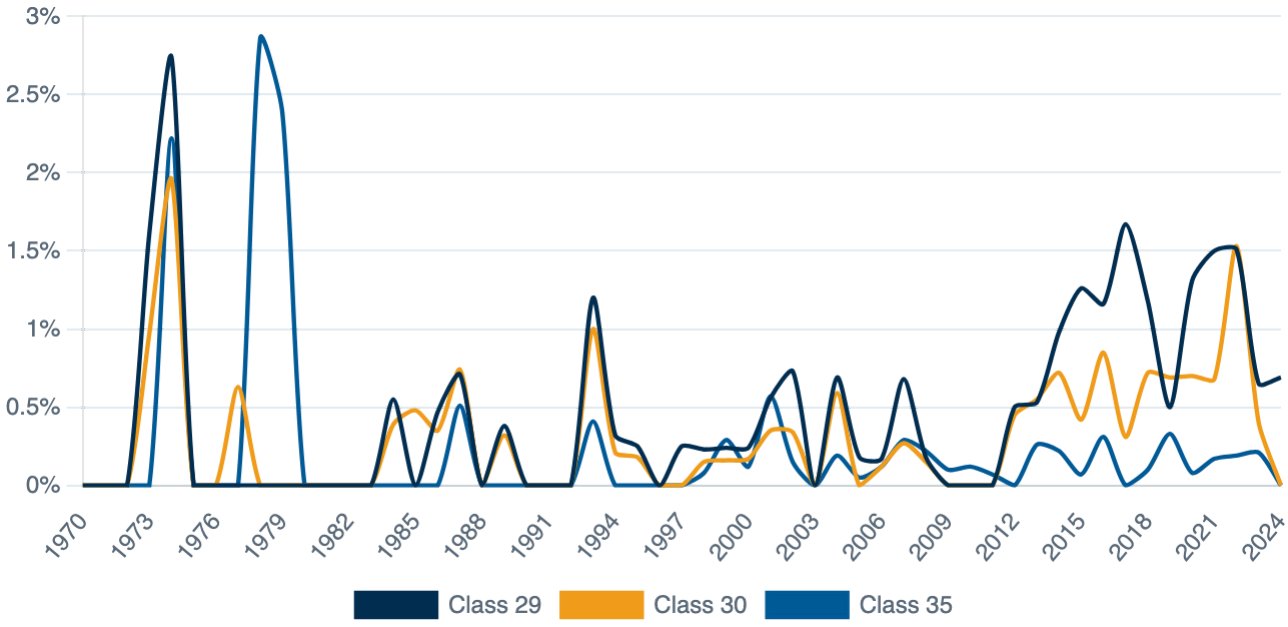


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Pick n Pay's classes

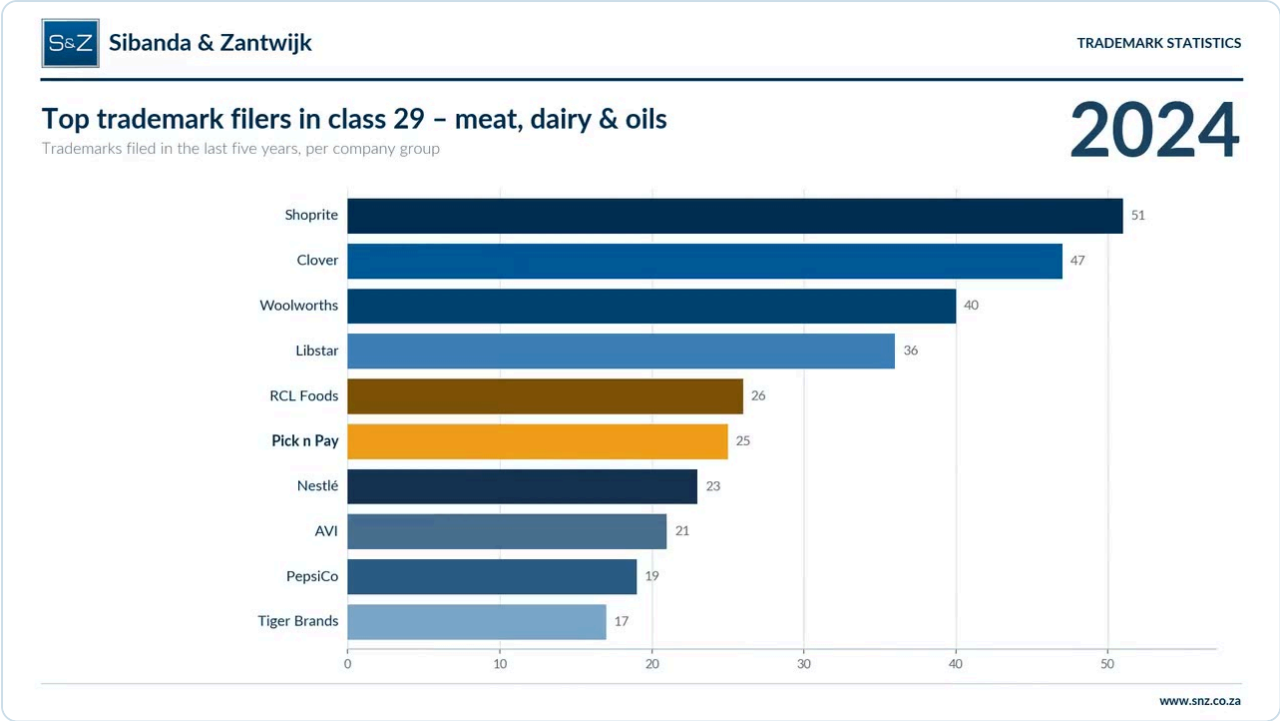
> Ranked by **number of trademarks filed in Pick n Pay's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Pick n Pay's market position, not who is most like it.

In the last five years, Pick n Pay was **#6** of 919 filers in class 29 (meat, dairy & oils), with 25 of 2,013 trademarks; **#33** of 5,866 filers in class 35 (advertising & retail), with 16 of 11,124 trademarks; **#13** of 1,368 filers in class 30 (coffee, flour & sweets), with 23 of 3,209 trademarks.



Pick n Pay's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 29 (meat, dairy & oils), South Africa 1975–2024: Pick n Pay



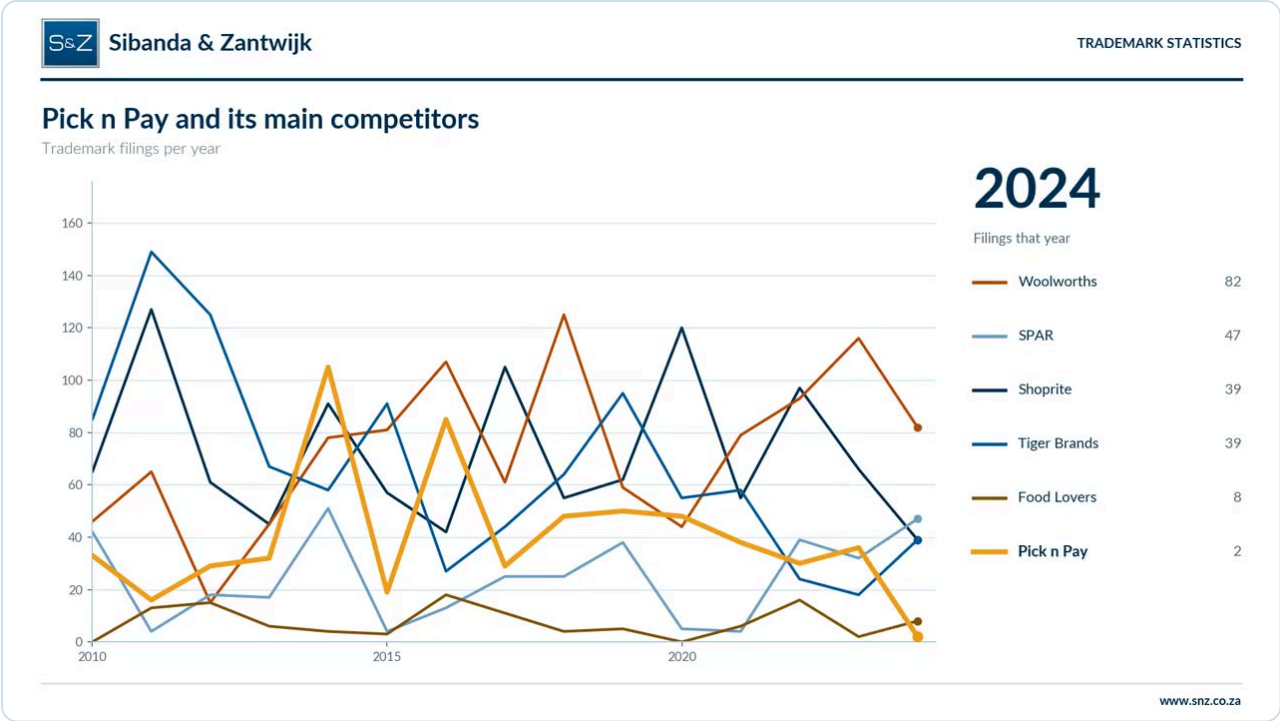
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/pick-n-pay-south-african-trademarks/class-29-race-video.html

Main competitors – the companies most like Pick n Pay

> Ranked by **how similar their whole trademark portfolio is to Pick n Pay'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.

Pick n Pay's closest competitors in South Africa are Shoprite, Woolworths, SPAR and Food Lovers.

Pick n Pay 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/pick-n-pay-south-african-trademarks/competitors-video.html

Trademark filings per year: Pick n Pay (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Shoprite	Direct competitor	98%
2	Woolworths	Direct competitor	93%
3	SPAR	Direct competitor	75%
4	Food Lovers	Direct competitor	71%
5	Tiger Brands	Related field	80%
6	Libstar	Related field	76%
7	Clover	Related field	73%
8	RCL Foods	Related field	70%
9	Nestlé	Related field	70%
10	RFG Foods	Related field	68%

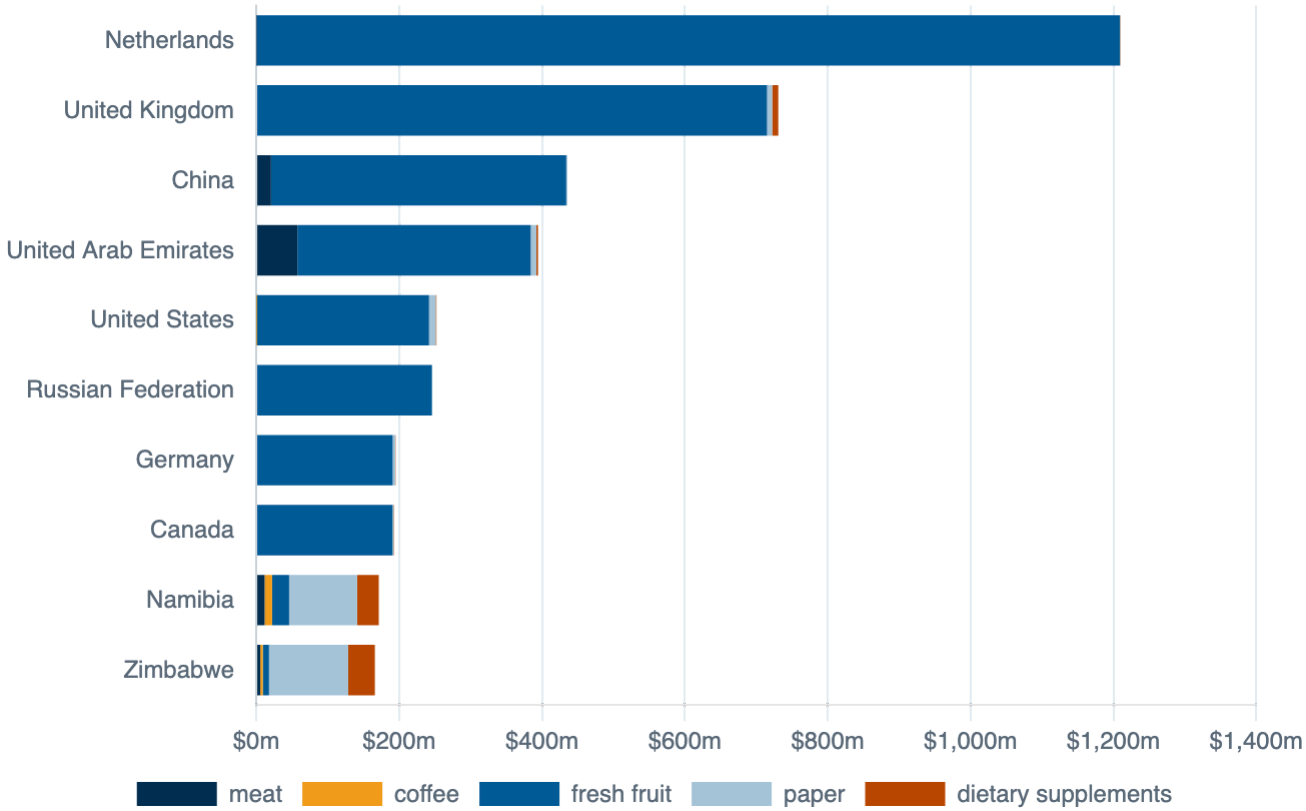
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Pick n Pay – relevant export countries

South Africa exported **US$9.4 billion** of the goods Pick n Pay's main classes cover in the last year – meat; jams; fish; jellies (class 29); coffee; bread; flour; spices (class 30); fresh fruit; seeds; vegetables; natural plants and flowers (class 31); paper; printed matter; photographs; stationery (class 16); dietary supplements; pharmaceutical preparations; dietetic food and substances adapted; disinfectants (class 5). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Pick n Pay's trademarks matter most.

Where South Africa exports Pick n Pay's top goods

Pick n Pay's trademarks most often cover meat, coffee, fresh fruit, paper and dietary supplements. South Africa's ten largest export markets for these goods took **57%** 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 Pick n Pay'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	82	US$2.5 billion	+2%	National	US$2,388
2	United Kingdom	71	US$791 m	+1%	National	US$1,371
3	United States of America	70	US$370 m	-0%	National	US$3,425
4	Japan	62	US$62 m	-4%	National	US$1,774
5	Switzerland	61	US$54 m	+17%	National	US$1,660
6	Russian Federation	60	US$254 m	-3%	National	US$1,915
7	Hong Kong SAR	57	US$88 m	-0%	National	US$1,715
8	Philippines	56	US$57 m	+3%	National	US$1,526
9	Nigeria	55	US$73 m	-11%	National	US$1,015
10	Malawi	55	US$82 m	+26%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	55	US$73 m	-11%	National	US$1,015 S&Z
2	Malawi	55	US$82 m	+26%	ARIPO	US$450 S&Z
3	OAPI (17 states)	55	US$140 m	+6%	National	US$1,563 S&Z
4	Mozambique	53	US$320 m	+8%	ARIPO	US$450 S&Z
5	Zimbabwe	53	US$309 m	+10%	ARIPO	US$450 S&Z
6	Lesotho	52	US$198 m	+4%	National	US$326
7	Egypt	51	US$22 m	-2%	National	US$2,278
8	Eswatini	50	US$168 m	-2%	National	US$446
9	Algeria	50	US$5.0 m	+15%	National	US$1,445
10	Botswana	49	US$336 m	-1%	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)
PICK N PAY	43	US$8,729	US$8,581
PNP	29	US$5,887	US$5,995
HYPERMARK	39	US$7,917	US$7,842
INSIDE & OUT	17	US$3,451	US$3,779
NO NAME	24	US$4,872	US$5,072

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 Pick n Pay's five most-filed brands: word marks of **other companies** (not Pick n Pay'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 PICK N PAY (classes 16, 29, 30, 31, 35; searched 2018-01-31 to 2026-11-07)

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

Similar to PNP (classes 16, 29, 30, 31, 35; searched 2021-12-22 to 2026-11-07)

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

Similar to HYPERMARK (classes 16, 29, 30, 31, 35; searched 2022-06-29 to 2026-11-07)

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

Similar to INSIDE & OUT (classes 16, 35; searched 2018-01-31 to 2026-11-07)

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

Similar to NO NAME (classes 16, 29, 30, 31, 35; searched 2018-07-25 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

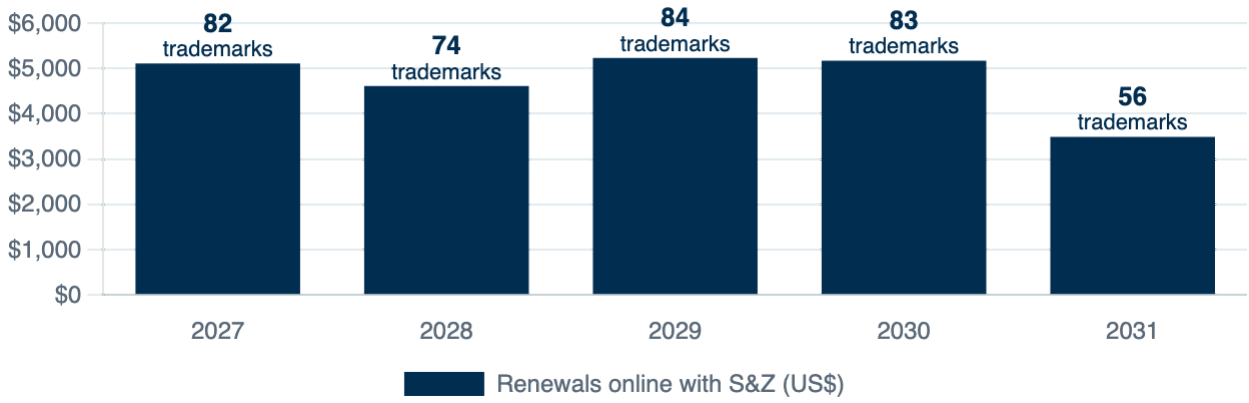
S&Z prices – South African trademarks

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$.

Pick n Pay's next five years of renewals

379 of Pick n Pay's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$23,607** over the five years.



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