Red Bull – South African trademarks

Updated 8 November 2026

Red Bull is the Austrian maker of the Red Bull energy drink. The brand is also known for sponsoring sports, extreme sports and Formula 1.

How Red Bull 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.

#100
largest trademark owner in South Africa (of 121,626)

580
trademarks filed

7
different logos published since 2020

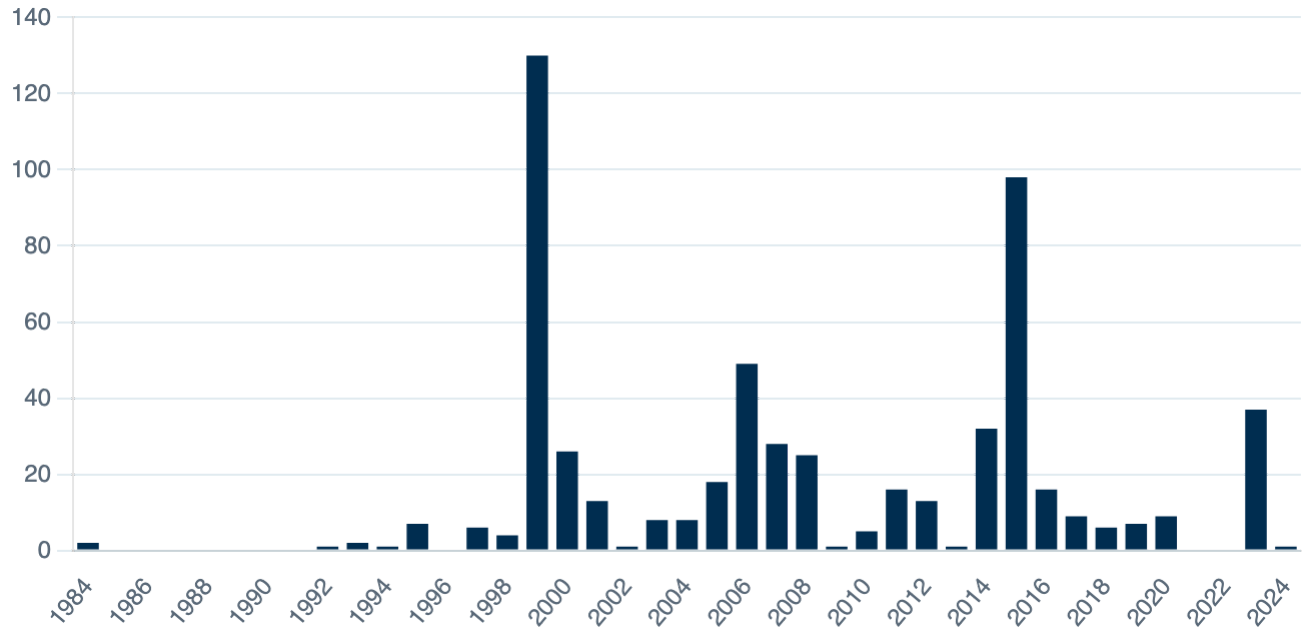
45
of 45 classes used

1984
first trademark filed

85
filed in the last 10 years

A portfolio built over time

Red Bull filed its first South African trademark in 1984 and has filed 580 since; its busiest year was 1999, with 130 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

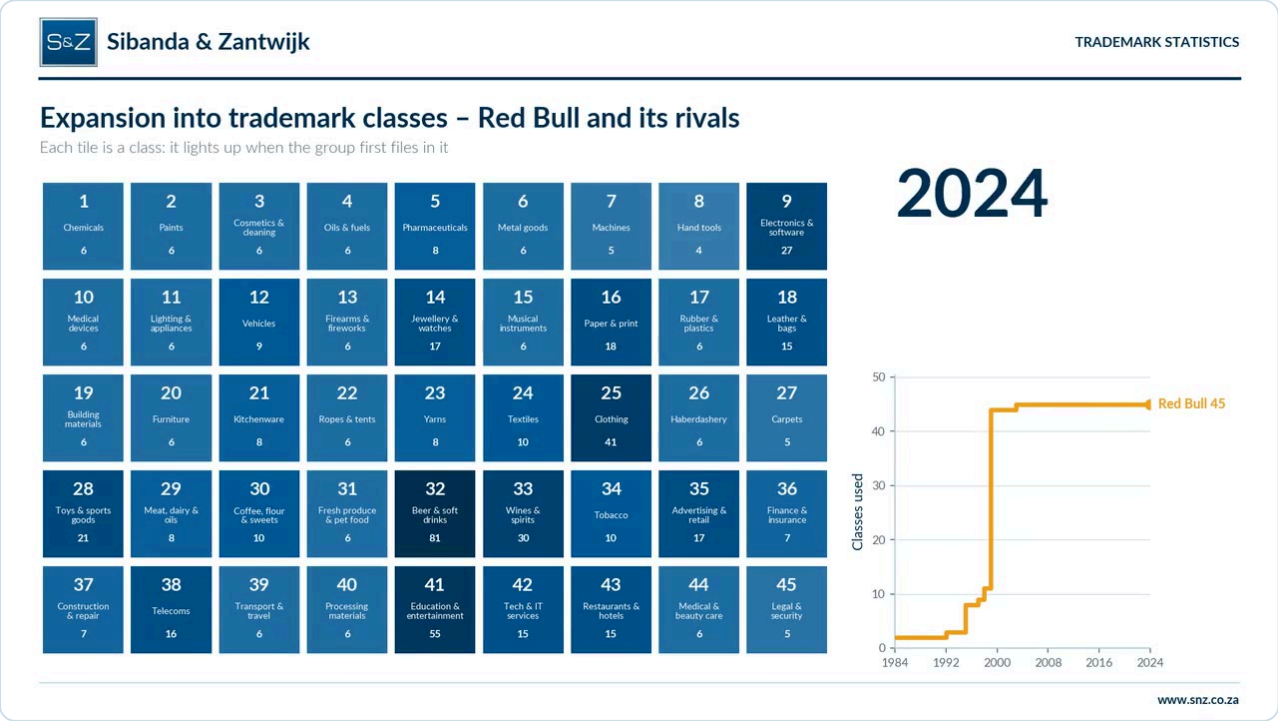
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Red Bull	601	1984–2024
Emergency 121	11	1992–2009
Red Bull Media House	6	2014–2014
Red Bull South Africa	1	2020–2020
Red Bull Trust	1	2012–2012

Where Red Bull expanded its business

Trademark classes show what a business sells. Red Bull's portfolio is concentrated in beer & soft drinks (class 32), education & entertainment (class 41), clothing (class 25). Its most recent moves were into legal & security (2003), hand tools (1999), medical & beauty care (1999).

Red Bull trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/red-bull-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
32 Beer & soft drinks	81	14.0%	1984
41 Education & entertainment	55	9.5%	1995
25 Clothing	41	7.1%	1995
33 Wines & spirits	30	5.2%	1995
9 Electronics & software	27	4.7%	1998
28 Toys & sports goods	21	3.6%	1995
16 Paper & print	18	3.1%	1999
35 Advertising & retail	17	2.9%	1999

The brands Red Bull protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	RED BULL	175	45	1993–2024
2	TORO ROSSO	21	11	2005–2016
3	AFRO	17	9	2008–2011
4	GIVES YOU WINGS	13	10	1997–2012
5	ALPHA TAURI	11	7	2016–2020
6	AIRRACE WORLD SERIES	10	10	2005–2007
7	ON THE EDGE	8	4	1999–1999
8	AMAPHIKO	7	7	2014–2014
9	HANGAR-7	6	6	2004–2004
10	RED BULLETIN (THE)	6	6	2007–2012
11	THE RED BULLETIN	6	6	2015–2015
12	WINGFINDER	6	6	2015–2015
13	WORB WORLD OF RED BULL	5	5	2008–2008
14	BASEMENT	4	4	2018–2018
15	GIVEMEWINGS	4	4	2001–2001

Logos filed most often (since 2020)



39 filings · 39 classes



7 filings · 7 classes



3 filings · 3 classes



3 filings · 3 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Red Bull's logos

The 7 different logos Red Bull 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.

39 classes

7 classes

3 classes

3 classes

1 class

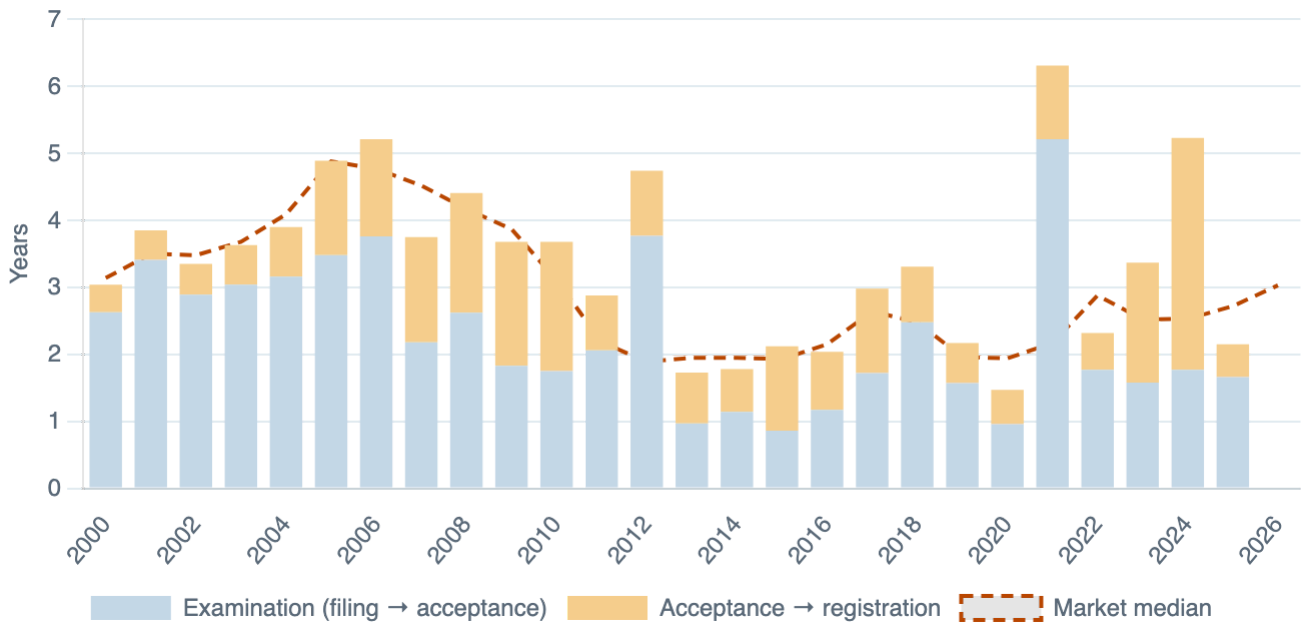
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Red Bull's marks took a median of **2.2 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

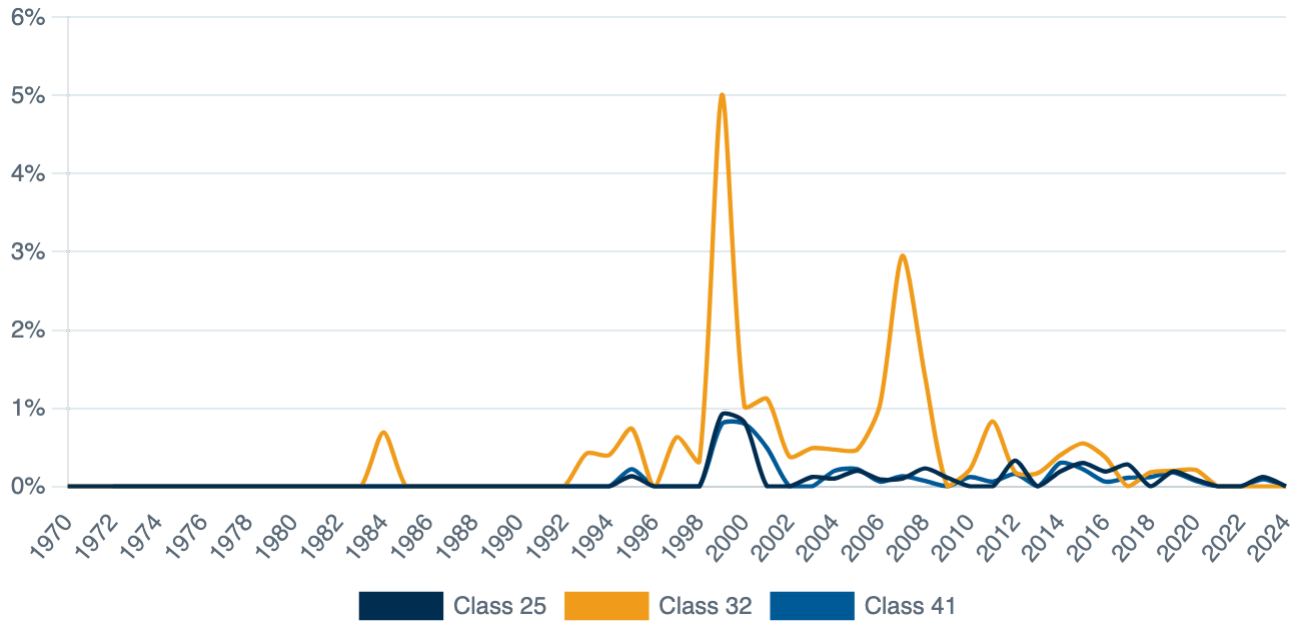


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Red Bull's classes

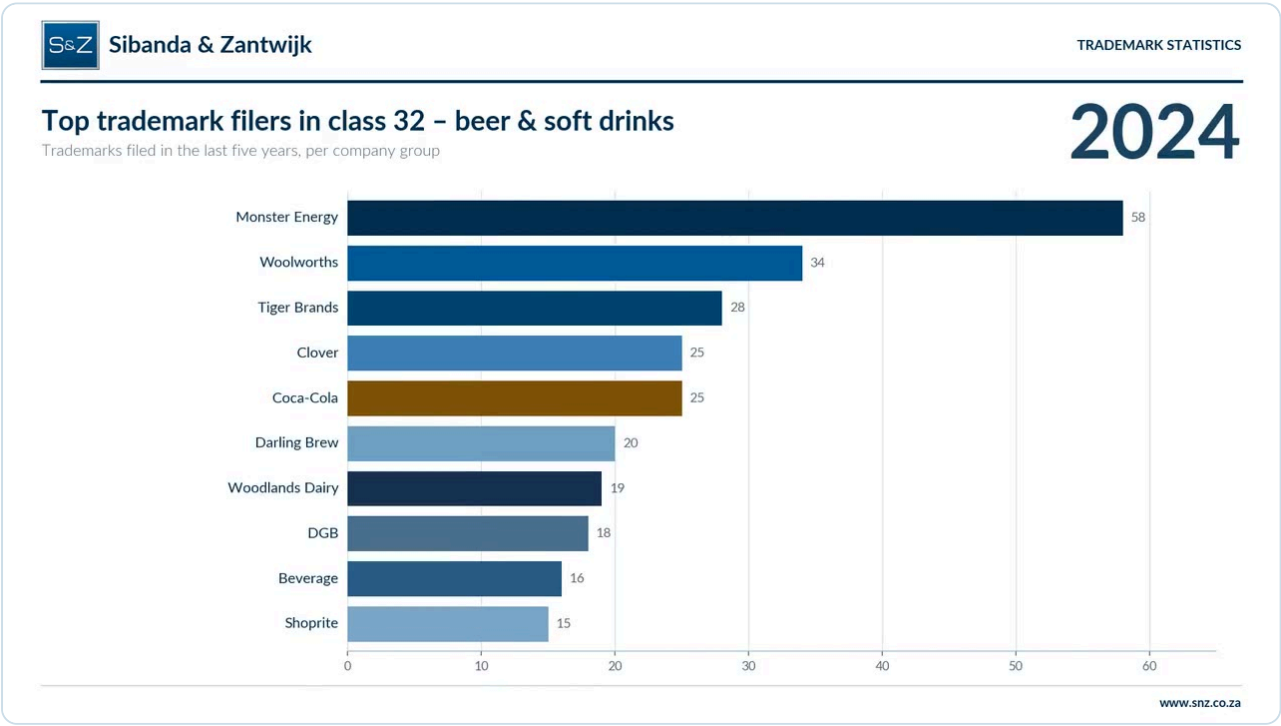
> Ranked by **number of trademarks filed in Red Bull's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Red Bull's market position, not who is most like it.

In the last five years, Red Bull was **#517** of 905 filers in class 32 (beer & soft drinks), with 1 of 1,804 trademarks; **#899** of 3,121 filers in class 41 (education & entertainment), with 2 of 6,243 trademarks; **#378** of 2,715 filers in class 25 (clothing), with 2 of 4,647 trademarks.



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

Top trademark filers in class 32 (beer & soft drinks), South Africa 1975–2024: Red Bull

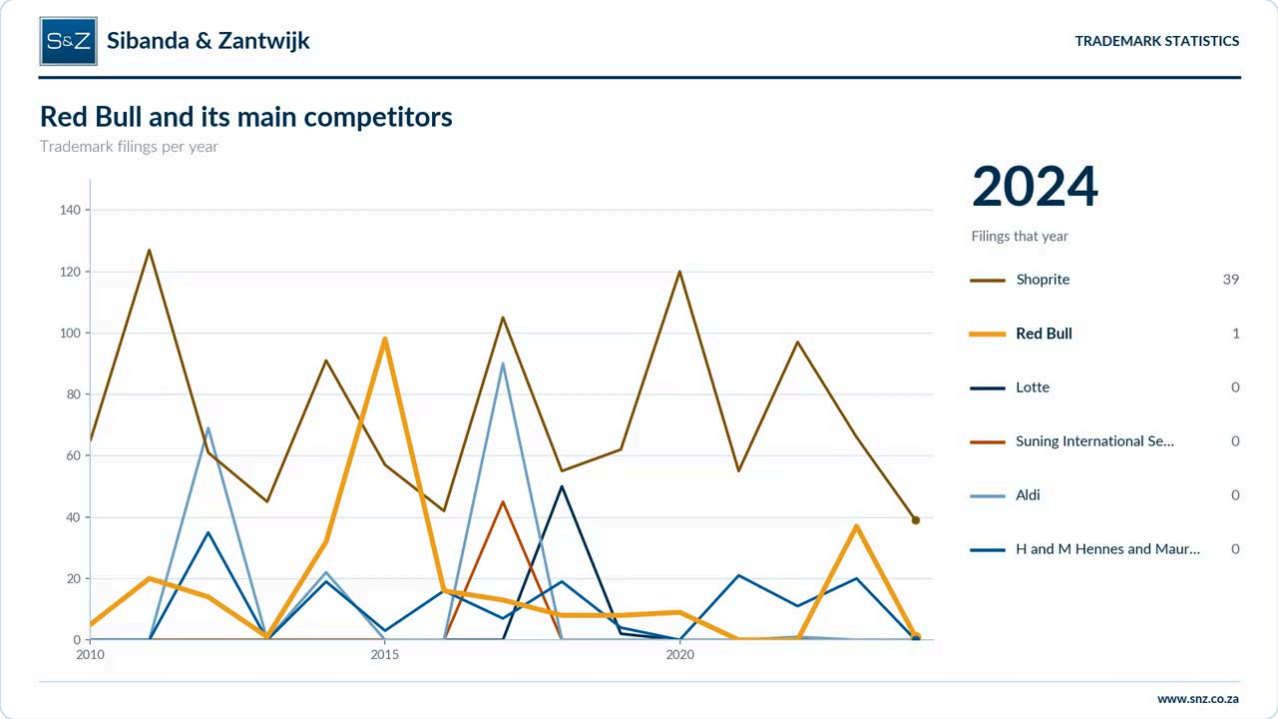


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/red-bull-south-african-trademarks/class-32-race-video.html

Main competitors – the companies most like Red Bull

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

Red Bull 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/red-bull-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Lotte	Related field	54%
2	Suning International Services	Retailer's own brands	64%
3	Aldi	Retailer's own brands	64%
4	Shoprite	Retailer's own brands	59%
5	H and M Hennes and Mauritz	Retailer's own brands	51%
6	Walmart	Retailer's own brands	49%
7	TFG	Retailer's own brands	47%
8	Goodwill Trade and Investments	Other field	63%
9	SA Majeste le Roi Mohammed Vi	Other field	63%
10	Kganya Brands	Other field	62%

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

Red Bull – relevant export countries

South Africa exported **US$2.8 billion** of the goods Red Bull's main classes cover in the last year – beer; fruit juices; energy drinks; syrups (class 32); clothing; hats; shirts; jackets (class 25); wine; alcoholic beverages; cider; spirits (class 33); computer software; computers; sunglasses; cases (class 9); toys; toy vehicles; games; dolls (class 28). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Red Bull's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$450 m	+1%	National	US$2,388
2	United Kingdom	73	US$192 m	-4%	National	US$1,371
3	United States of America	73	US$140 m	-3%	National	US$3,425
4	Japan	64	US$22 m	-0%	National	US$1,774
5	Canada	62	US$35 m	-6%	National	US$2,192
6	Namibia	62	US$360 m	+8%	ARIPO	US$450
7	Switzerland	60	US$8.3 m	-2%	National	US$1,660
8	Hong Kong SAR	60	US$4.5 m	+11%	National	US$1,715
9	Australia	59	US$15 m	-4%	National	US$2,380
10	Singapore	58	US$5.0 m	+18%	National	US$2,144

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	62	US$360 m	+8%	ARIPO	US$450 S&Z
2	Botswana	57	US$351 m	-6%	ARIPO	US$450 S&Z
3	Nigeria	54	US$25 m	-10%	National	US$1,015 S&Z
4	Zimbabwe	53	US$130 m	-2%	ARIPO	US$450 S&Z
5	Mozambique	52	US$148 m	-13%	ARIPO	US$450 S&Z
6	Tanzania	52	US$36 m	-2%	ARIPO	US$450 S&Z
7	OAPI (17 states)	52	US$28 m	+3%	National	US$1,563 S&Z
8	Malawi	51	US$30 m	+17%	ARIPO	US$450 S&Z
9	Uganda	49	US$7.7 m	+11%	ARIPO	US$450 S&Z
10	Algeria	49	US$384 k	+19%	National	US$1,445

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)
RED BULL	45	US$9,135	US$8,950
TORO ROSSO	11	US$2,233	US$2,671
AFRO	9	US$1,827	US$2,302
GIVES YOU WINGS	10	US$2,030	US$2,487
ALPHA TAURI	7	US$1,421	US$1,932

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 Red Bull's five most-filed brands: word marks of **other companies** (not Red Bull'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 RED BULL (classes 9, 25, 32, 33, 41; searched 2018-01-31 to 2026-11-07)

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

Similar to TORO ROSSO (classes 9, 25, 32, 41; searched 2018-07-25 to 2026-11-07)

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

Similar to AFRO (class 25; searched 2018-01-31 to 2026-11-07)

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

Similar to GIVES YOU WINGS (classes 9, 25, 32, 33; searched 2018-01-31 to 2026-11-07)

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

Similar to ALPHA TAURI (classes 9, 14, 16, 18, 25, 28, 41; searched 2018-04-25 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

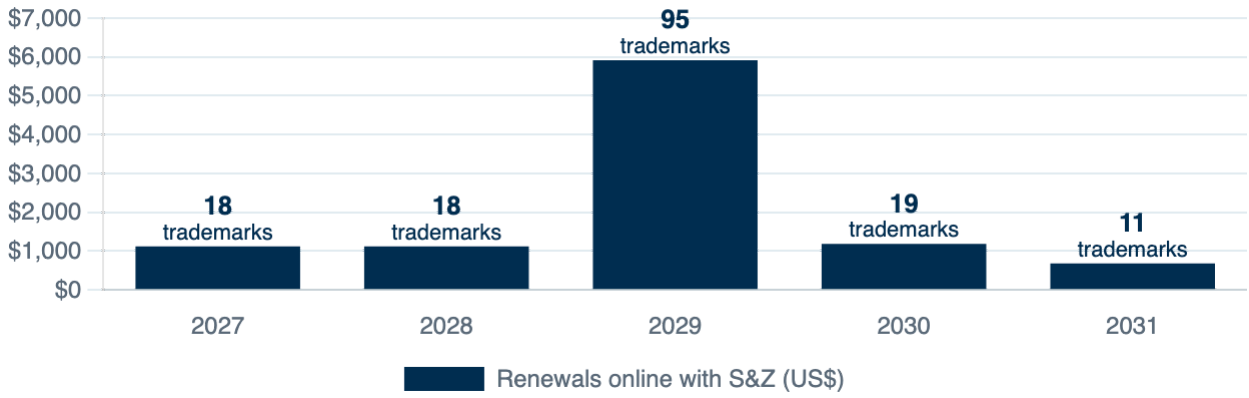
S&Z prices – South African trademarks

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$.

Red Bull's next five years of renewals

161 of Red Bull's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$10,029** over the five years.



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