SAB – South African trademarks

Updated 8 November 2026

South African Breweries is South Africa's largest brewer and part of AB InBev. Its brands include Castle Lager, Carling Black Label, Hansa Pilsener and Castle Lite.

How SAB 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.

#29
largest trademark owner in South Africa (of 121,626)

1,220
trademarks filed

6
different logos published since 2020

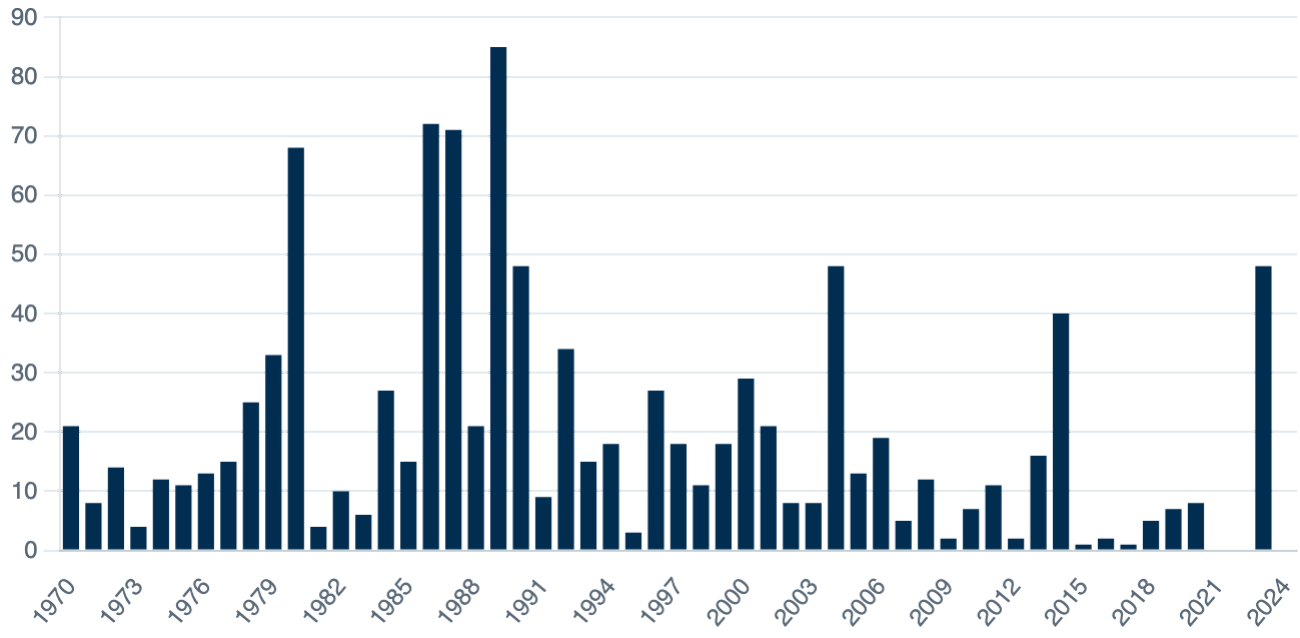
43
of 45 classes used

1923
first trademark filed

71
filed in the last 10 years

A portfolio built over time

SAB filed its first South African trademark in 1923 and has filed 1,220 since; its busiest year was 1989, with 85 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

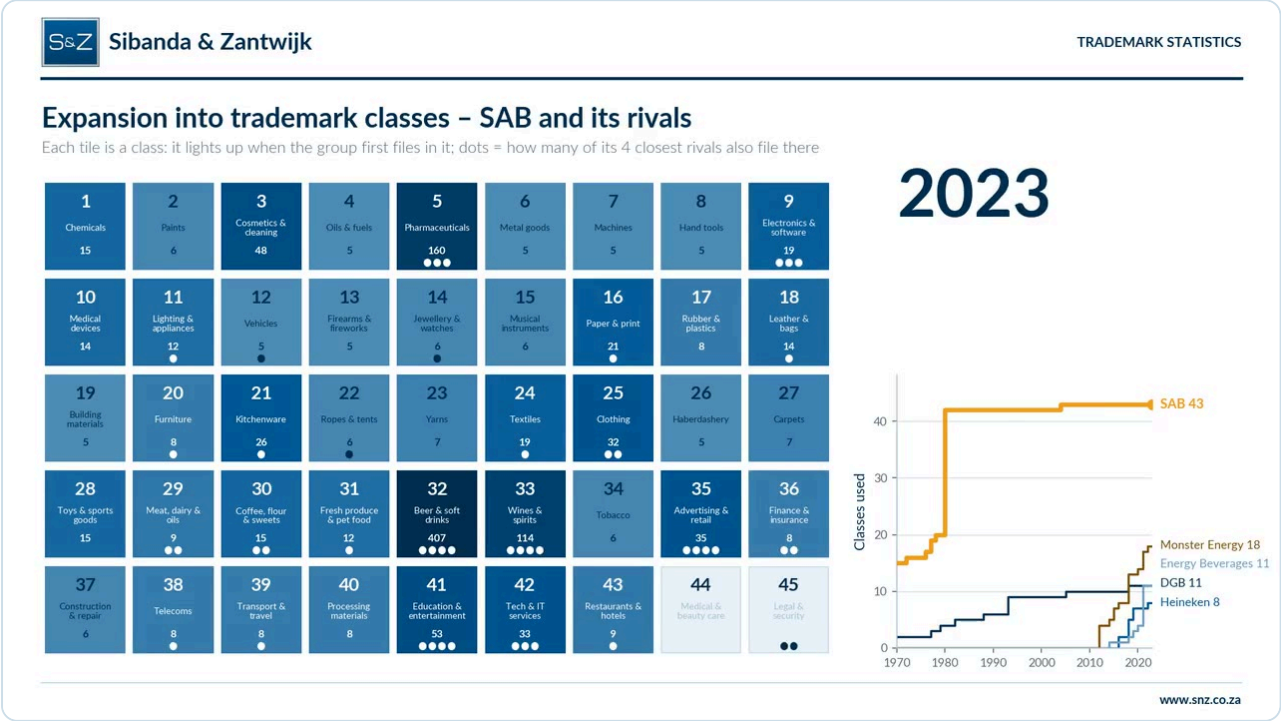
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
SAB	918	1923–2023
South African Druggist	173	1924–1996
South African Druggists	95	1924–1999
South African Breweries International	46	1970–1994

Where SAB expanded its business

Trademark classes show what a business sells. SAB's portfolio is concentrated in beer & soft drinks (class 32), pharmaceuticals (class 5), wines & spirits (class 33). Its most recent moves were into restaurants & hotels (2004), furniture (1980), jewellery & watches (1980).

SAB trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sab-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	407	33.4%	1923
5 Pharmaceuticals	160	13.1%	1924
33 Wines & spirits	114	9.3%	1947
41 Education & entertainment	53	4.3%	1978
3 Cosmetics & cleaning	48	3.9%	1924
35 Advertising & retail	35	2.9%	1980
42 Tech & IT services	33	2.7%	1972
25 Clothing	32	2.6%	1937

The brands SAB protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SAB	60	43	1965–2023
2	HANSA	46	42	1958–1995
3	OHLSSON'S EXTRA SMOOTH LAGER	43	42	1984–1986
4	O.C.B. LTD. LION LAGER SAB	39	39	1980–1980
5	CASTLE LAGER CHARLES GLASS SAB	37	36	1989–2000
6	SAB THE SOUTH AFRICAN BREWERIES LIMITED	20	10	2004–2004
7	SAB TO A FUTURE WITH MORE CHEERS	14	14	2023–2023
8	TO A FUTURE WITH MORE CHEERS	14	14	2023–2023
9	INN THINGS	13	13	1980–1980
10	CASTLE	9	4	1950–2011
11	CASTLE LITE	9	2	1989–2014
12	INSPIRED BY A NATION	8	8	2004–2004
13	CASTLE PREMIERSHIP	8	6	1997–2003
14	IMPACT	8	5	1977–1987
15	LION	8	5	1935–1979

Logos filed most often (since 2020)



28 filings · 14 classes



4 filings · 2 classes



3 filings · 3 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

SAB's logos

The 6 different logos SAB 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.



14 classes



3 classes



2 classes



2 classes



1 class

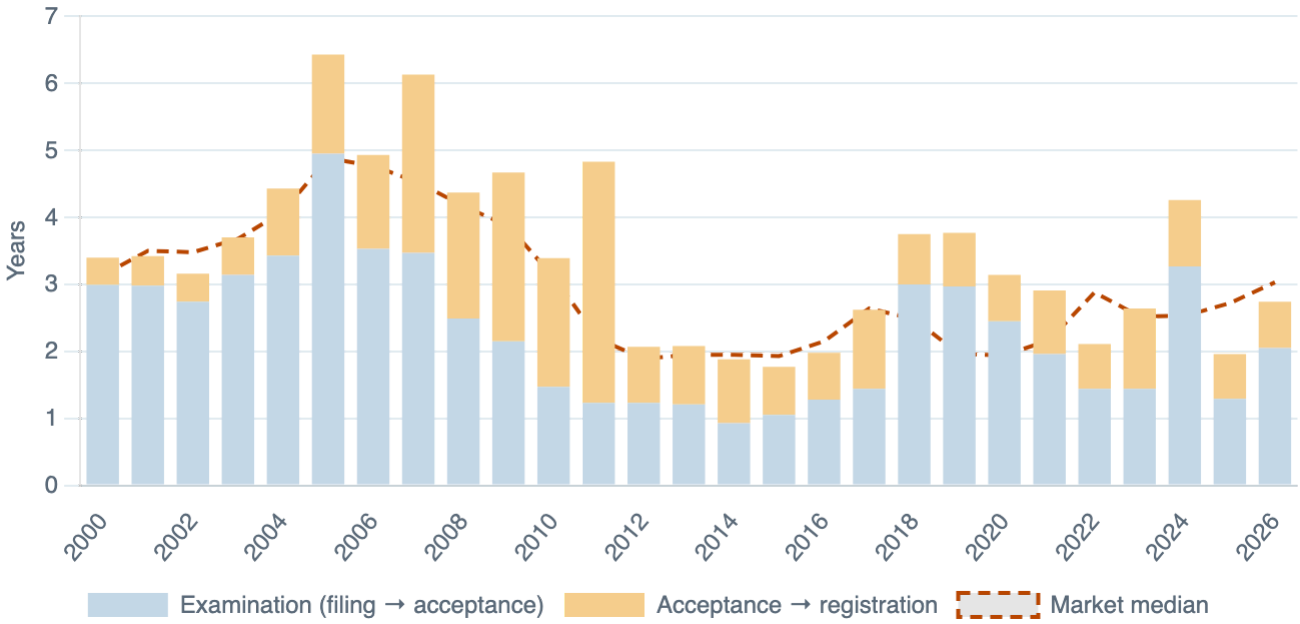


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, SAB's marks took a median of **2.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

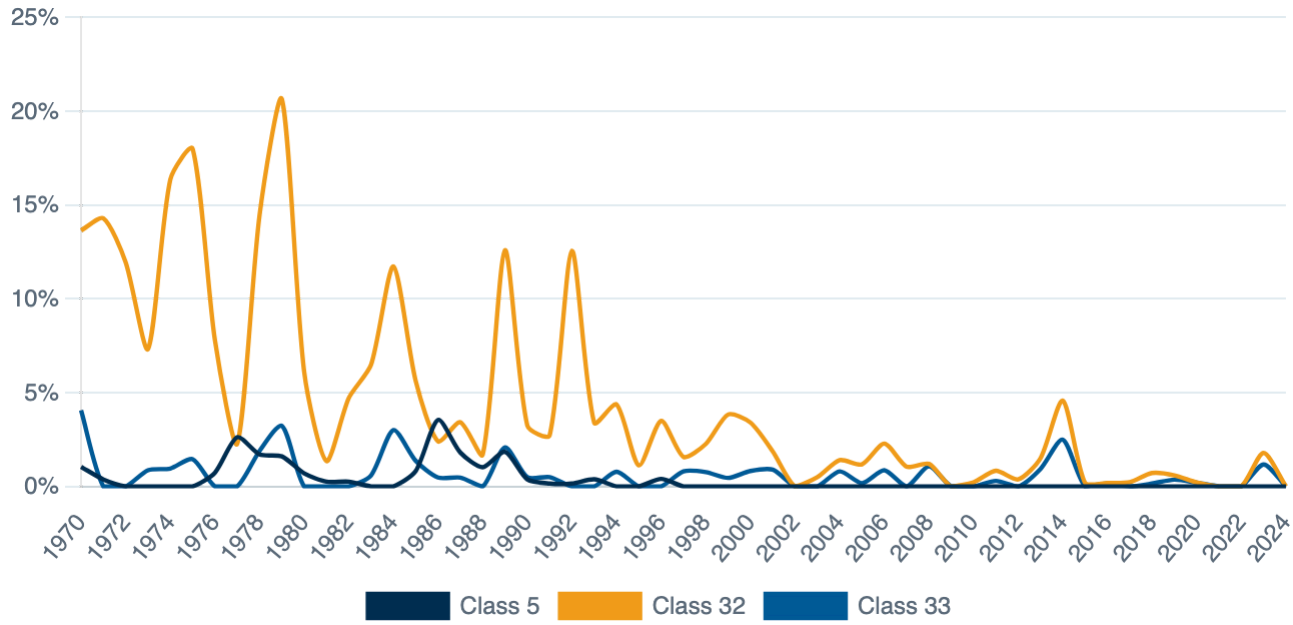


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in SAB's classes

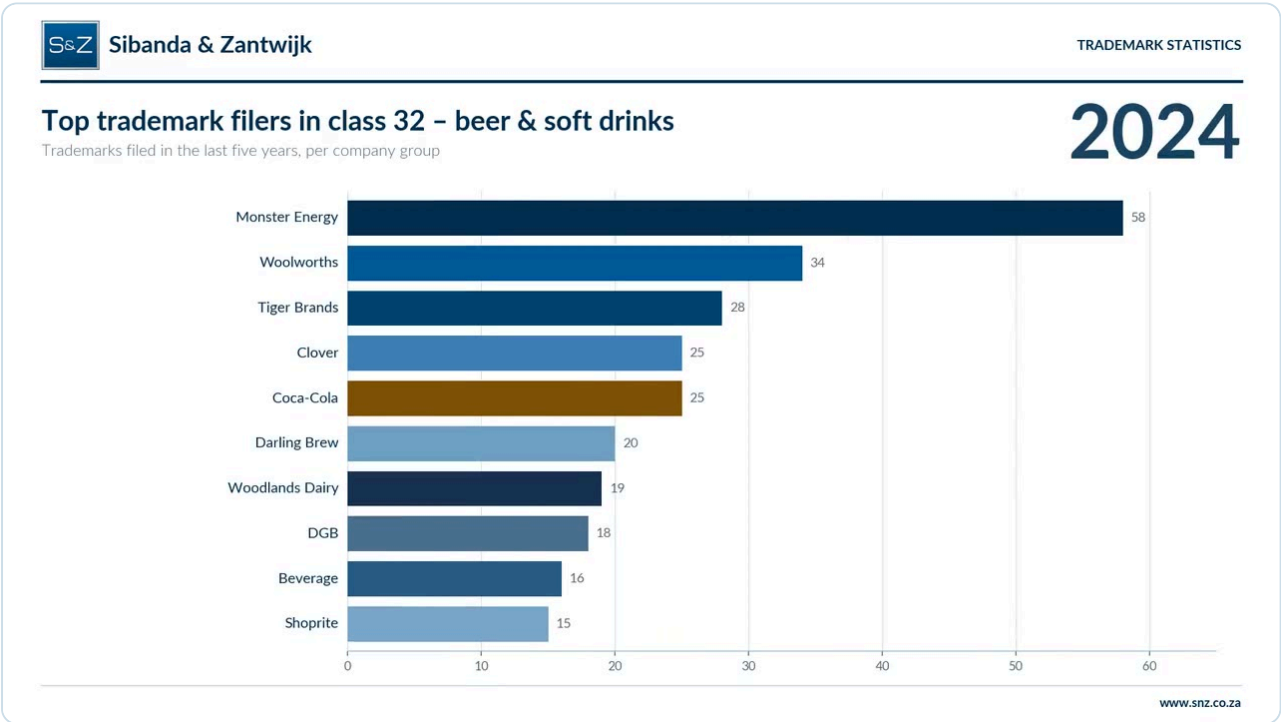
> Ranked by **number of trademarks filed in SAB's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows SAB's market position, not who is most like it.

In the last five years, SAB was **#41** of 905 filers in class 32 (beer & soft drinks), with 6 of 1,804 trademarks; **#61** of 1,088 filers in class 33 (wines & spirits), with 6 of 2,324 trademarks.



SAB'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: SAB



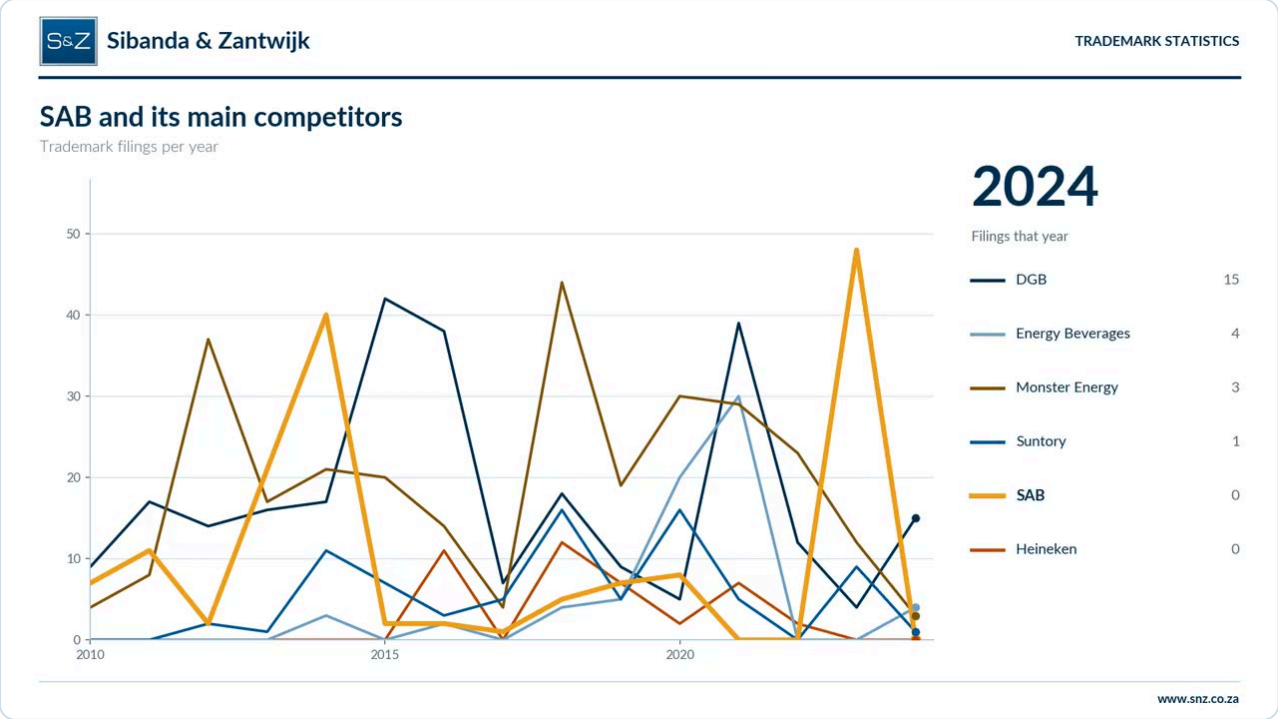
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/sab-south-african-trademarks/class-32-race-video.html

Main competitors – the companies most like SAB

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

SAB's closest competitors in South Africa are DGB, Heineken, Energy Beverages and Monster Energy.

SAB 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/sab-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	DGB	Direct competitor	70%
2	Heineken	Direct competitor	69%
3	Energy Beverages	Direct competitor	67%
4	Monster Energy	Direct competitor	65%
5	Suntory	Direct competitor	62%
6	Ajpg Investments	Direct competitor	62%
7	Coca-Cola	Direct competitor	61%
8	Anzocol	Related field	68%
9	Clemengold International	Related field	67%
10	Woolworths	Retailer's own brands	91%

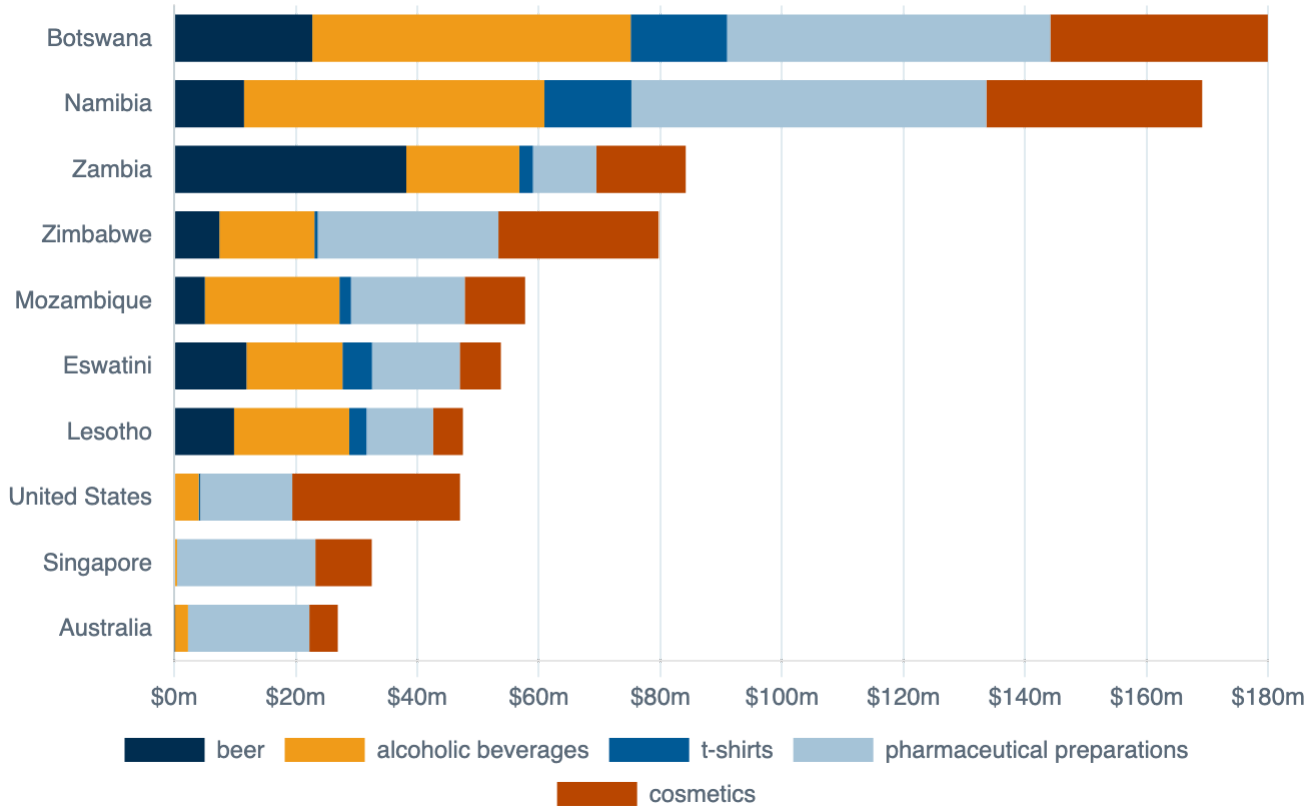
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

SAB – relevant export countries

South Africa exported **US$3.2 billion** of the goods SAB's main classes cover in the last year – beer; fruit juices; syrups; mineral and aerated waters (class 32); pharmaceutical preparations; dietary supplements; nutritional supplements (class 5); alcoholic beverages; beer; alcoholic preparations; coolers (class 33); cosmetics; essential oils; perfumes (class 3); t-shirts; clothing; jackets; socks (class 25). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where SAB's trademarks matter most.

Where South Africa exports SAB's top goods

SAB's trademarks most often cover beer, alcoholic beverages, t-shirts, pharmaceutical preparations and cosmetics. South Africa's ten largest export markets for these goods took **70%** 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 SAB'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	83	US$506 m	+1%	National	US$2,388
2	United States of America	73	US$182 m	-5%	National	US$3,425
3	United Kingdom	73	US$205 m	-4%	National	US$1,371
4	Japan	64	US$33 m	-3%	National	US$1,774
5	Namibia	63	US$421 m	+10%	ARIPO	US$450
6	Switzerland	63	US$11 m	+16%	National	US$1,660
7	Canada	63	US$40 m	-3%	National	US$2,192
8	Australia	60	US$36 m	-4%	National	US$2,380
9	Russian Federation	58	US$5.4 m	+3%	National	US$1,915
10	Botswana	58	US$383 m	-1%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	63	US$421 m	+10%	ARIPO	US$450 S&Z
2	Botswana	58	US$383 m	-1%	ARIPO	US$450 S&Z
3	Nigeria	55	US$31 m	-7%	National	US$1,015 S&Z
4	Zimbabwe	54	US$164 m	+0%	ARIPO	US$450 S&Z
5	Mozambique	53	US$156 m	-8%	ARIPO	US$450 S&Z
6	OAPI (17 states)	52	US$25 m	+4%	National	US$1,563 S&Z
7	Tanzania	52	US$41 m	-7%	ARIPO	US$450 S&Z
8	Malawi	52	US$31 m	+13%	ARIPO	US$450 S&Z
9	Uganda	49	US$9.4 m	-3%	ARIPO	US$450 S&Z
10	Algeria	49	US$1.2 m	+6%	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)
SAB	43	US$8,729	US$8,581
HANSA	42	US$8,526	US$8,396
OHLSSON'S EXTRA SMOOTH LAGER	42	US$8,526	US$8,396
O.C.B. LTD. LION LAGER SAB	39	US$7,917	US$7,842
CASTLE LAGER CHARLES GLASS SAB	36	US$7,308	US$7,288

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 SAB's five most-filed brands: word marks of **other companies** (not SAB'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 SAB (classes 3, 5, 32, 33, 41; searched 2018-02-28 to 2026-11-07)

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

Similar to HANSA (classes 3, 5, 32, 33, 41; searched 2018-01-31 to 2026-11-07)

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

Similar to OHLSSON'S EXTRA SMOOTH LAGER (classes 3, 5, 32, 33, 41; searched 2018-02-28 to 2026-11-07)

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

Similar to O.C.B. LTD. LION LAGER SAB (classes 3, 5, 41; searched 2018-05-30 to 2026-11-07)

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

Similar to CASTLE LAGER CHARLES GLASS SAB (classes 32, 33, 41; 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

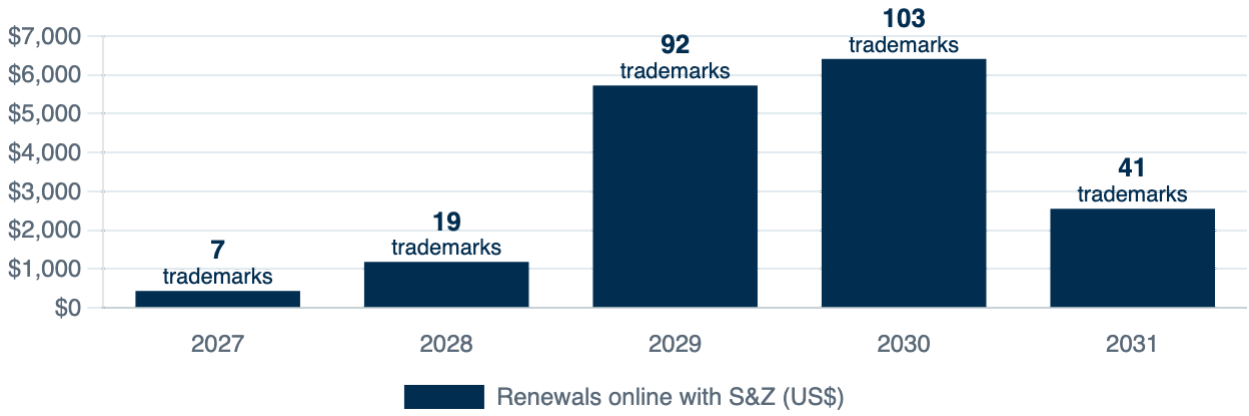
S&Z prices – South African trademarks

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$.

SAB's next five years of renewals

262 of SAB's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$16,321 over the five years.



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