Shoprite – South African trademarks

Updated 8 November 2026

Shoprite Checkers is part of the Shoprite Group, Africa's largest food retailer. It trades as Shoprite, Checkers, Usave and Checkers Hyper, and sells a wide range of own-brand products.

How Shoprite 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.

#5
largest trademark owner in South Africa (of 121,626)

2,458
trademarks filed

90
different logos published since 2020

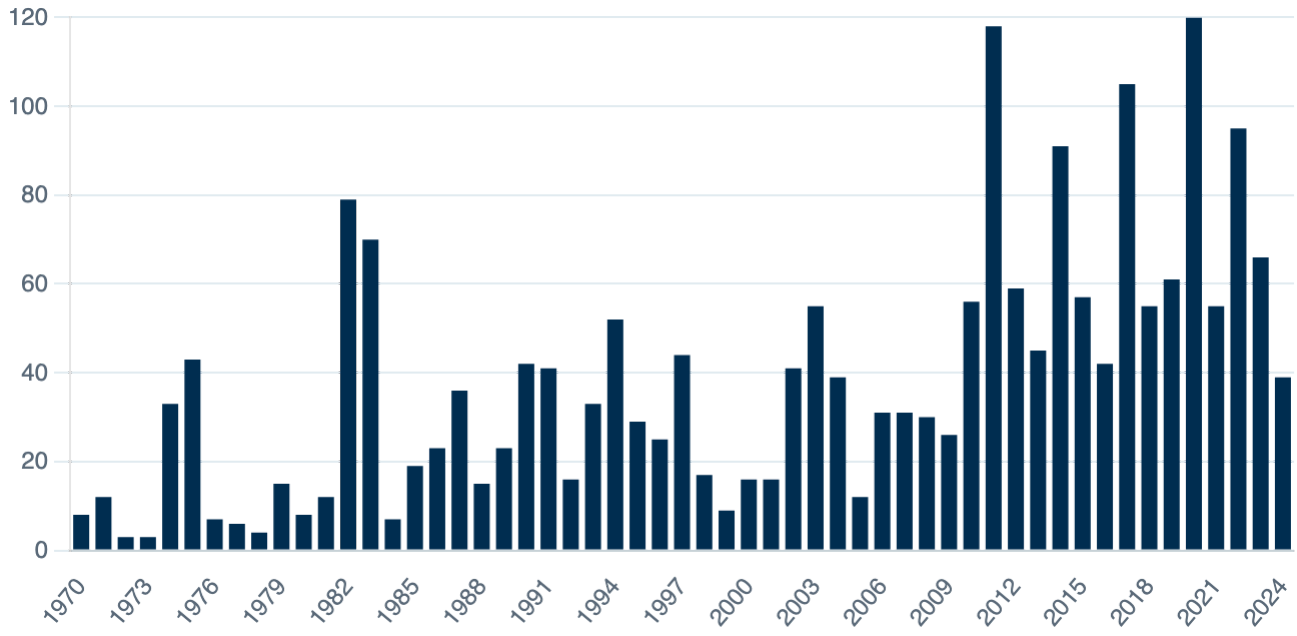
44
of 45 classes used

1930
first trademark filed

650
filed in the last 10 years

A portfolio built over time

Shoprite filed its first South African trademark in 1930 and has filed 2,458 since; its busiest year was 2020, with 120 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
Shoprite	2,540	1930–2025

Where Shoprite expanded its business

Trademark classes show what a business sells. Shoprite'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 processing materials (2021), transport & travel (2011), medical & beauty care (2010).

Shoprite trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/shoprite-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	269	10.9%	1930
35	Advertising & retail	240	9.8%	1979
30	Coffee, flour & sweets	201	8.2%	1946
21	Kitchenware	153	6.2%	1940
42	Tech & IT services	125	5.1%	1975
31	Fresh produce & pet food	116	4.7%	1946
16	Paper & print	95	3.9%	1946
3	Cosmetics & cleaning	94	3.8%	1944

The brands Shoprite protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	CHECKERS	117	39	1957–2024
2	HYPERAMA	43	36	1975–1989
3	DOLORES	41	25	1933–1981
4	POT O' GOLD	40	28	1944–1968
5	OK	38	33	1946–1996
6	CHECKER	38	32	1961–1962
7	CARESS	29	24	1958–2007
8	HOMECRAFT	29	15	1974–1974
9	C CHECKERS	28	28	1982–1982
10	CURZON	25	22	1940–1970
11	HOUSEBRAND	22	11	2007–2007
12	SPECIALLY SELECTED	21	11	2013–2023
13	SHOPRITE	18	16	1979–2010
14	CHECKERS CHOICE	18	11	2002–2003
15	PET SHOP SCIENCE	16	8	2017–2022

Logos filed most often (since 2020)

20 filings · 10 classes



19 filings · 12 classes



15 filings · 10 classes



15 filings · 8 classes



13 filings · 13 classes



12 filings · 6 classes



11 filings · 11 classes



10 filings · 5 classes



10 filings · 5 classes



9 filings · 7 classes

Shoprite's logos

The 90 different logos Shoprite 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.



13 classes



12 classes



11 classes



10 classes



10 classes



8 classes



8 classes



8 classes



8 classes



8 classes



7 classes



7 classes



7 classes



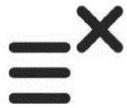
7 classes



7 classes



7 classes



7 classes



7 classes



6 classes



5 classes



5 classes



5 classes



5 classes



4 classes



4 classes

4 classes

4 classes

3 classes

3 classes

3 classes

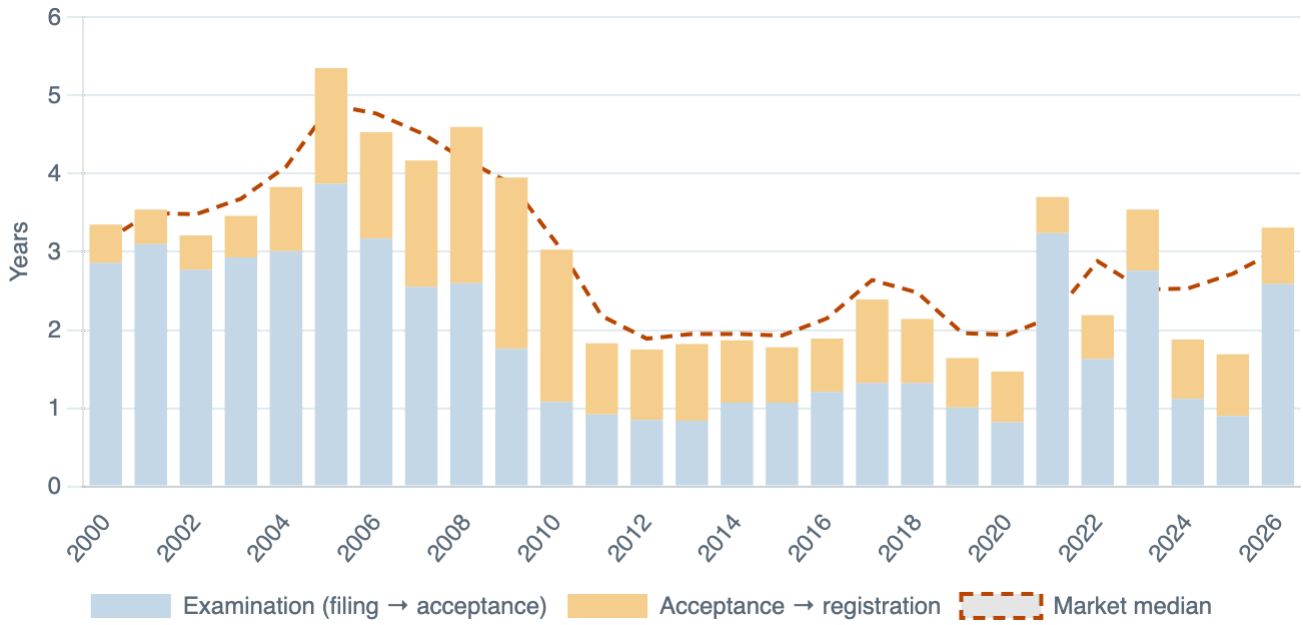
3 classes

3 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Shoprite'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.



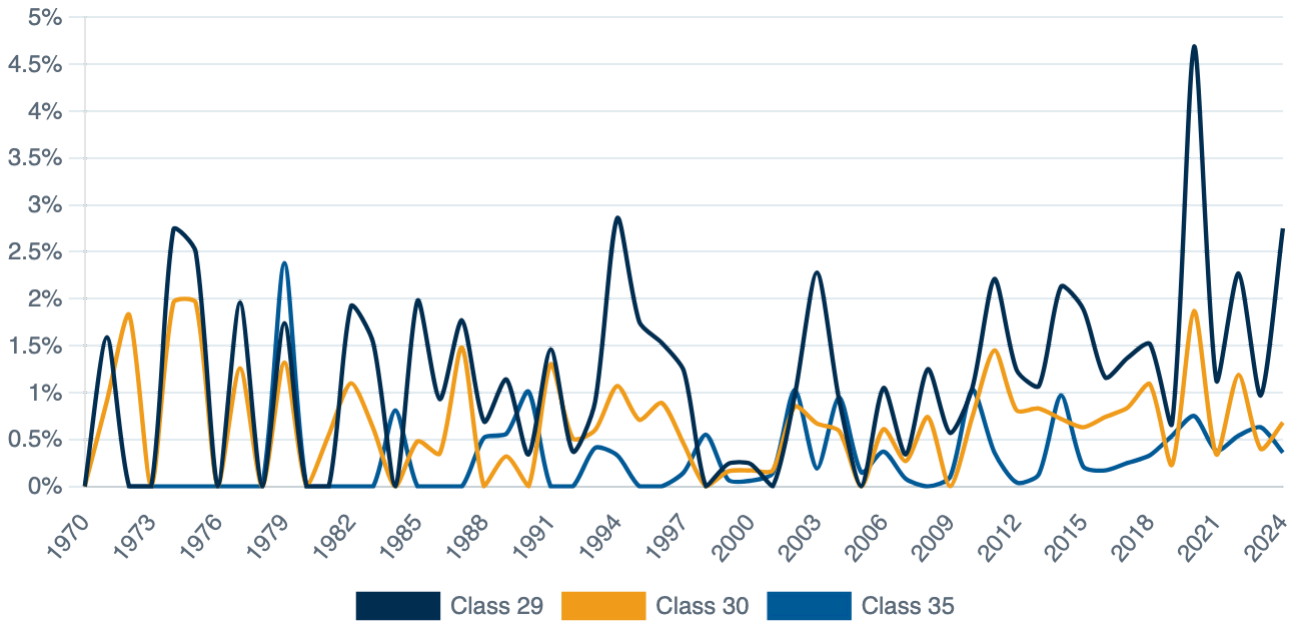
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Shoprite's classes

Ranked by **number of trademarks filed in Shoprite's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Shoprite's market

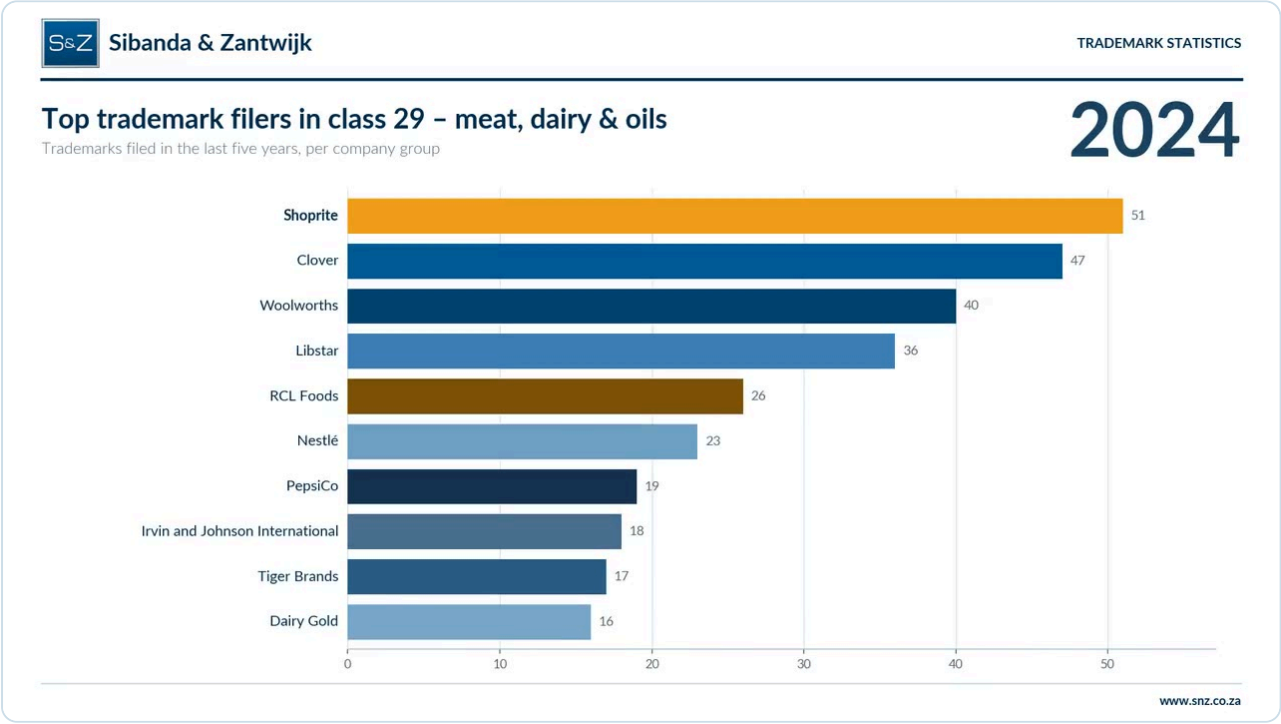
> position, not who is most like it.

In the last five years, Shoprite was #1 of 919 filers in class 29 (meat, dairy & oils), with 51 of 2,013 trademarks; #2 of 5,866 filers in class 35 (advertising & retail), with 61 of 11,124 trademarks; #8 of 1,368 filers in class 30 (coffee, flour & sweets), with 31 of 3,209 trademarks.



Shoprite'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: Shoprite



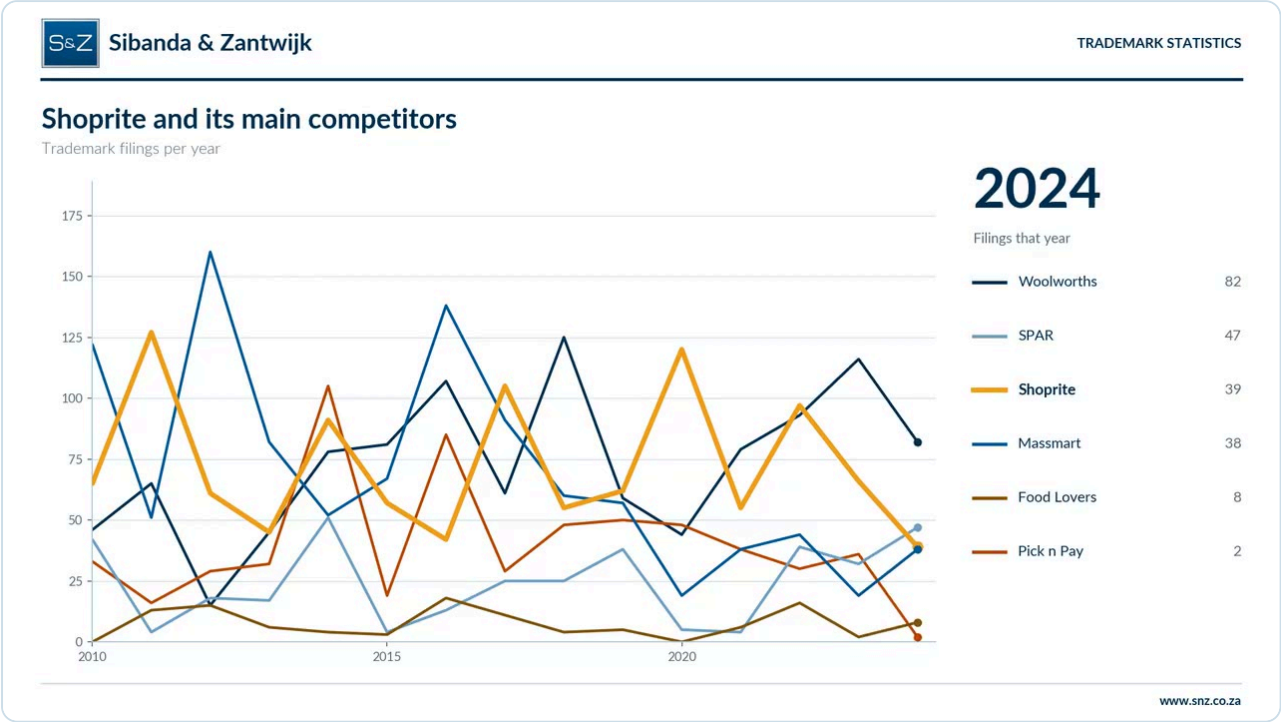
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/shoprite-south-african-trademarks/class-29-race-video.html

Main competitors – the companies most like Shoprite

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

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

Shoprite 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/shoprite-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Woolworths	Direct competitor	97%
2	Pick n Pay	Direct competitor	95%
3	SPAR	Direct competitor	74%
4	Food Lovers	Direct competitor	73%
5	Massmart	Direct competitor	68%
6	Libstar	Related field	80%
7	RCL Foods	Related field	73%
8	Clover	Related field	72%
9	Tiger Brands	Related field	71%
10	AVI	Related field	68%

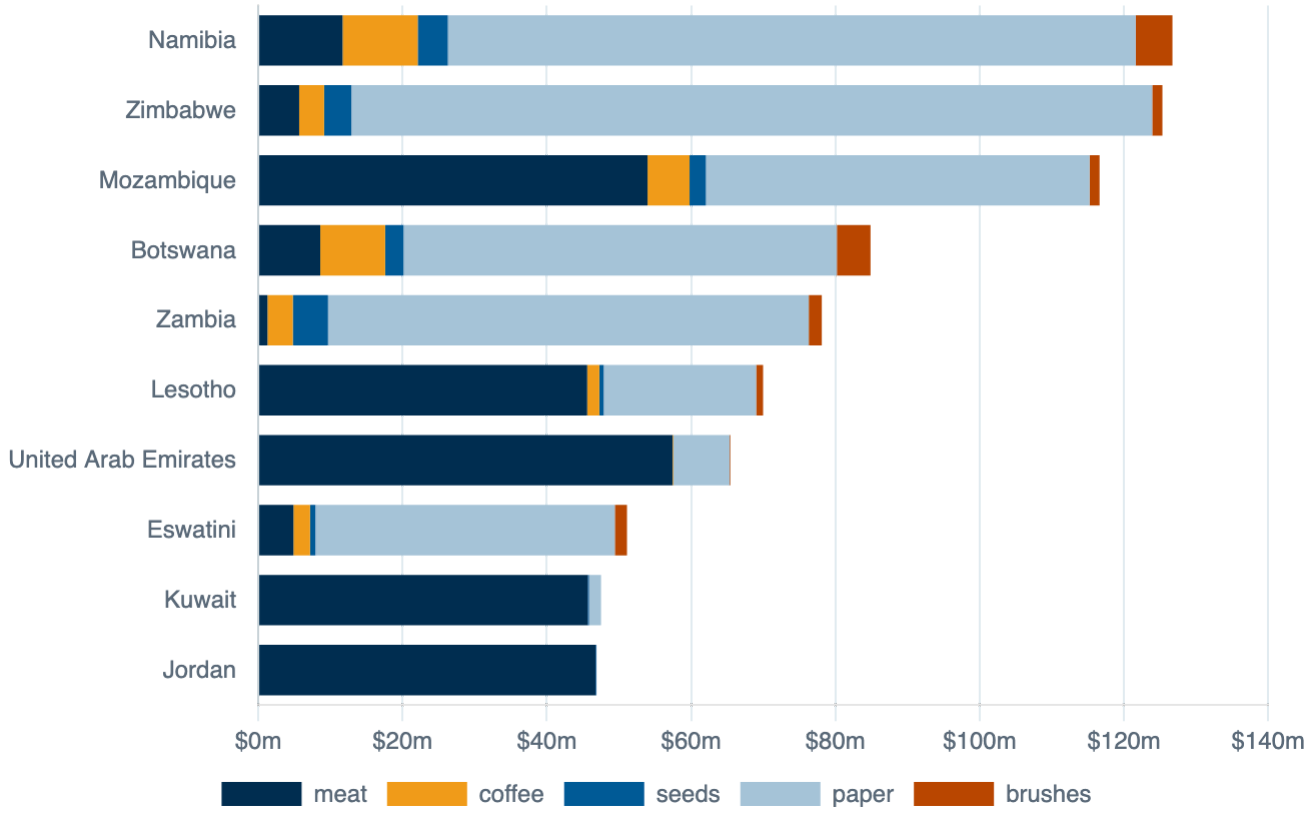
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Shoprite – relevant export countries

South Africa exported **US$9.4 billion** of the goods Shoprite's main classes cover in the last year – meat; fish; jams; milk (class 29); coffee; bread; rice; spices (class 30); brushes; cleaning; utensils; containers (class 21); seeds; fresh fruit; natural plants and flowers; grains (class 31); paper; printed matter; photographs; stationery (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Shoprite's trademarks matter most.

Where South Africa exports Shoprite's top goods

Shoprite's trademarks most often cover meat, coffee, seeds, paper and brushes. South Africa's ten largest export markets for these goods took **61%** 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 Shoprite'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$2.4 billion	-0%	National	US$2,388
2	United Kingdom	72	US$759 m	+2%	National	US$1,371
3	United States of America	70	US$354 m	+0%	National	US$3,425
4	Japan	62	US$62 m	-7%	National	US$1,774
5	Zimbabwe	60	US$812 m	+79%	ARIPO	US$450
6	Switzerland	59	US$51 m	+0%	National	US$1,660
7	Hong Kong SAR	58	US$86 m	-3%	National	US$1,715
8	Philippines	58	US$57 m	-0%	National	US$1,526
9	Nigeria	57	US$57 m	-11%	National	US$1,015
10	Mexico	56	US$4.5 m	+2%	National	US$3,050

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Zimbabwe	60	US$812 m	+79%	ARIPO	US$450 S&Z
2	Nigeria	57	US$57 m	-11%	National	US$1,015 S&Z
3	OAPI (17 states)	56	US$109 m	+7%	National	US$1,563 S&Z
4	Mozambique	55	US$271 m	+17%	ARIPO	US$450 S&Z
5	Malawi	54	US$45 m	+50%	ARIPO	US$450 S&Z
6	Egypt	53	US$19 m	-5%	National	US$2,278
7	Eswatini	53	US$221 m	+3%	National	US$446
8	Lesotho	52	US$190 m	+3%	National	US$326
9	Morocco	52	US$4.1 m	-2%	National	US$1,408
10	Botswana	52	US$432 m	+3%	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)
CHECKERS	39	US$7,917	US$7,842
HYPERAMA	36	US$7,308	US$7,288
DOLORES	25	US$5,075	US$5,257
POT O' GOLD	28	US$5,684	US$5,811
OK	33	US$6,699	US$6,734

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 Shoprite's five most-filed brands: word marks of **other companies** (not Shoprite'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 CHECKERS (classes 21, 29, 30, 35, 42; searched 2023-04-26 to 2026-11-07)

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

Similar to HYPERAMA (classes 21, 29, 30, 42; searched 2022-06-29 to 2026-11-07)

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

Similar to DOLORES (classes 21, 29, 30; searched 2024-12-18 to 2026-11-07)

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

Similar to POT O' GOLD (classes 21, 29, 30; searched 2018-02-28 to 2026-11-07)

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

Similar to CHECKER (classes 21, 29, 30; searched 2018-06-27 to 2026-11-08)

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

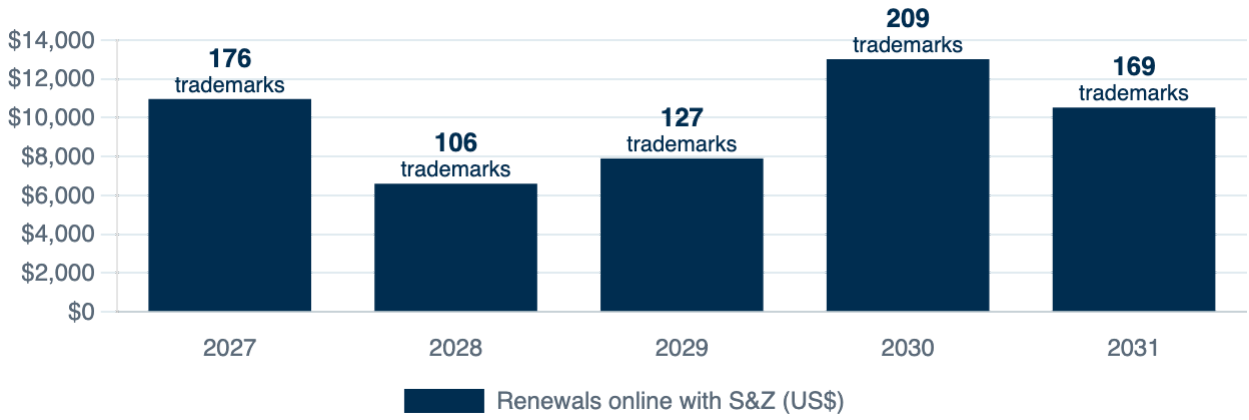
S&Z prices – South African trademarks

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$.

Shoprite's next five years of renewals

787 of Shoprite's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$49,023** over the five years.



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