SPAR – South African trademarks

Updated 8 November 2026

The SPAR Group is a JSE-listed wholesaler and distributor that supplies independently owned SPAR supermarkets, TOPS at SPAR liquor stores and Build it hardware stores, and sells its own SPAR-branded products.

How SPAR 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.

#103
largest trademark owner in South Africa (of 121,626)

565
trademarks filed

18
different logos published since 2020

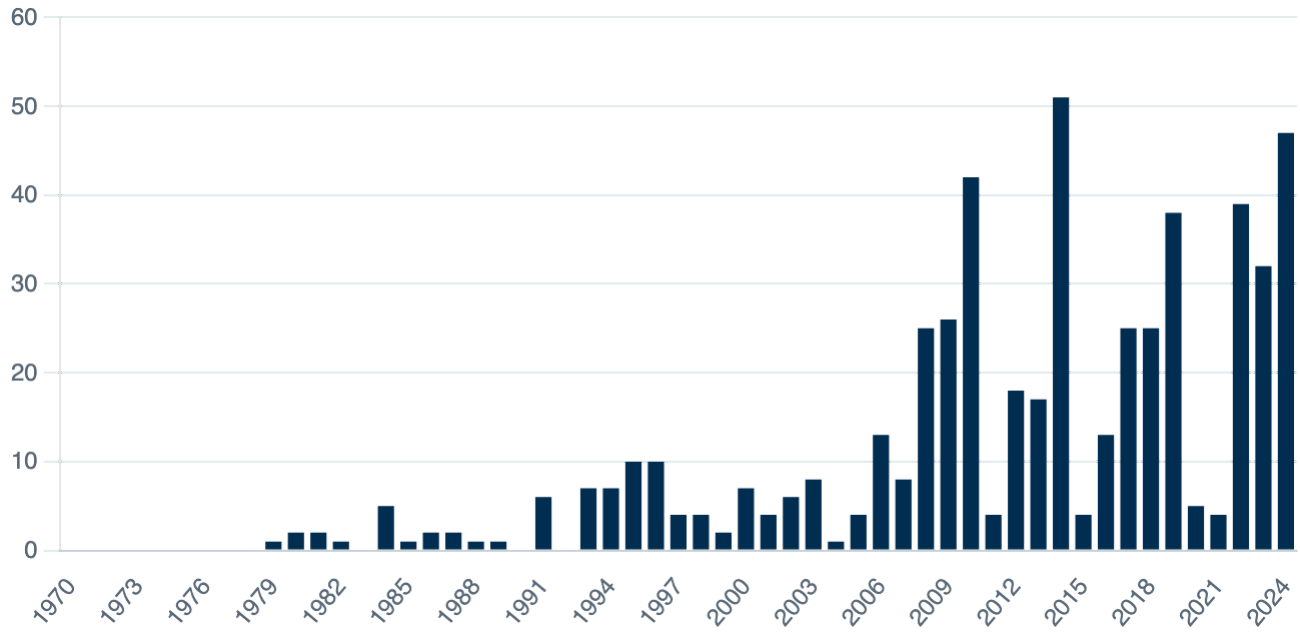
35
of 45 classes used

1952
first trademark filed

231
filed in the last 10 years

A portfolio built over time

SPAR filed its first South African trademark in 1952 and has filed 565 since; its busiest year was 2014, with 51 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

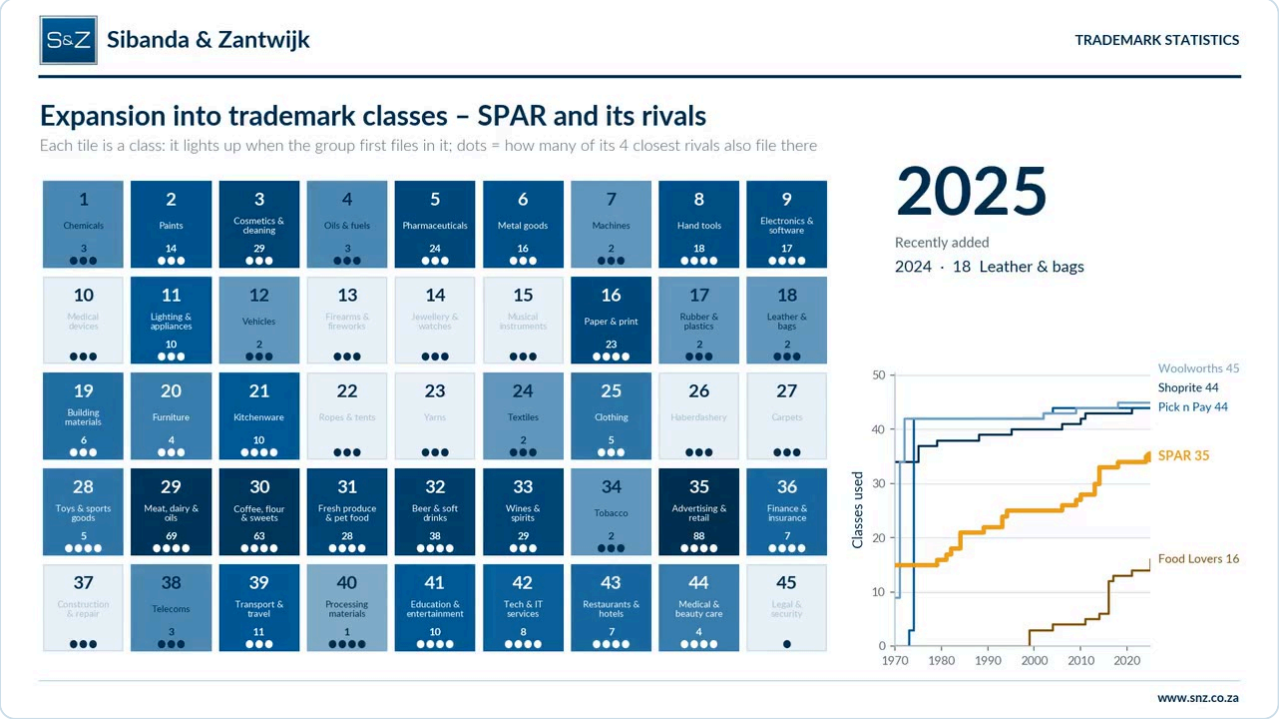
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Spar South Africa	282	1952–2024
SPAR	280	1960–2025
Spar	19	1963–1995
Spar International	7	2013–2017
Spar Trademarks	4	2003–2003

Where SPAR expanded its business

Trademark classes show what a business sells. SPAR's portfolio is concentrated in advertising & retail (class 35), meat, dairy & oils (class 29), coffee, flour & sweets (class 30). Its most recent moves were into leather & bags (2024), lighting & appliances (2018), machines (2014).

SPAR trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/spar-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
35 Advertising & retail	88	15.6%	1981
29 Meat, dairy & oils	69	12.2%	1960
30 Coffee, flour & sweets	63	11.2%	1960
32 Beer & soft drinks	38	6.7%	1966
3 Cosmetics & cleaning	29	5.1%	1960
33 Wines & spirits	29	5.1%	1952
31 Fresh produce & pet food	28	5.0%	1960
5 Pharmaceuticals	24	4.2%	1960

The brands SPAR protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SPAR	39	22	1960–2017
2	GOOD LIVING	27	12	2006–2024
3	BUILD IT	21	8	1984–2022
4	TRENDIY	18	9	2014–2014
5	BASIX	13	7	2019–2024
6	ON THE GO	12	6	2012–2012
7	SAVEMOR	10	5	1998–2024
8	DOUBLE MONEY BACK QUALITY GUARANTEED	9	9	2014–2014
9	TOPS AT SPAR	9	6	2008–2015
10	R REWARDS MORE FOR YOU	8	4	2023–2023
11	THE FOOD STALL AT SPAR	8	4	2022–2022
12	FRESHLINE	6	6	1997–2016
13	ROYAL	6	5	2020–2023
14	SPAR FRESH LINE	6	4	1996–1996
15	BEAN TREE	6	3	2014–2014

Logos filed most often (since 2020)



28 filings · 9 classes



24 filings · 12 classes



14 filings · 7 classes



12 filings · 4 classes



8 filings · 7 classes



6 filings · 5 classes



4 filings · 4 classes



3 filings · 3 classes



2 filings · 2 classes



2 filings · 2 classes

SPAR's logos

The 18 different logos SPAR 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.



12 classes



9 classes



7 classes



7 classes



5 classes



4 classes



4 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class

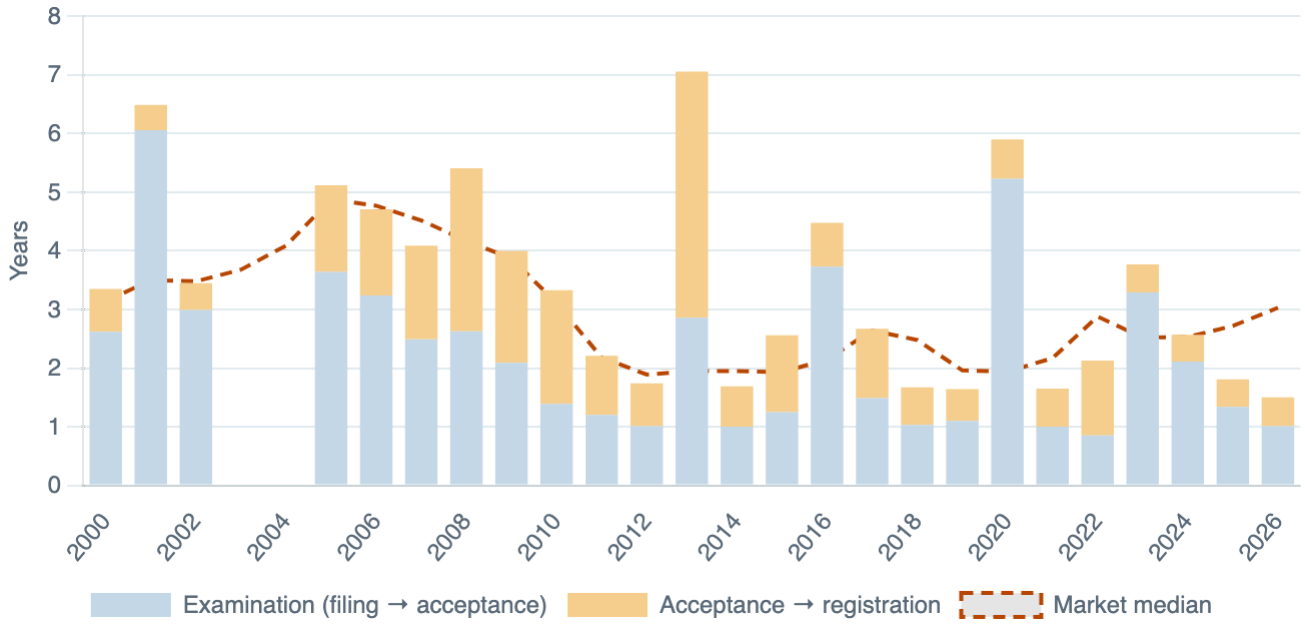


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, SPAR's marks took a median of **2.0 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.4 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

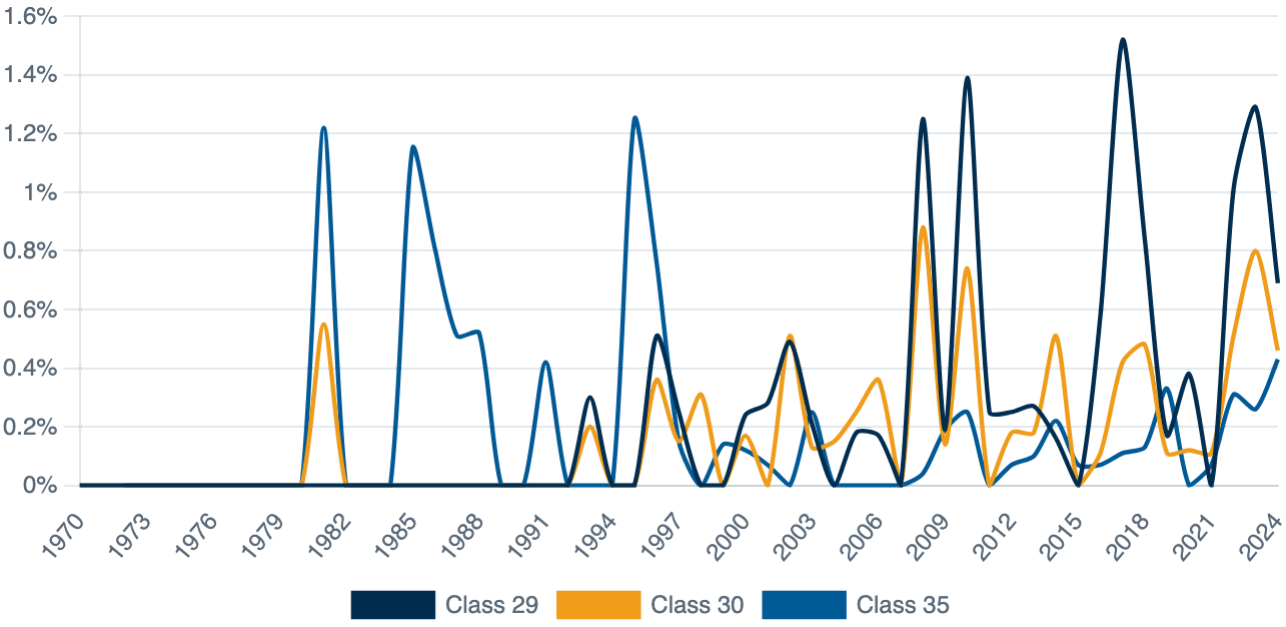


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in SPAR's classes

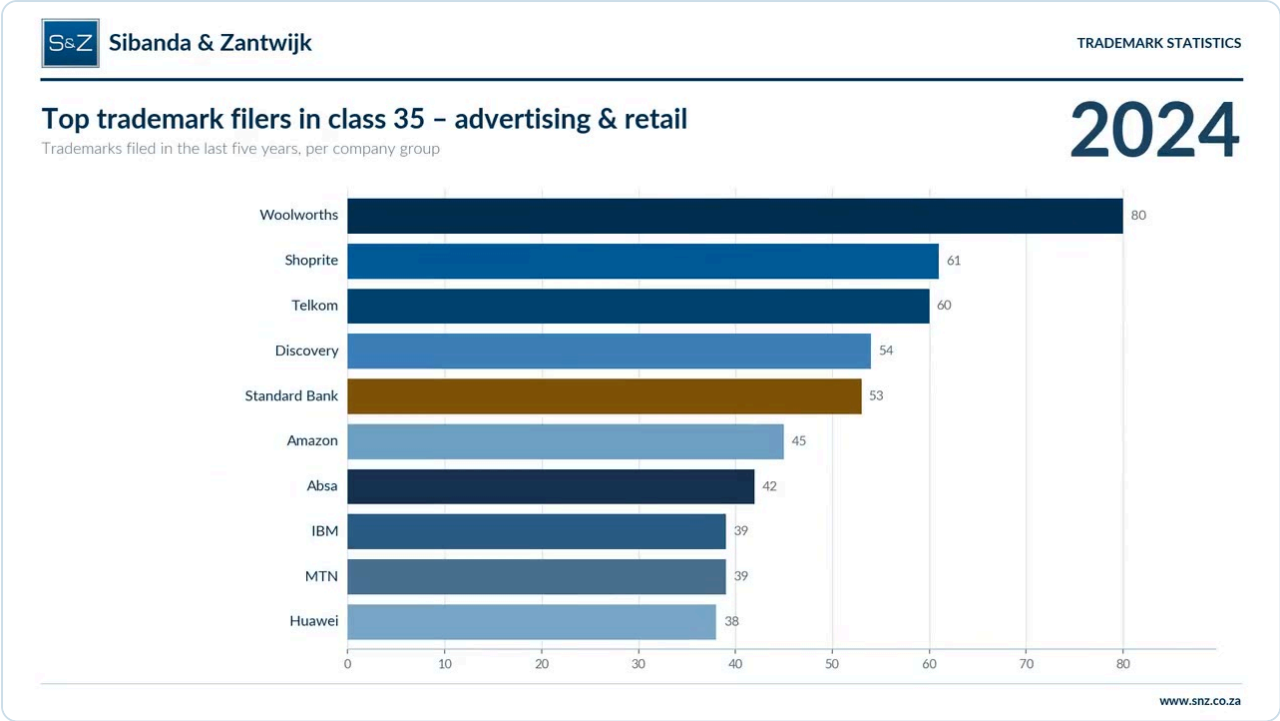
> Ranked by **number of trademarks filed in SPAR's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows SPAR's market position, not who is most like it.

In the last five years, SPAR was **#23** of 5,866 filers in class 35 (advertising & retail), with 21 of 11,124 trademarks; **#19** of 919 filers in class 29 (meat, dairy & oils), with 12 of 2,013 trademarks; **#32** of 1,368 filers in class 30 (coffee, flour & sweets), with 11 of 3,209 trademarks.



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

Top trademark filers in class 35 (advertising & retail), South Africa 1975–2024: SPAR



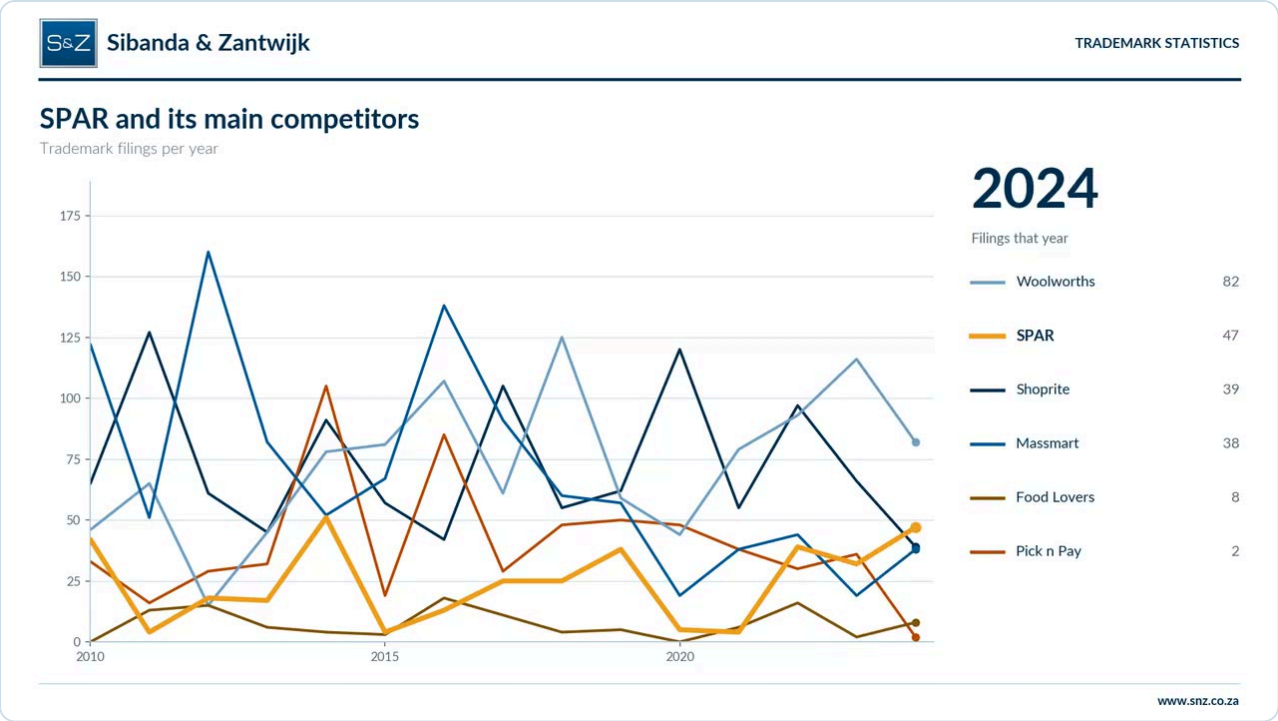
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/spar-south-african-trademarks/class-35-race-video.html

Main competitors – the companies most like SPAR

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

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

SPAR 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/spar-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Shoprite	Direct competitor	93%
2	Pick n Pay	Direct competitor	90%
3	Woolworths	Direct competitor	82%
4	Food Lovers	Direct competitor	79%
5	Massmart	Direct competitor	69%
6	Libstar	Related field	82%
7	Tiger Brands	Related field	75%
8	Clover	Related field	69%
9	RCL Foods	Related field	69%
10	DH Brothers Industries	Related field	68%

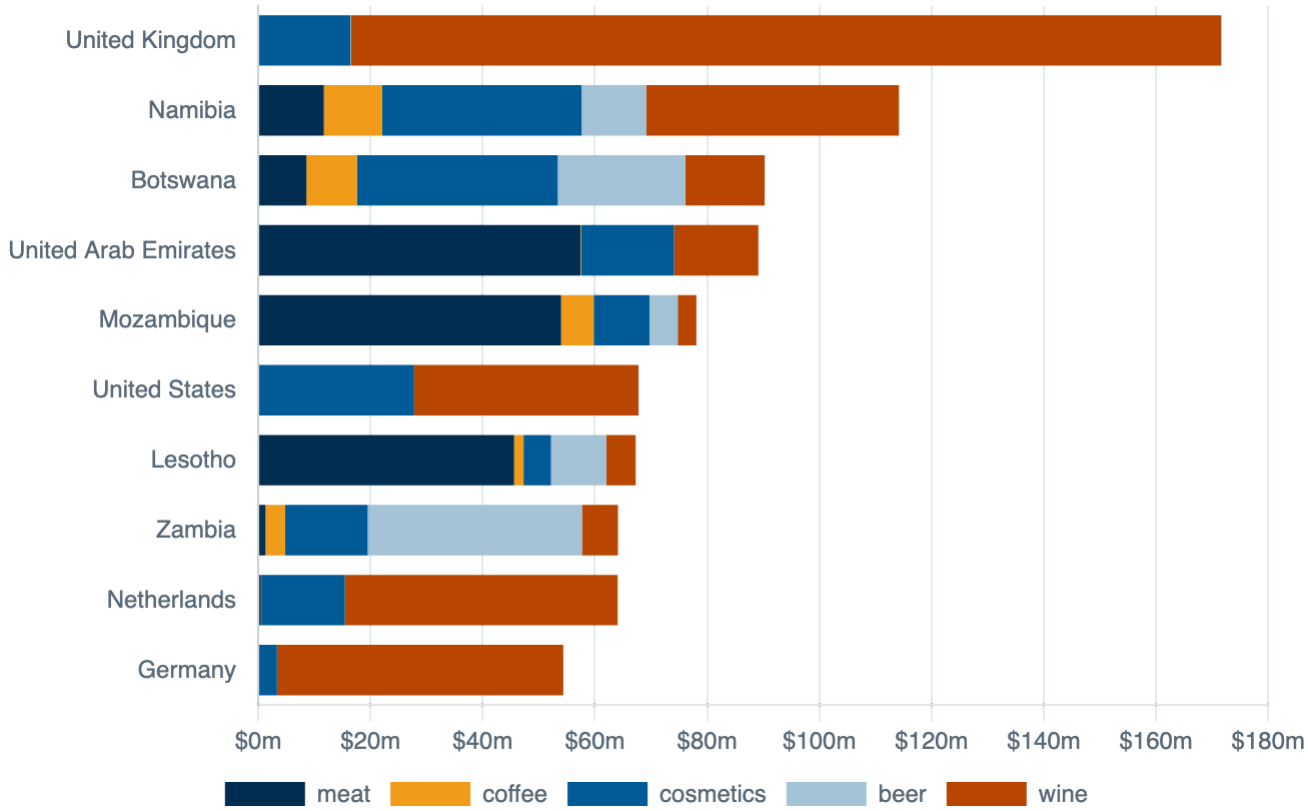
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

SPAR – relevant export countries

South Africa exported **US$4.5 billion** of the goods SPAR's main classes cover in the last year – meat; fish; jams; milk (class 29); coffee; bread; sugar; spices (class 30); beer; fruit juices; syrups; mineral and aerated waters (class 32); cosmetics; essential oils; soaps; perfumery (class 3); wine; alcoholic beverages; beer; alcoholic preparations (class 33). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where SPAR's trademarks matter most.

Where South Africa exports SPAR's top goods

SPAR's trademarks most often cover meat, coffee, cosmetics, beer and wine. South Africa's ten largest export markets for these goods took **56%** 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 SPAR'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$755 m	+5%	National	US$2,388
2	United States of America	74	US$260 m	+1%	National	US$3,425
3	United Kingdom	73	US$268 m	+6%	National	US$1,371
4	China	71	US$87 m	-9%	National	US$1,224
5	Japan	64	US$40 m	-4%	National	US$1,774
6	Hong Kong SAR	58	US$19 m	+2%	National	US$1,715
7	Russian Federation	57	US$13 m	+4%	National	US$1,915
8	Nigeria	56	US$28 m	-1%	National	US$1,015
9	Singapore	56	US$20 m	-1%	National	US$2,144
10	Republic of Korea	56	US$65 m	-4%	National	US$4,951

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	56	US$28 m	-1%	National	US$1,015 S&Z
2	Mozambique	56	US$278 m	+7%	ARIPO	US$450 S&Z
3	Lesotho	56	US$185 m	+1%	National	US$326
4	Botswana	56	US$413 m	-12%	ARIPO	US$450 S&Z
5	Zimbabwe	54	US$214 m	+2%	ARIPO	US$450 S&Z
6	OAPI (17 states)	54	US$26 m	+11%	National	US$1,563 S&Z
7	Malawi	53	US$52 m	+20%	ARIPO	US$450 S&Z
8	Egypt	52	US$12 m	+2%	National	US$2,278
9	Tunisia	50	US$774 k	+32%	National	US$1,440
10	Algeria	50	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)
SPAR	22	US$4,466	US$4,703
GOOD LIVING	12	US$2,436	US$2,856
BUILD IT	8	US$1,624	US$2,117
TRENDIY	9	US$1,827	US$2,302
BASIX	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 SPAR's five most-filed brands: word marks of **other companies** (not SPAR'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 SPAR (classes 29, 30, 32, 33, 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to GOOD LIVING (classes 35, 29, 30, 32, 33; searched 2018-05-30 to 2026-11-08)

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

Similar to BUILD IT (classes 2, 6, 8, 11, 16, 19, 35, 42; searched 2018-02-28 to 2026-11-08)

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

Similar to TRENDIY (class 35; searched 2018-01-31 to 2026-11-08)

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

Similar to BASIX (classes 2, 6, 8, 11, 16, 35, 39; 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

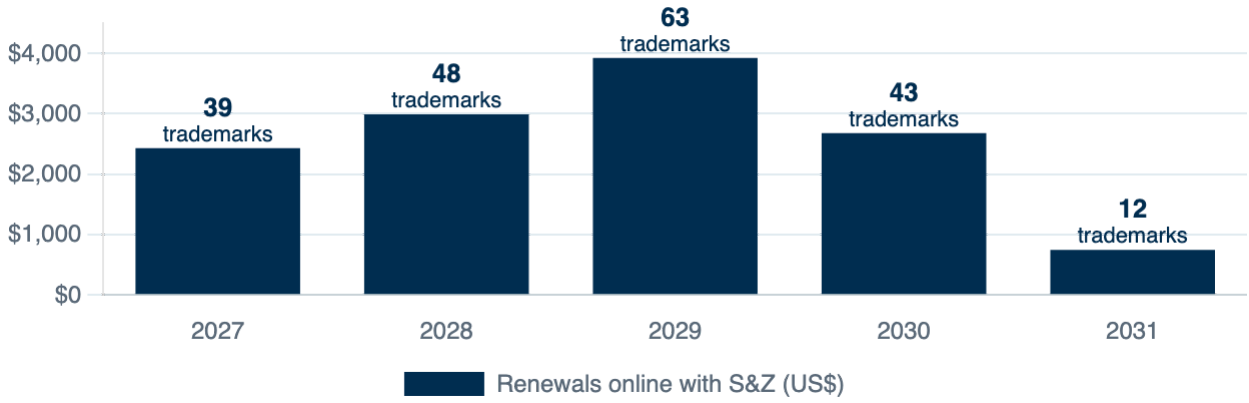
S&Z prices – South African trademarks

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$.

SPAR's next five years of renewals

205 of SPAR's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$12,768 over the five years.



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