Starbucks – South African trademarks

Updated 8 November 2026

Starbucks is an American coffeehouse chain, with stores in South Africa since 2016. It also sells packaged coffee, drinks and merchandise under the Starbucks brand.

How Starbucks 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.

#215
largest trademark owner in South Africa (of 121,626)

279
trademarks filed

4
different logos published since 2020

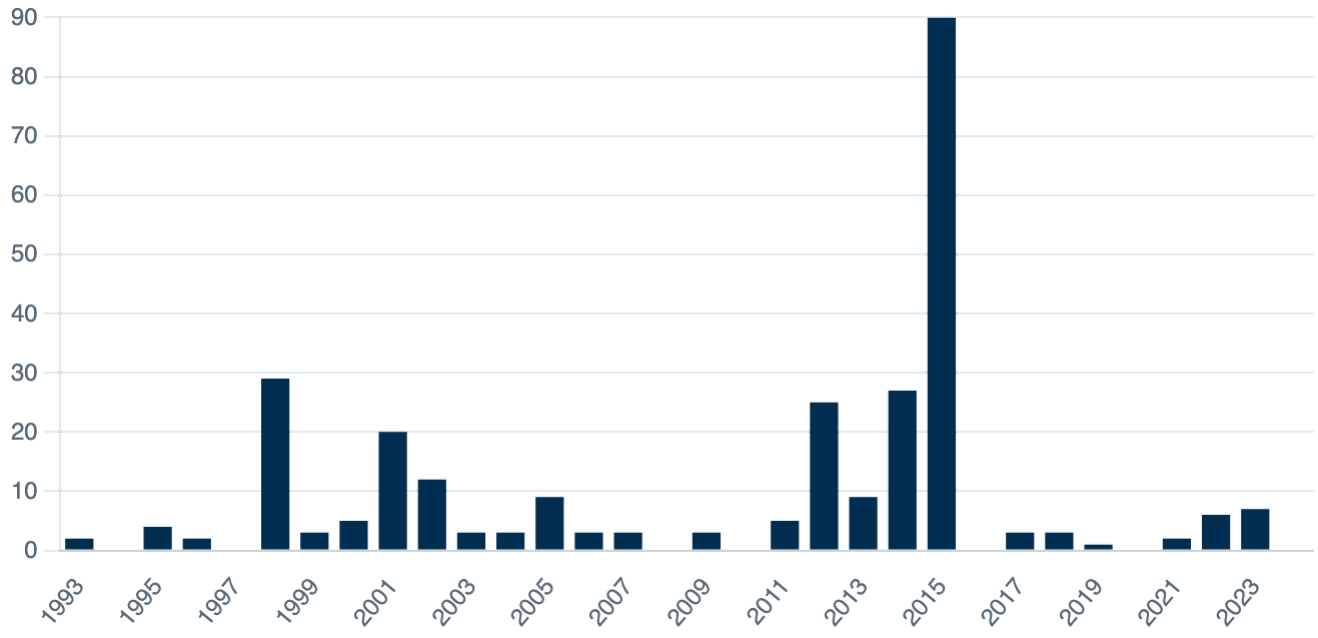
24
of 45 classes used

1993
first trademark filed

22
filed in the last 10 years

A portfolio built over time

Starbucks filed its first South African trademark in 1993 and has filed 279 since; its busiest year was 2015, with 90 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

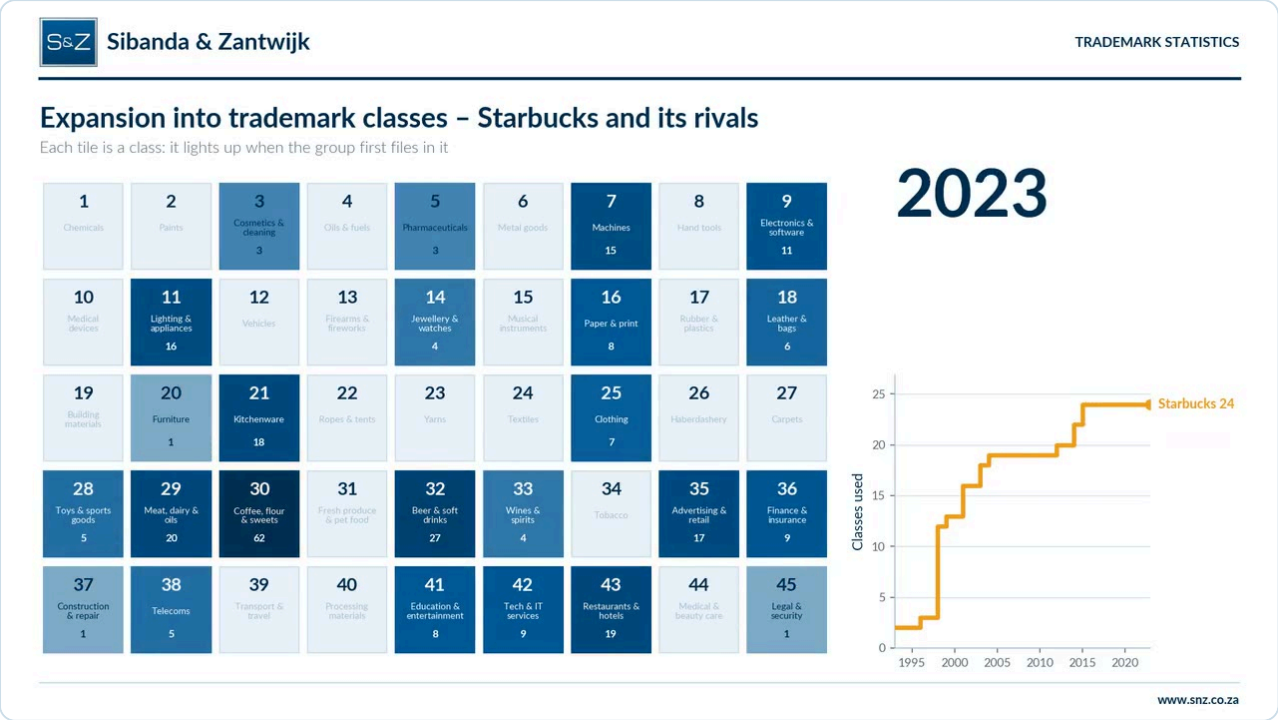
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Starbucks	294	1993–2023

Where Starbucks expanded its business

Trademark classes show what a business sells. Starbucks' portfolio is concentrated in coffee, flour & sweets (class 30), beer & soft drinks (class 32), meat, dairy & oils (class 29). Its most recent moves were into furniture (2015), pharmaceuticals (2015), legal & security (2014).

Starbucks trademarks: expansion into trademark classes, 1970–2023



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/starbucks-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
30	Coffee, flour & sweets	62	22.2%	1993
32	Beer & soft drinks	27	9.7%	1996
29	Meat, dairy & oils	20	7.2%	1998
43	Restaurants & hotels	19	6.8%	2001
21	Kitchenware	18	6.5%	1998
35	Advertising & retail	17	6.1%	1998
11	Lighting & appliances	16	5.7%	1998
7	Machines	15	5.4%	1998

The brands Starbucks protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	STARBUCKS COFFEE	49	20	1995–2023
2	STARBUCKS	32	20	1993–2023
3	FRAPPUCCINO	10	8	1996–2015
4	NOW TV	8	8	2014–2014
5	TEAVANA	7	7	2013–2015
6	VERISMO	7	7	2001–2012
7	STARBUCKS VIA	5	5	2009–2015
8	STARBUCKS BARISTA	5	3	2000–2011
9	STARBUCKS RESERVE	4	4	2015–2015
10	TEAOPIA	4	4	2015–2015
11	CREAMICE	3	3	2006–2006
12	DOUBLESHOT	3	3	2015–2015
13	INTENSO	3	3	2018–2018
14	MY STARBUCKS REWARDS	3	3	2015–2015
15	OLEATO	3	3	2022–2022

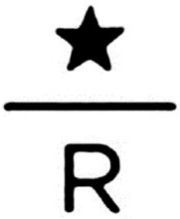
Logos filed most often (since 2020)



16 filings · 11 classes



4 filings · 4 classes



3 filings · 3 classes



1 filing · 1 class

Starbucks' logos

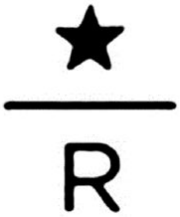
The 4 different logos Starbucks has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



11 classes



4 classes



3 classes

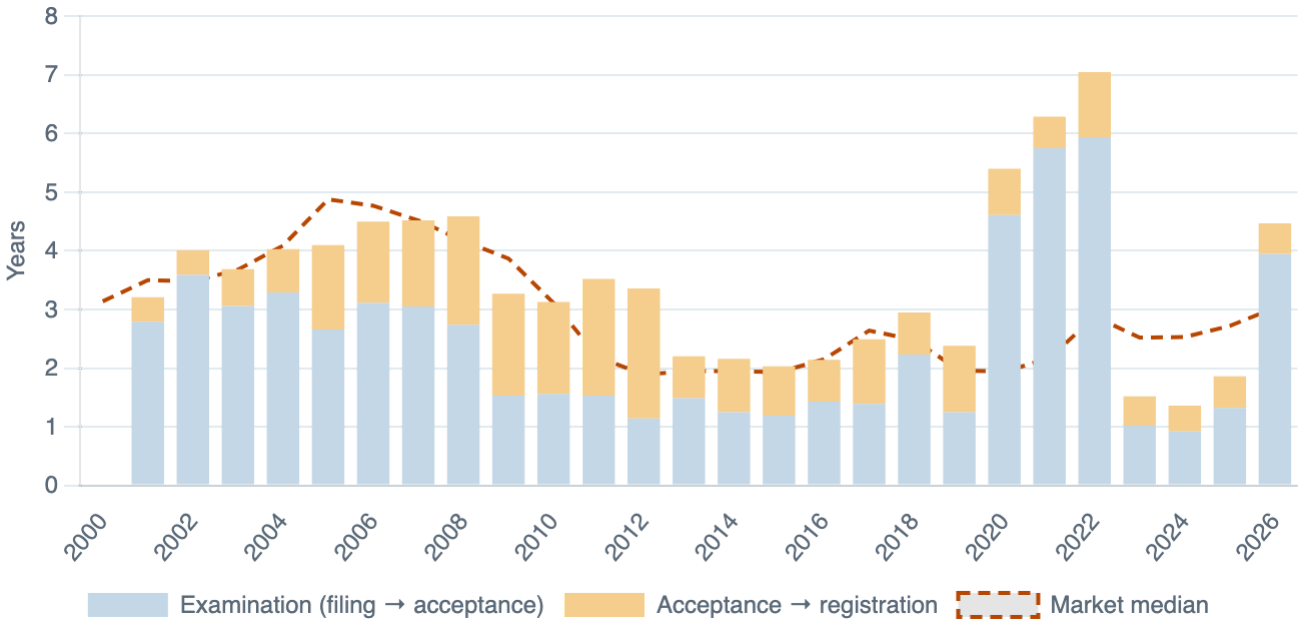


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Starbucks' marks took a median of **5.9 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 5.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

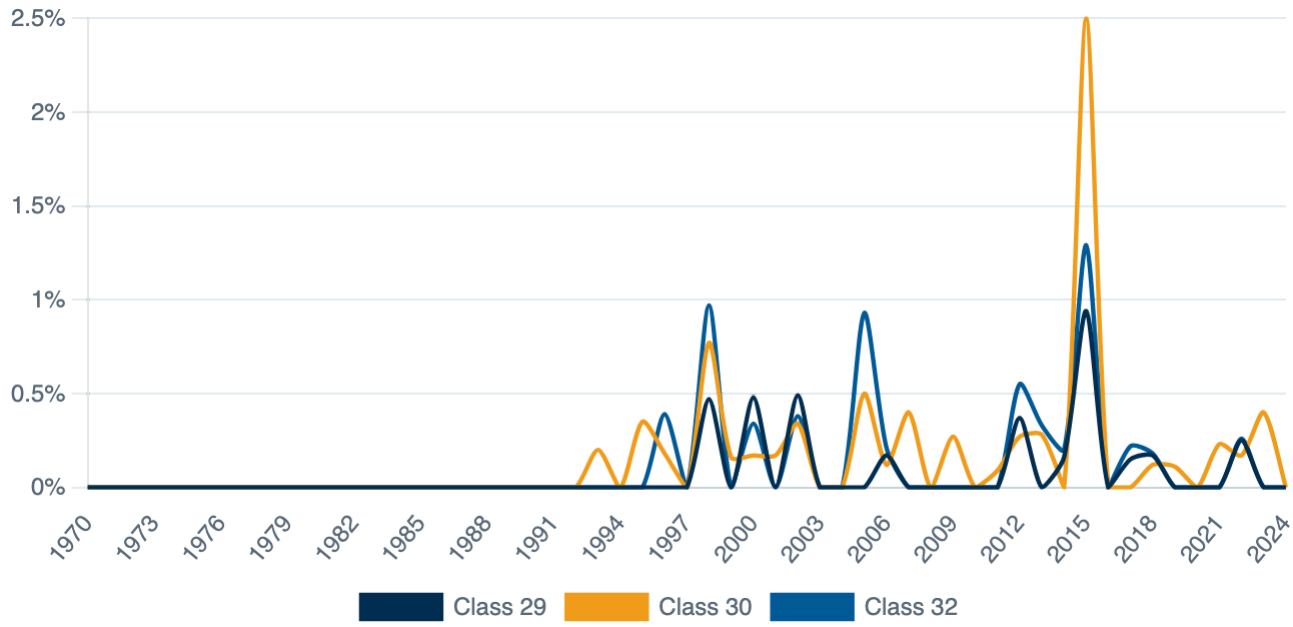


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Starbucks' classes

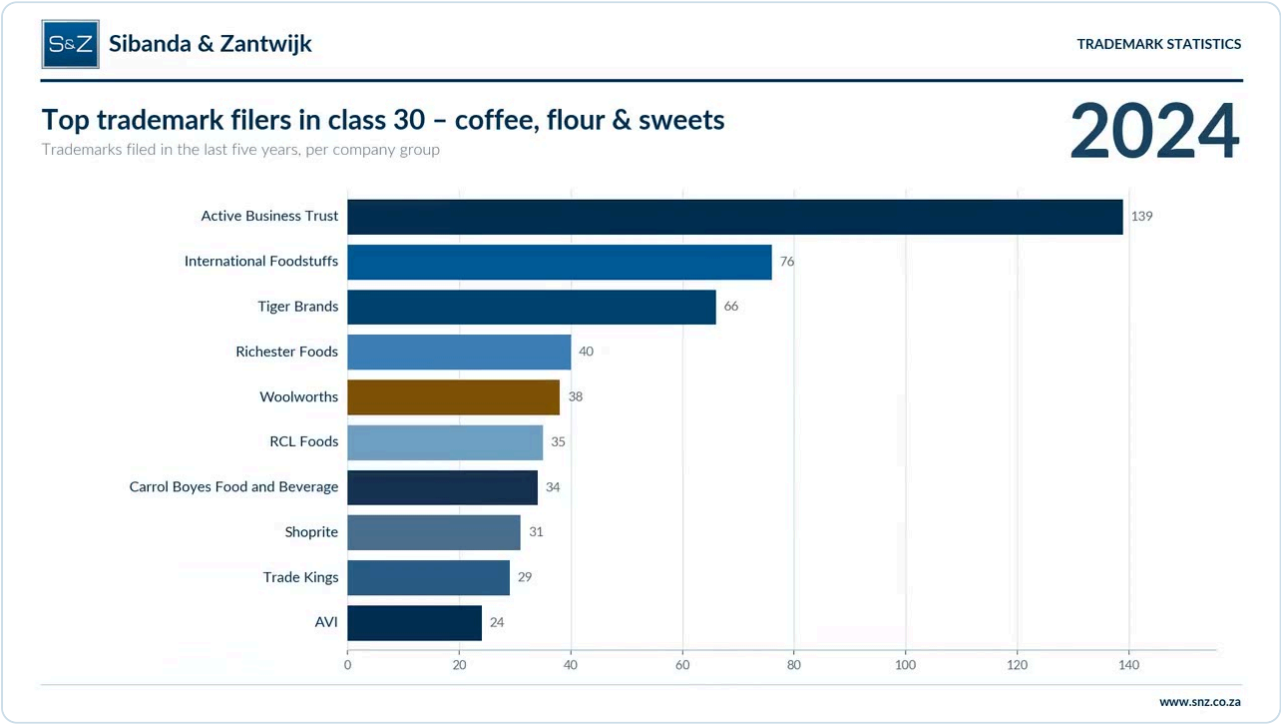
> Ranked by **number of trademarks filed in Starbucks' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Starbucks' market position, not who is most like it.

In the last five years, Starbucks was **#92** of 1,368 filers in class 30 (coffee, flour & sweets), with 5 of 3,209 trademarks; **#348** of 905 filers in class 32 (beer & soft drinks), with 1 of 1,804 trademarks; **#447** of 919 filers in class 29 (meat, dairy & oils), with 1 of 2,013 trademarks.



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

Top trademark filers in class 30 (coffee, flour & sweets), South Africa 1975–2024: Starbucks

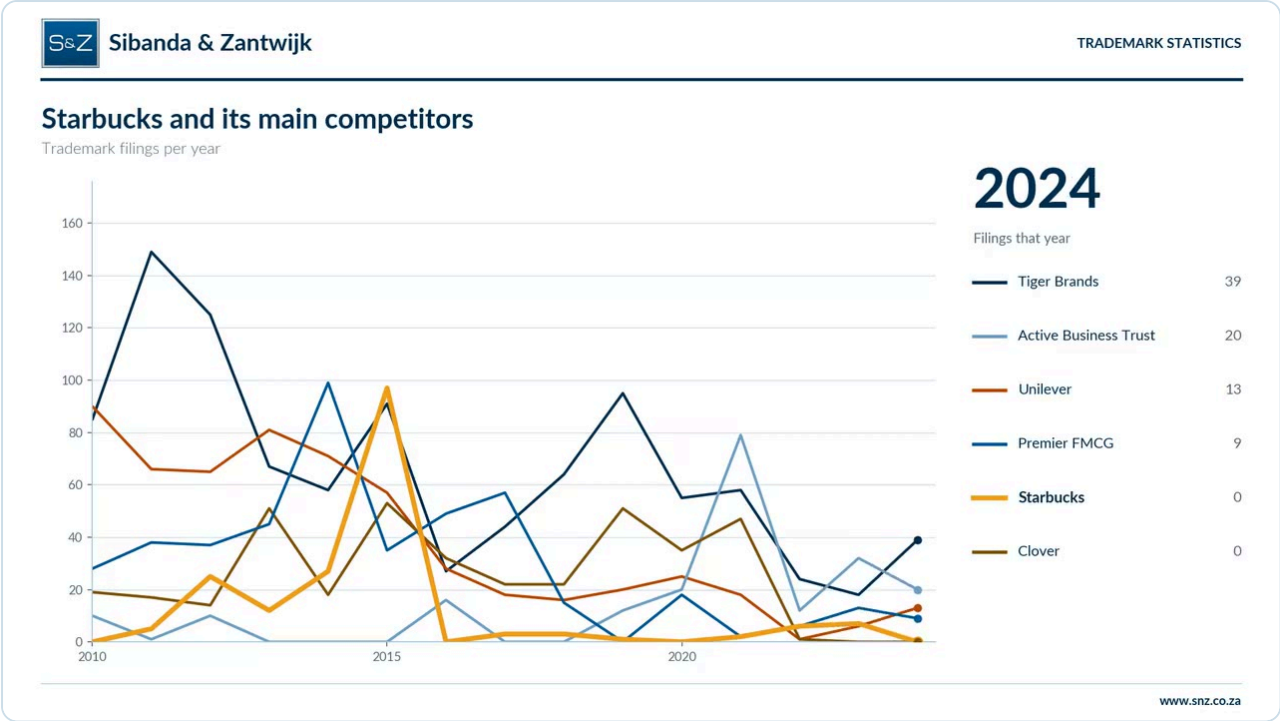


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/starbucks-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like Starbucks

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

Starbucks 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/starbucks-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Tiger Brands	Related field	82%
2	Unilever	Related field	80%
3	Active Business Trust	Related field	71%
4	Clover	Related field	71%
5	Premier FMCG	Related field	70%
6	RCL Foods	Related field	70%
7	Lotte	Related field	68%
8	AVI	Related field	67%
9	Pick n Pay	Retailer's own brands	74%
10	Shoprite	Retailer's own brands	72%

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

Starbucks – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$1.0 billion	+2%	National	US$2,388
2	United States of America	71	US$173 m	+2%	National	US$3,425
3	United Kingdom	69	US$95 m	+4%	National	US$1,371
4	Japan	63	US$32 m	-3%	National	US$1,774
5	Canada	60	US$13 m	-2%	National	US$2,192
6	Russian Federation	59	US$15 m	+5%	National	US$1,915
7	Hong Kong SAR	57	US$5.3 m	-1%	National	US$1,715
8	Singapore	56	US$6.3 m	+1%	National	US$2,144
9	Nigeria	56	US$17 m	+1%	National	US$1,015
10	Philippines	55	US$4.6 m	-5%	National	US$1,526

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	56	US$17 m	+1%	National	US$1,015 S&Z
2	Namibia	55	US$241 m	+9%	ARIPO	US$450 S&Z
3	Mozambique	53	US$223 m	+5%	ARIPO	US$450 S&Z
4	Botswana	53	US$269 m	-1%	ARIPO	US$450 S&Z
5	Lesotho	53	US$129 m	+2%	National	US$326
6	OAPI (17 states)	53	US$17 m	+5%	National	US$1,563 S&Z
7	Eswatini	53	US$114 m	+0%	National	US$446
8	Morocco	53	US$4.0 m	+17%	National	US$1,408
9	Zimbabwe	52	US$136 m	+7%	ARIPO	US$450 S&Z
10	Egypt	52	US$11 m	-1%	National	US$2,278

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)
STARBUCKS COFFEE	20	US$4,060	US$4,333
STARBUCKS	20	US$4,060	US$4,333
FRAPPUCCINO	8	US$1,624	US$2,117
NOW TV	8	US$1,624	US$2,117
TEAVANA	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 Starbucks' five most-filed brands: word marks of **other companies** (not Starbucks' 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 STARBUCKS COFFEE (classes 21, 29, 30, 32, 43; searched 2018-01-31 to 2026-11-08)

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

Similar to STARBUCKS (classes 21, 29, 30, 32, 43; searched 2018-01-31 to 2026-11-08)

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

Similar to FRAPPUCCINO (classes 18, 25, 29, 30, 32, 35, 42, 43; searched 2023-12-20 to 2026-11-08)

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

Similar to NOW TV (classes 9, 16, 35, 37, 38, 41, 42, 45; searched 2018-02-28 to 2026-11-08)

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

Similar to TEAVANA (classes 5, 11, 21, 29, 30, 32, 43; searched 2018-04-25 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

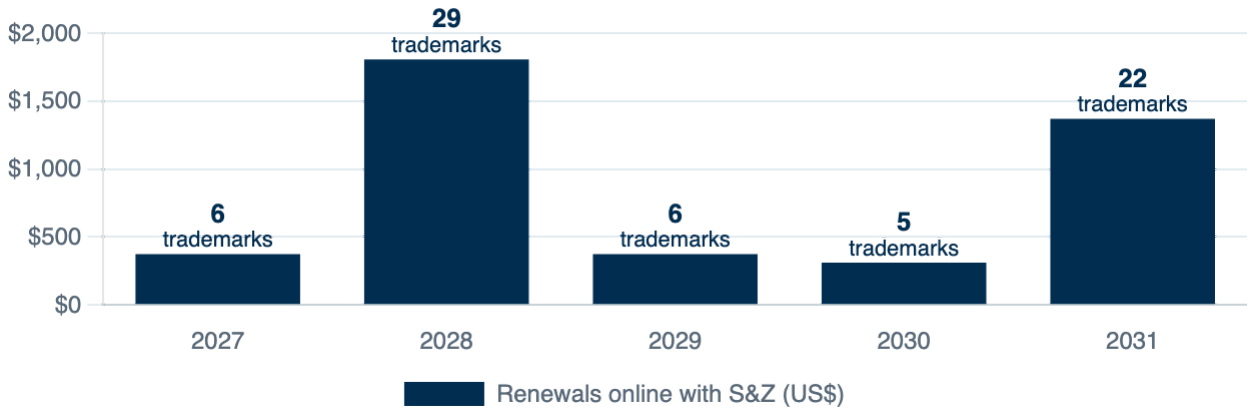
S&Z prices – South African trademarks

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$.

Starbucks' next five years of renewals

68 of Starbucks' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$4,235 over the five years.



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