Target – South African trademarks

Updated 8 November 2026

Target is a large US general merchandise retailer. Its own brands cover clothing, home, food and household goods.

How Target 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.

#48
largest trademark owner in South Africa (of 121,626)

929
trademarks filed

17
different logos published since 2020

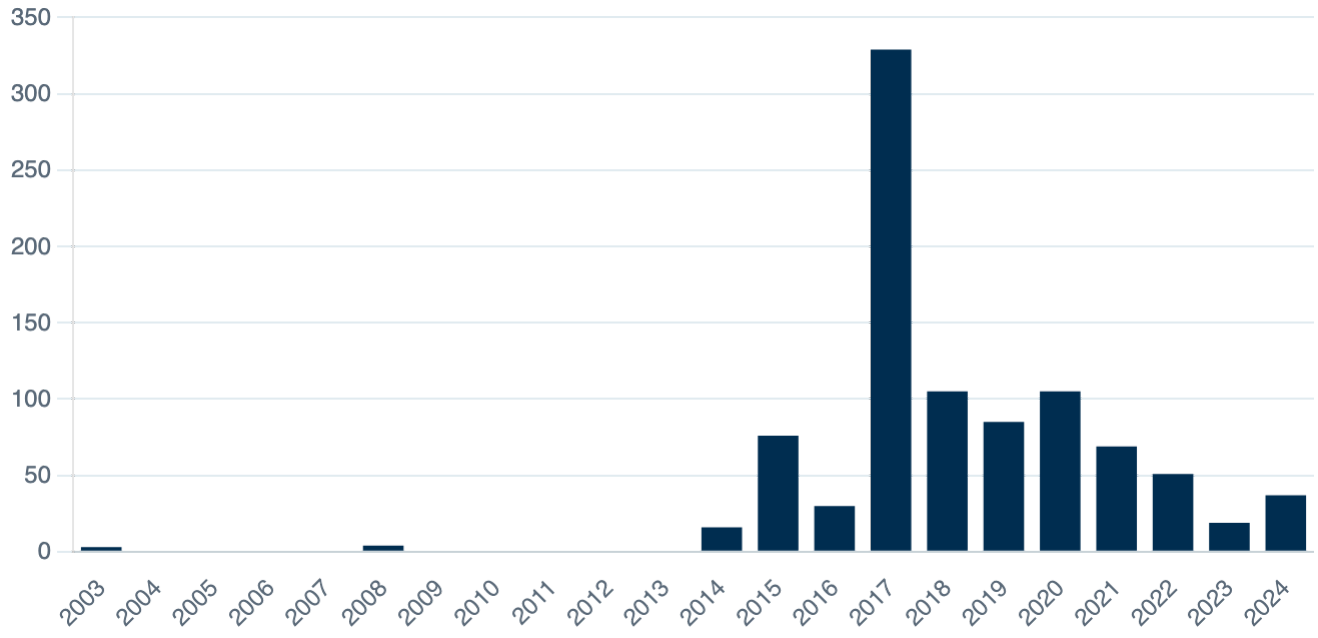
36
of 45 classes used

2003
first trademark filed

830
filed in the last 10 years

A portfolio built over time

Target filed its first South African trademark in 2003 and has filed 929 since; its busiest year was 2017, with 329 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

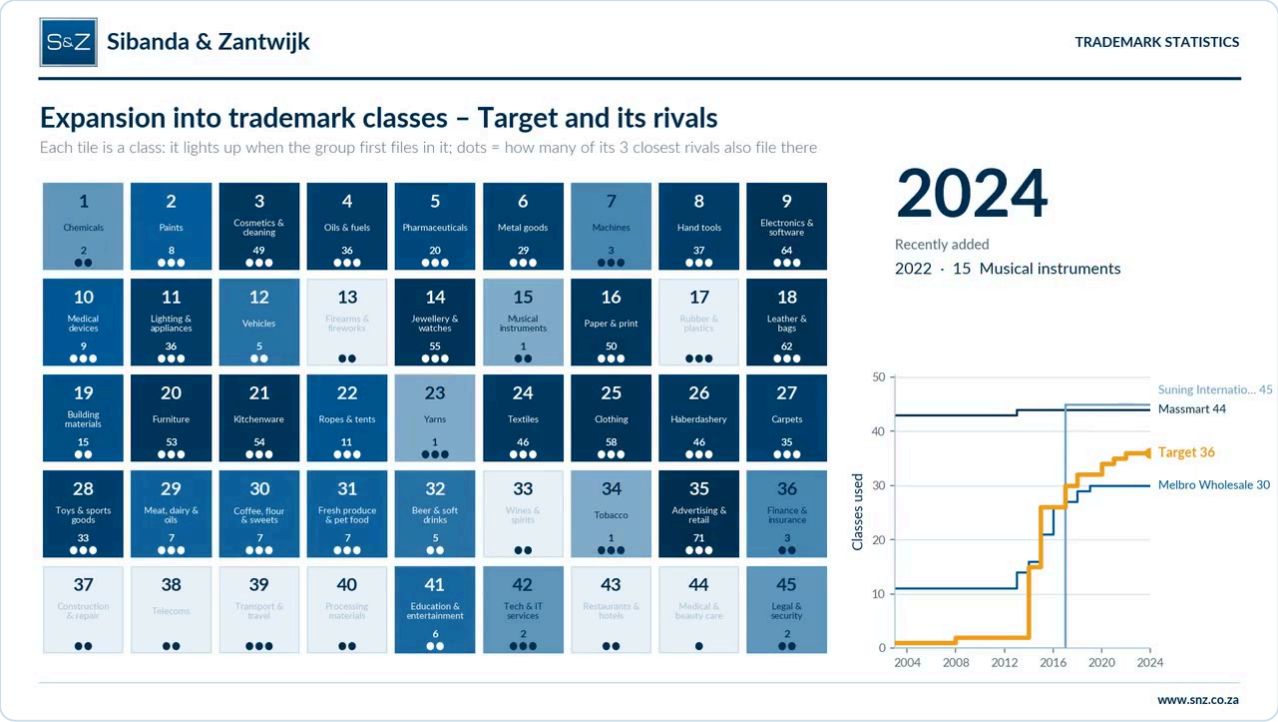
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Target	934	2001–2024

Where Target expanded its business

Trademark classes show what a business sells. Target's portfolio is concentrated in advertising & retail (class 35), electronics & software (class 9), leather & bags (class 18). Its most recent moves were into musical instruments (2022), finance & insurance (2021), yarns (2020).

Target trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/target-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	71	7.6%	2003
9 Electronics & software	64	6.9%	2014
18 Leather & bags	62	6.7%	2014
25 Clothing	58	6.2%	2015
14 Jewellery & watches	55	5.9%	2014
21 Kitchenware	54	5.8%	2014
20 Furniture	53	5.7%	2014
16 Paper & print	50	5.4%	2014

The brands Target protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	THRESHOLD	46	19	2015–2024
2	SUN SQUAD	44	22	2018–2022
3	GOODFELLOW & CO	41	11	2017–2024
4	HEARTH & HAND	38	19	2017–2017
5	PROJECT 62	38	19	2017–2017
6	OPALHOUSE	34	17	2017–2017
7	CLOUD ISLAND	32	16	2016–2020
8	SPRITZ	30	19	2016–2023
9	ROOM ESSENTIALS	30	15	2014–2023
10	UP & UP	26	15	2015–2020
11	ORIGINAL USE	26	11	2017–2024
12	OPEN STORY	24	14	2019–2019
13	BOOTS & BARKLEY	23	12	2015–2022
14	DEALWORTHY	21	21	2021–2021
15	CASALUNA	19	19	2019–2019

Logos filed most often (since 2020)



21 filings · 21 classes



18 filings · 18 classes



18 filings · 18 classes



16 filings · 16 classes



15 filings · 15 classes



13 filings · 13 classes



12 filings · 12 classes



11 filings · 11 classes



10 filings · 10 classes



8 filings · 8 classes

Target's logos

The 17 different logos Target 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.



21 classes



18 classes

18 classes



16 classes



15 classes



13 classes



12 classes



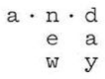
11 classes



10 classes



8 classes



7 classes



6 classes



3 classes



3 classes



1 class



1 class

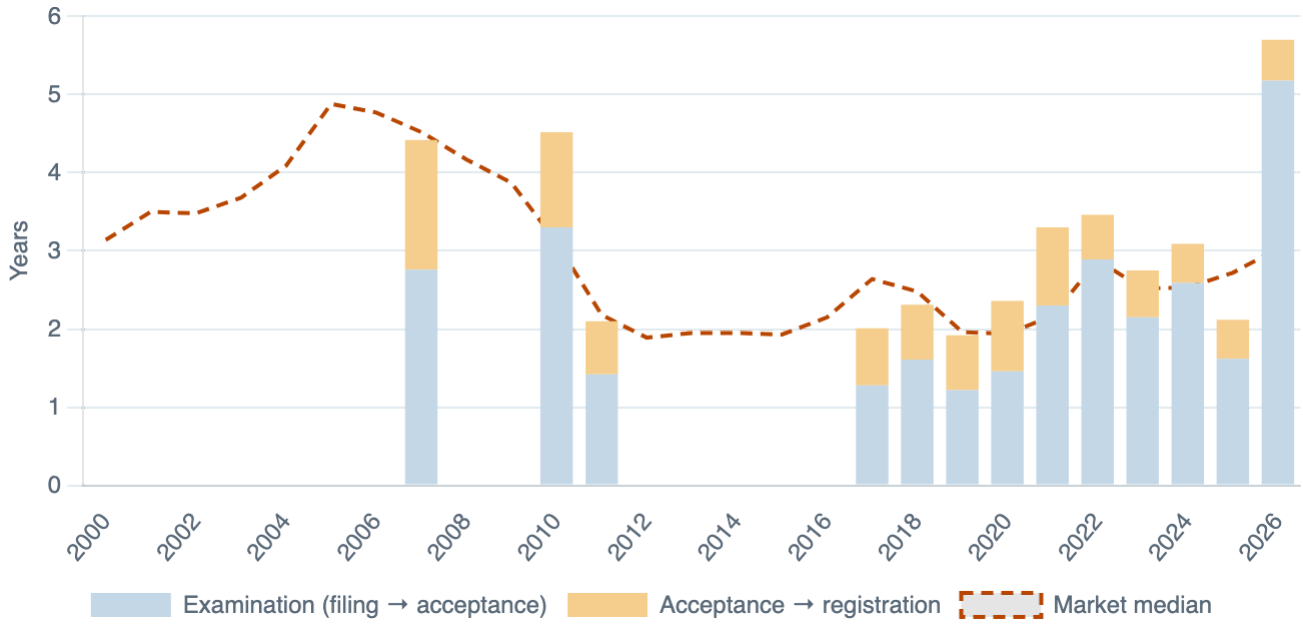


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Target's marks took a median of **3.5 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.7 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

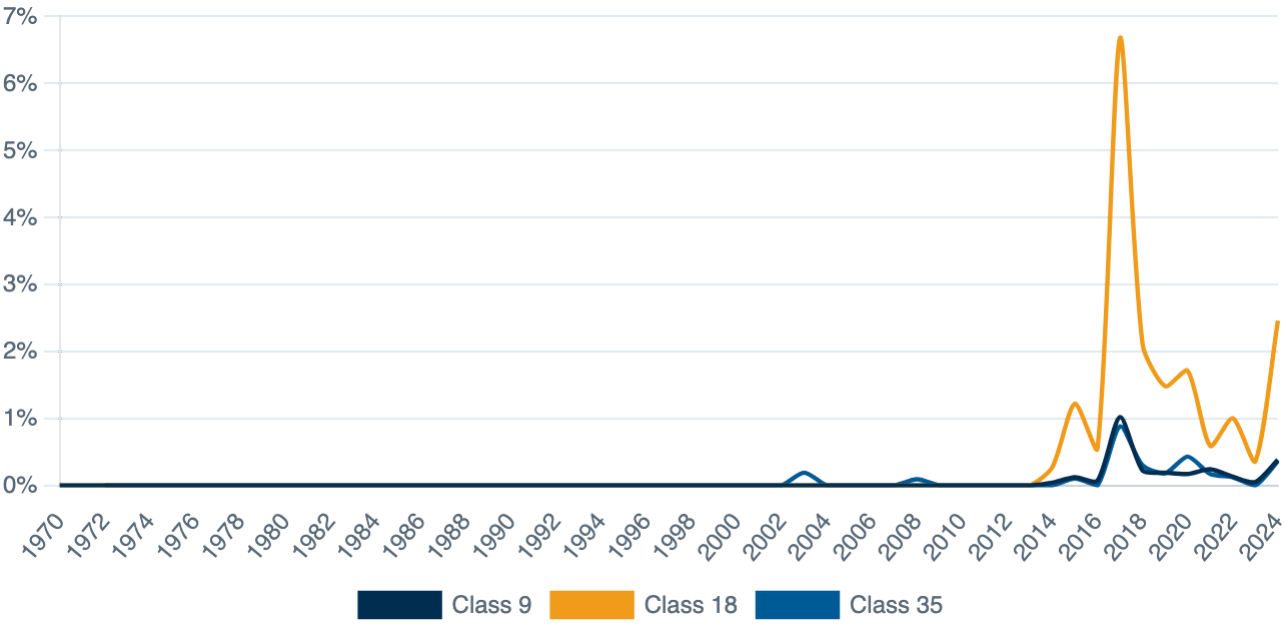


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Target's classes

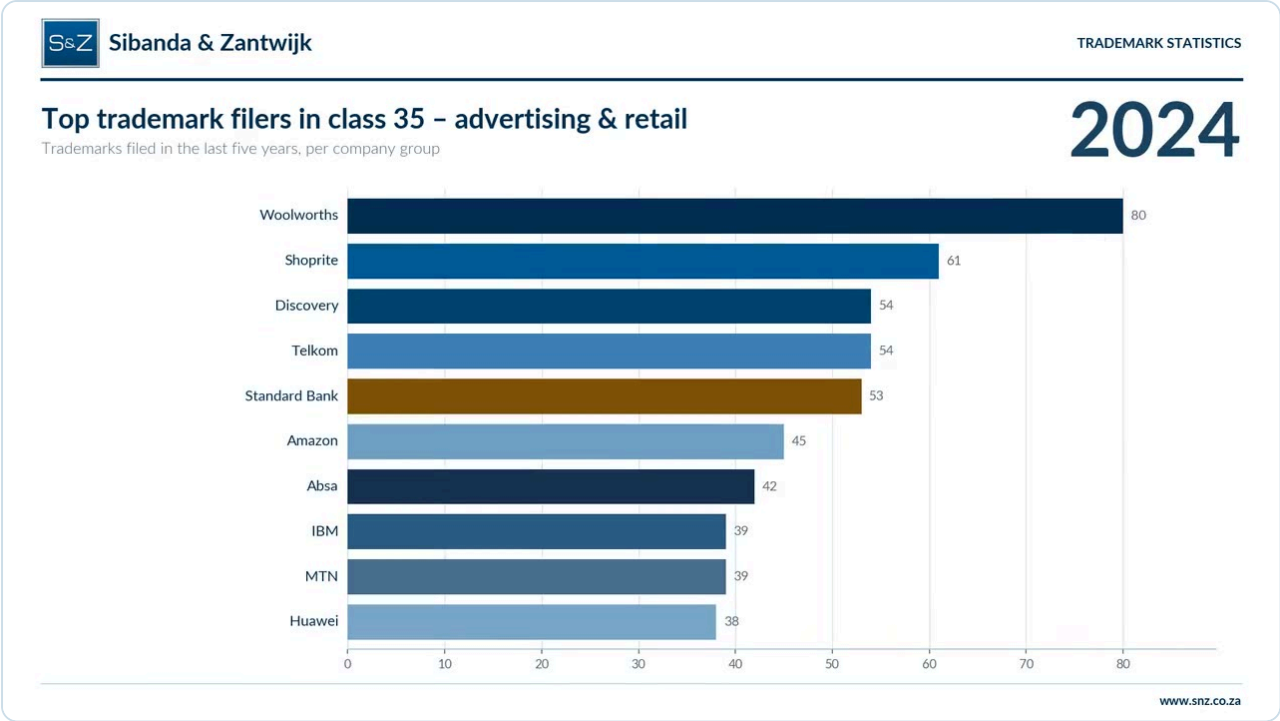
> Ranked by **number of trademarks filed in Target's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Target's market position, not who is most like it.

In the last five years, Target was **#20** of 5,866 filers in class 35 (advertising & retail), with 24 of 11,124 trademarks; **#28** of 4,926 filers in class 9 (electronics & software), with 19 of 10,252 trademarks; **#2** of 758 filers in class 18 (leather & bags), with 16 of 1,383 trademarks.



Target'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: Target



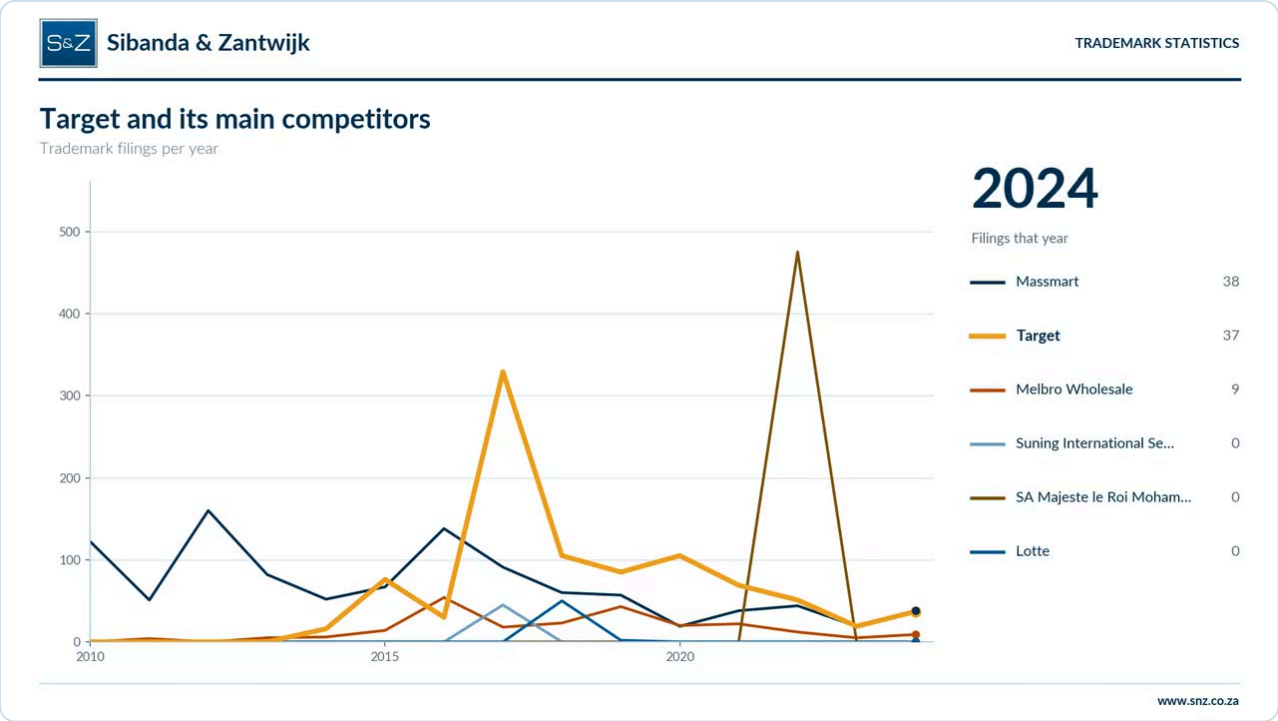
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/target-south-african-trademarks/class-35-race-video.html

Main competitors – the companies most like Target

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

Target's closest competitors in South Africa are Massmart, Melbro and Suning International Services.

Target 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/target-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Massmart	Direct competitor	73%
2	Melbro	Direct competitor	72%
3	Suning International Services	Direct competitor	68%
4	SA Majeste le Roi Mohammed Vi	Supplier / brand owner	68%
5	Lotte	Supplier / brand owner	68%
6	Kganya Brands	Supplier / brand owner	68%
7	Ryno de Villiers	Supplier / brand owner	68%
8	Toyota	Supplier / brand owner	68%
9	Goodwill Trade and Investments	Supplier / brand owner	67%
10	Mercedes-Benz	Supplier / brand owner	66%

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

Target – relevant export countries

South Africa exported **US$889 m** of the goods Target's main classes cover in the last year – computer software; sunglasses; cases; eyeglasses (class 9); bags; backpacks; umbrellas; wallets (class 18); clothing; hats; socks; shirts (class 25); jewelry; clocks; watches; boxes (class 14); containers; dishes; bowls; plates (class 21). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Target's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	United States of America	81	US$210 m	-8%	National	US$3,425
2	European Union	72	US$36 m	-0%	National	US$2,388
3	United Kingdom	67	US$15 m	-6%	National	US$1,371
4	Japan	61	US$191 k	+1%	National	US$1,774
5	Hong Kong SAR	61	US$7.5 m	+3%	National	US$1,715
6	Namibia	60	US$161 m	+4%	ARIPO	US$450
7	Canada	59	US$1.1 m	-6%	National	US$2,192
8	Australia	58	US$3.3 m	-3%	National	US$2,380
9	Botswana	57	US$145 m	+1%	ARIPO	US$450
10	Mexico	57	US$322 k	+9%	National	US$3,050

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	60	US$161 m	+4%	ARIPO	US$450 S&Z
2	Botswana	57	US$145 m	+1%	ARIPO	US$450 S&Z
3	Nigeria	52	US$2.0 m	-15%	National	US$1,015 S&Z
4	OAPI (17 states)	51	US$6.3 m	+1%	National	US$1,563 S&Z
5	Malawi	50	US$6.0 m	+22%	ARIPO	US$450 S&Z
6	Tanzania	50	US$5.8 m	-10%	ARIPO	US$450 S&Z
7	Mozambique	48	US$29 m	-21%	ARIPO	US$450 S&Z
8	Zimbabwe	47	US$16 m	-21%	ARIPO	US$450 S&Z
9	Uganda	47	US$2.0 m	-0%	ARIPO	US$450 S&Z
10	Lesotho	44	US$58 m	+1%	National	US$326

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)
THRESHOLD	19	US$3,857	US$4,149
SUN SQUAD	22	US$4,466	US$4,703
GOODFELLOW & CO	11	US$2,233	US$2,671
HEARTH & HAND	19	US$3,857	US$4,149
PROJECT 62	19	US$3,857	US$4,149

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 Target's five most-filed brands: word marks of **other companies** (not Target'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 THRESHOLD (classes 9, 14, 18, 25, 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to SUN SQUAD (classes 9, 14, 18, 25, 35; searched 2018-01-31 to 2026-11-07)

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

Similar to GOODFELLOW & CO (classes 9, 14, 18, 25, 35; searched 2018-03-28 to 2026-11-07)

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

Similar to HEARTH & HAND (classes 9, 14, 18, 25, 35; searched 2019-03-27 to 2026-11-07)

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

Similar to PROJECT 62 (classes 9, 14, 18, 25, 35; searched 2018-02-28 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

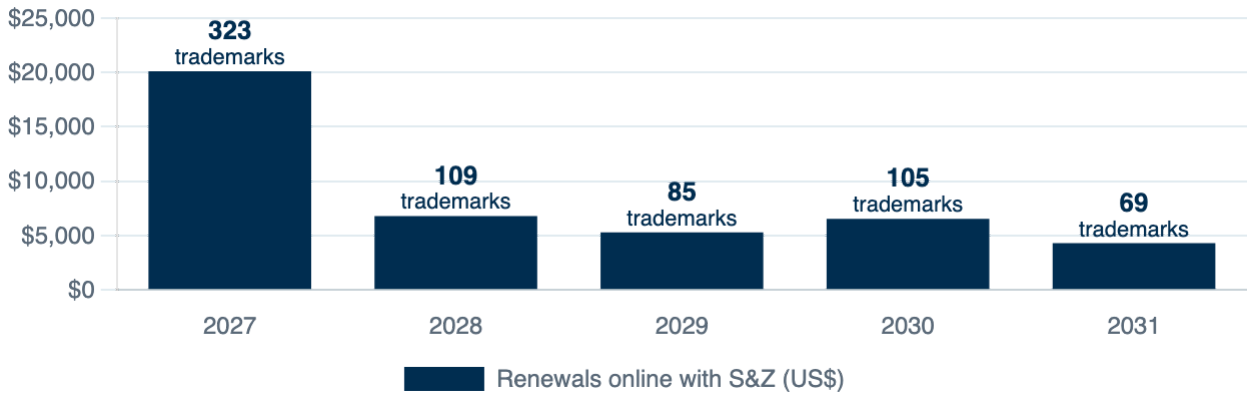
S&Z prices – South African trademarks

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$.

Target's next five years of renewals

691 of Target's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$43,043** over the five years.



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