Tiger Brands – South African trademarks

Updated 8 November 2026

Tiger Brands is one of South Africa's largest food companies and is listed on the JSE. Its brands – including Albany, Jungle, Koo, All Gold, Black Cat, Tastic, Fatti's & Moni's, Crosse & Blackwell and Purity – cover bakery, grains and cereals, culinary products and baby food, sold in South Africa and across Africa.

How Tiger Brands 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.

#1
largest trademark owner in South Africa (of 121,626)

3,471
trademarks filed

75
different logos published since 2020

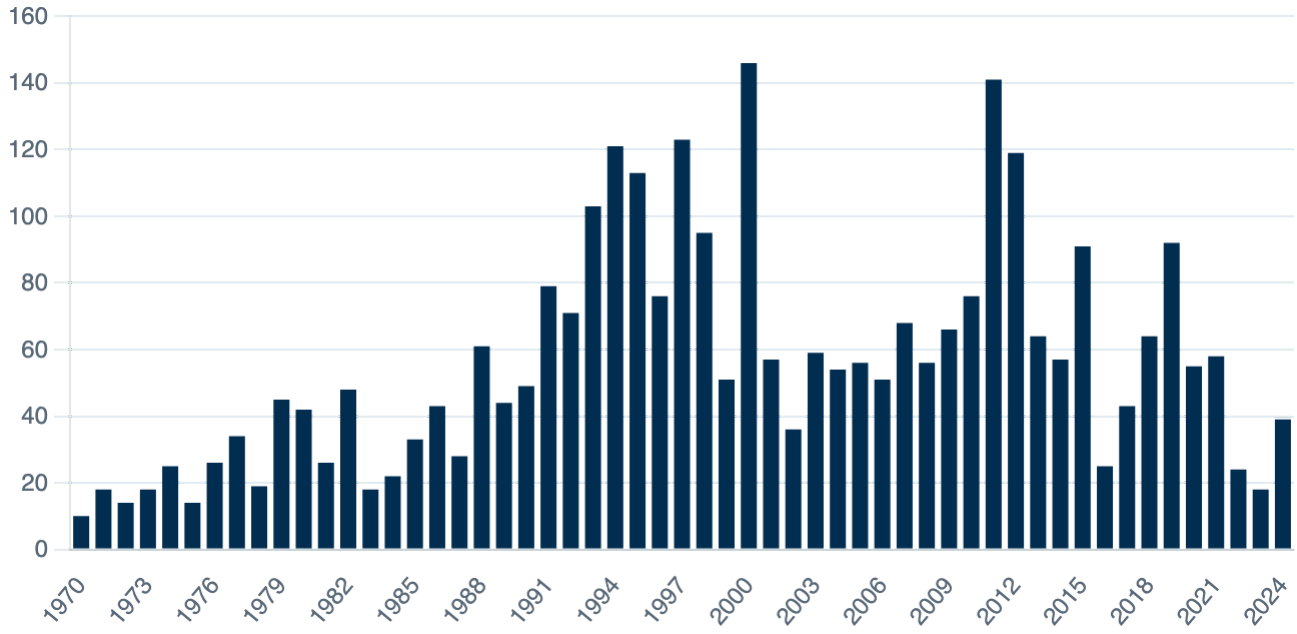
34
of 45 classes used

1917
first trademark filed

419
filed in the last 10 years

A portfolio built over time

Tiger Brands filed its first South African trademark in 1917 and has filed 3,471 since; its busiest year was 2000, with 146 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

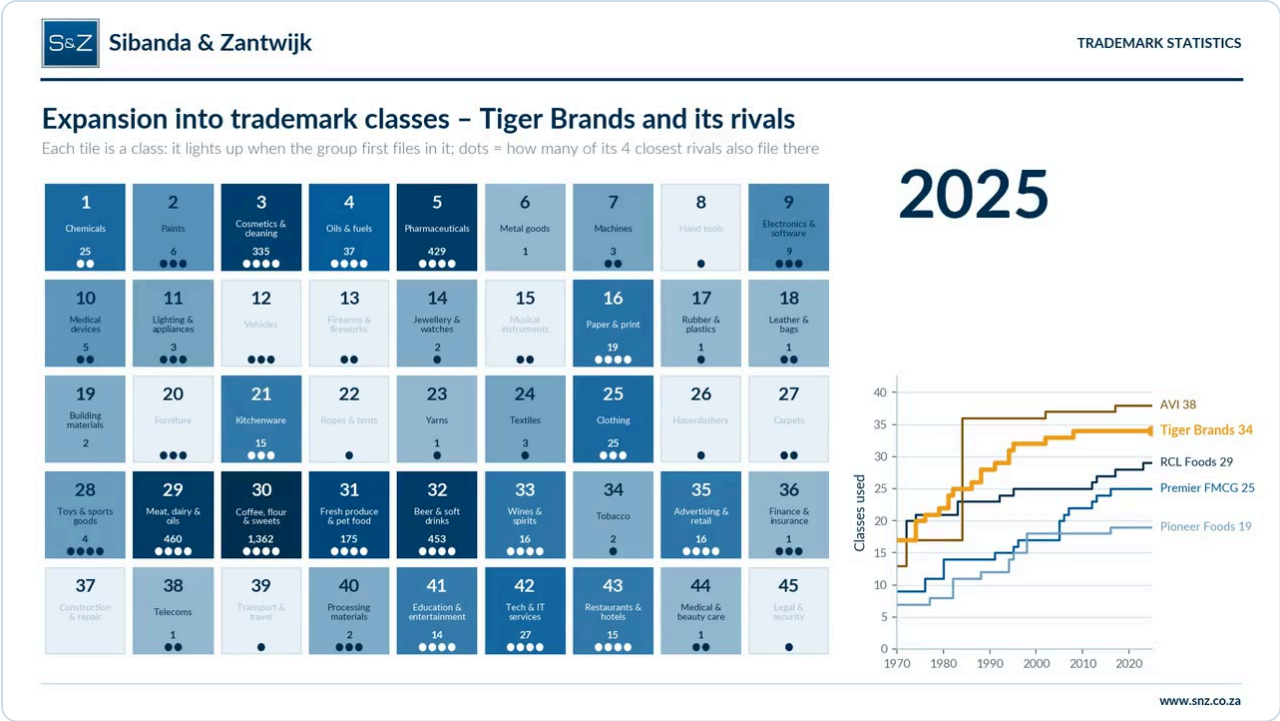
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Tiger Brands	3,588	1917–2025
Tiger Food Industries	202	1921–1997
Tiger Food Brands Interllectual Property	28	1939–1997
Tiger Foods Brands	2	1959–1973

Where Tiger Brands expanded its business

Trademark classes show what a business sells. Tiger Brands' portfolio is concentrated in coffee, flour & sweets (class 30), meat, dairy & oils (class 29), beer & soft drinks (class 32). Its most recent moves were into telecoms (2008), medical & beauty care (2002), lighting & appliances (1995).

Tiger Brands trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/tiger-brands-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	1,362	39.2%	1918
29 Meat, dairy & oils	460	13.3%	1918
32 Beer & soft drinks	453	13.1%	1917
5 Pharmaceuticals	429	12.4%	1924
3 Cosmetics & cleaning	335	9.7%	1932
31 Fresh produce & pet food	175	5.0%	1918
4 Oils & fuels	37	1.1%	1933
42 Tech & IT services	27	0.8%	1976

The brands Tiger Brands protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	INGRAM'S	31	2	1957–2021
2	PURITY	26	8	1973–2020
3	BLACK CAT	25	9	1918–2018
4	JUNGLE	25	6	1926–2023
5	OROS	22	15	1926–2024
6	ALL GOLD	17	6	1922–2022
7	TIGER BRANDS	16	9	2000–2010
8	KING KORN	16	7	1976–2019
9	LEMOS	15	14	1950–1968
10	JUNGLE OATS	15	6	1994–2023
11	EAT WELL LIVE WELL	15	5	2007–2024
12	BEACON	14	8	1968–2019
13	BUYSMART	14	7	2009–2012
14	ALBANY	14	6	1989–1999
15	HOME HEROES	14	5	2021–2022

Logos filed most often (since 2020)



13 filings · 4 classes



11 filings · 5 classes



10 filings · 5 classes



9 filings · 5 classes



6 filings · 4 classes



6 filings · 3 classes



6 filings · 2 classes



5 filings · 5 classes



5 filings · 5 classes



4 filings · 2 classes

Tiger Brands' logos

The 75 different logos Tiger Brands 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.



5 classes



5 classes



5 classes



5 classes



5 classes



4 classes



4 classes



3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



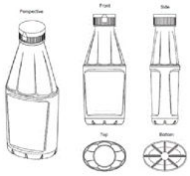
2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes

MORVITE

2 classes

PURITY

2 classes

INGRAM'S

2 classes

BROOKES TRU-LEM

1 class

1 class

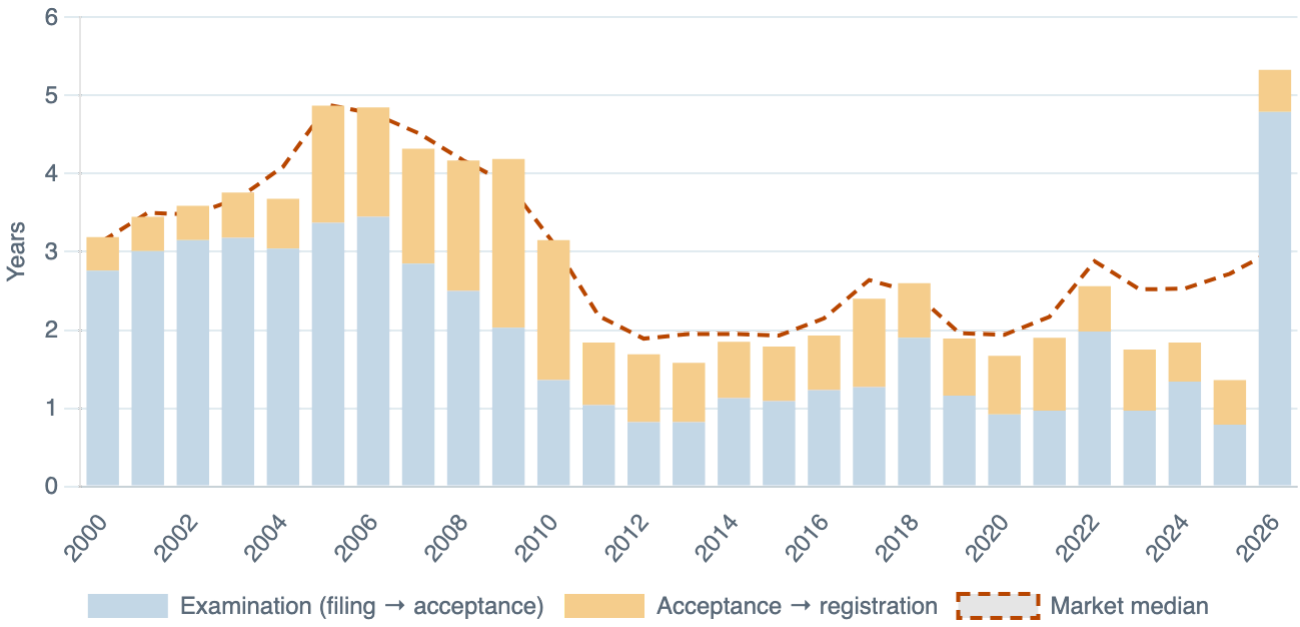
IMMUNITY SUPPORT

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Tiger Brands' marks took a median of **2.4 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.3 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.3 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

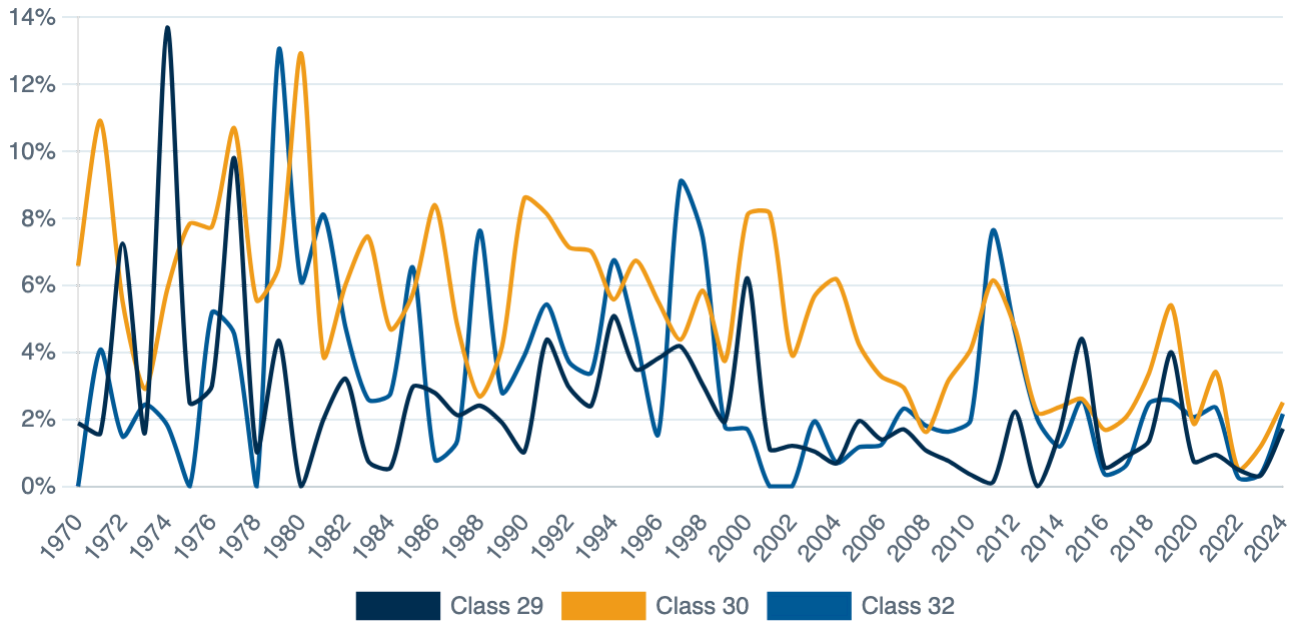


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Tiger Brands' classes

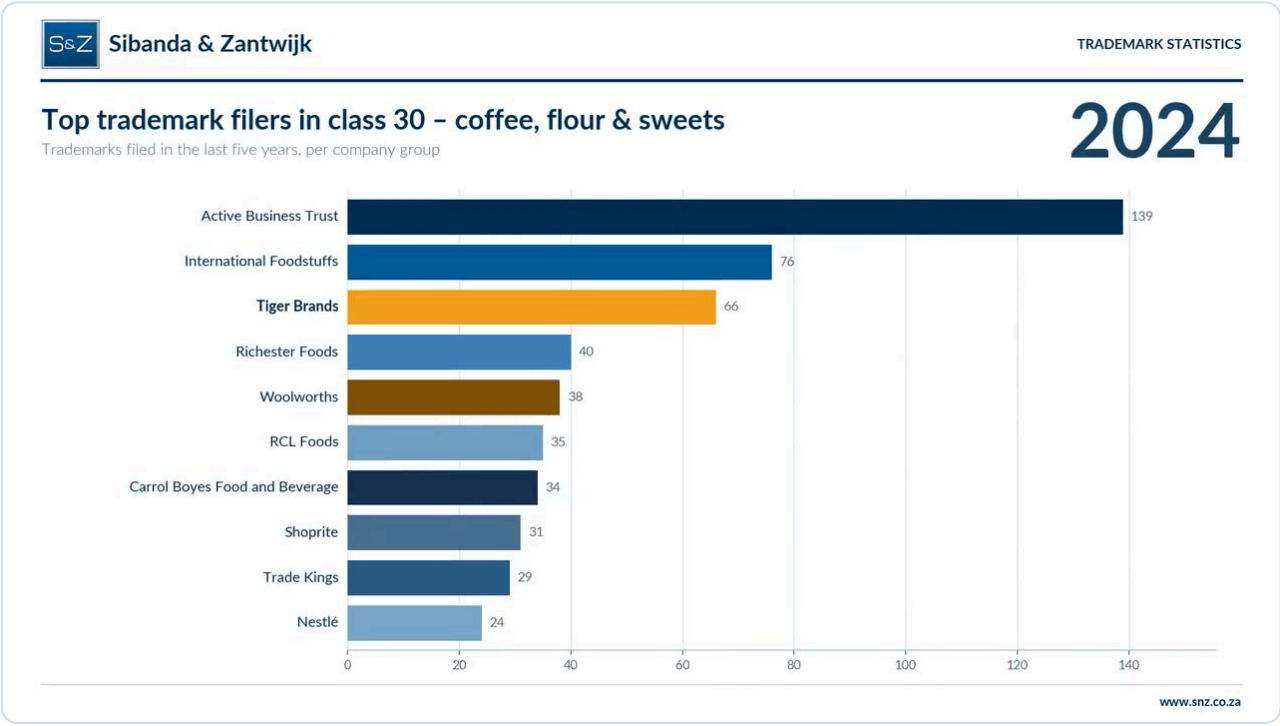
> Ranked by **number of trademarks filed in Tiger Brands' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Tiger Brands' market position, not who is most like it.

In the last five years, Tiger Brands was #3 of 1,368 filers in class 30 (coffee, flour & sweets), with 66 of 3,209 trademarks; #10 of 919 filers in class 29 (meat, dairy & oils), with 17 of 2,013 trademarks; #3 of 905 filers in class 32 (beer & soft drinks), with 28 of 1,804 trademarks.



Tiger Brands' 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: Tiger Brands



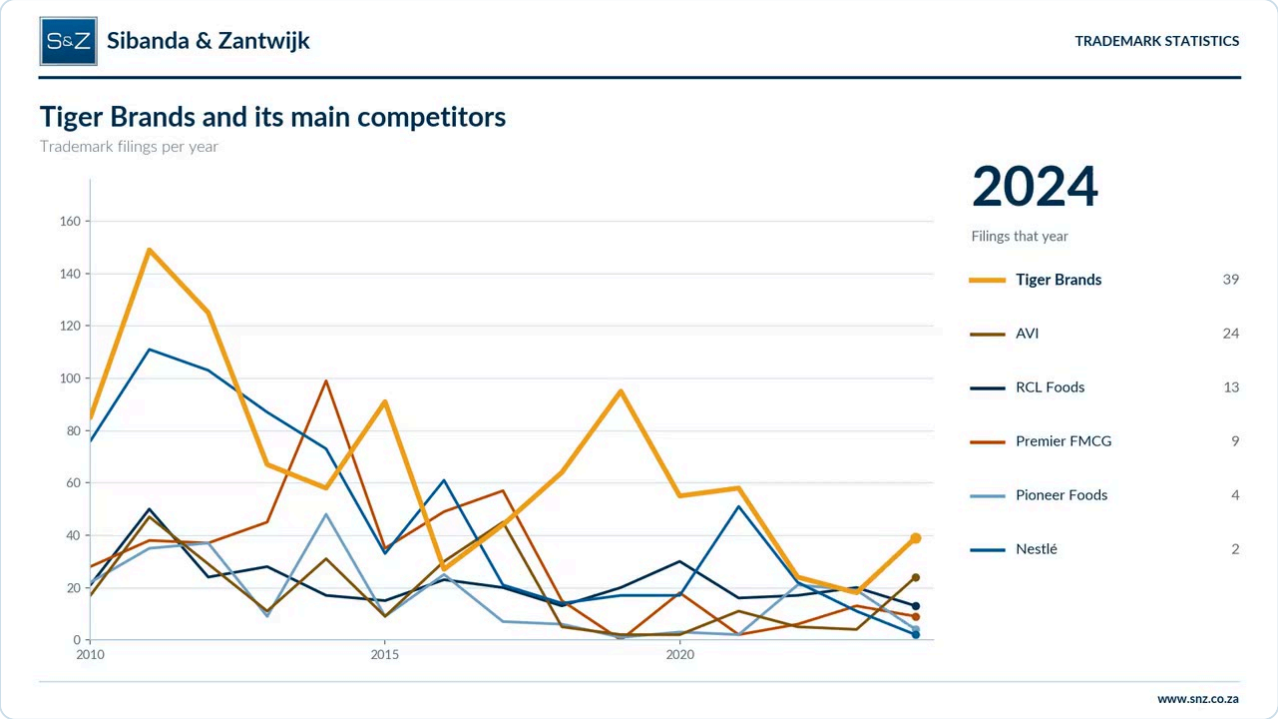
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/tiger-brands-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like Tiger Brands

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

Tiger Brands' closest competitors in South Africa are RCL Foods, Premier FMCG, Pioneer Foods and AVI.

Tiger Brands 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/tiger-brands-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	RCL Foods	Direct competitor	81%
2	Premier FMCG	Direct competitor	81%
3	Pioneer Foods	Direct competitor	78%
4	AVI	Direct competitor	73%
5	Nestlé	Direct competitor	73%
6	Trade Kings	Direct competitor	72%
7	Libstar	Direct competitor	72%
8	PepsiCo	Direct competitor	71%
9	Active Business Trust	Direct competitor	70%
10	Starbucks	Related field	70%

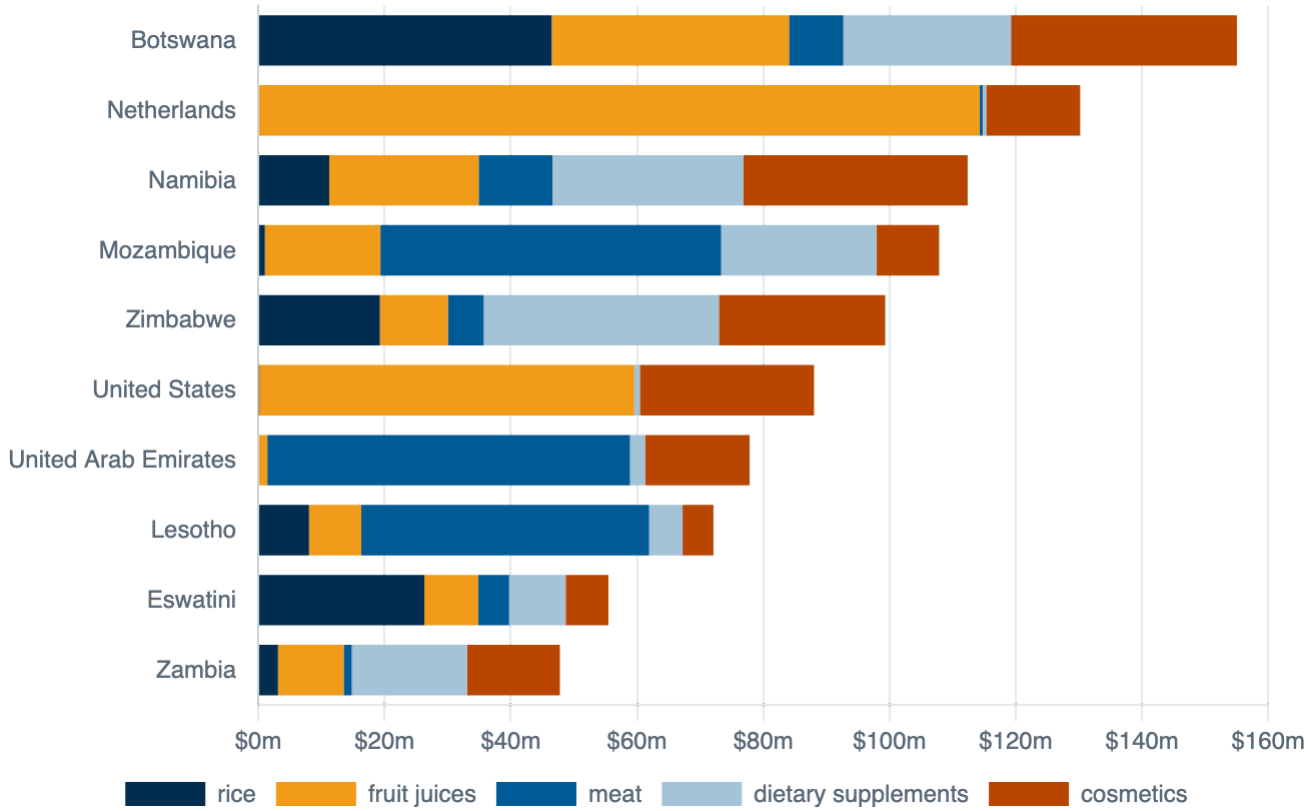
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Tiger Brands – relevant export countries

South Africa exported **US$3.7 billion** of the goods Tiger Brands' main classes cover in the last year – rice; sugar; pastries; confectionery (class 30); meat; jams; fish; jellies (class 29); fruit juices; syrups; mineral and aerated waters; beer (class 32); dietary supplements; sanitary preparations; veterinary preparations; plasters (class 5); cosmetics; essential oils; dentifrices; perfumery (class 3). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Tiger Brands' trademarks matter most.

Where South Africa exports Tiger Brands' top goods

Tiger Brands' trademarks most often cover rice, fruit juices, meat, dietary supplements and cosmetics. 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 Tiger Brands' 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$557 m	+4%	National	US$2,388
2	United States of America	75	US$227 m	+1%	National	US$3,425
3	China	71	US$72 m	-8%	National	US$1,224
4	United Kingdom	70	US$105 m	+2%	National	US$1,371
5	Japan	64	US$27 m	-4%	National	US$1,774
6	Russian Federation	59	US$10 m	-1%	National	US$1,915
7	Mozambique	59	US$240 m	+20%	ARIPO	US$450
8	Zimbabwe	58	US$204 m	+37%	ARIPO	US$450
9	Hong Kong SAR	58	US$18 m	+3%	National	US$1,715
10	Botswana	57	US$358 m	-11%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Mozambique	59	US$240 m	+20%	ARIPO	US$450 S&Z
2	Zimbabwe	58	US$204 m	+37%	ARIPO	US$450 S&Z
3	Botswana	57	US$358 m	-11%	ARIPO	US$450 S&Z
4	Nigeria	56	US$27 m	-0%	National	US$1,015 S&Z
5	Lesotho	56	US$144 m	+2%	National	US$326
6	OAPI (17 states)	54	US$21 m	+11%	National	US$1,563 S&Z
7	Malawi	53	US$33 m	+13%	ARIPO	US$450 S&Z
8	Egypt	53	US$11 m	+2%	National	US$2,278
9	Tanzania	51	US$17 m	-5%	ARIPO	US$450 S&Z
10	Algeria	51	US$1.1 m	+21%	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)
INGRAM'S	2	US$406	US$1,009
PURITY	8	US$1,624	US$2,117
BLACK CAT	9	US$1,827	US$2,302
JUNGLE	6	US$1,218	US$1,748
OROS	15	US$3,045	US$3,410

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 Tiger Brands' five most-filed brands: word marks of **other companies** (not Tiger Brands' 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 INGRAM'S (classes 3, 5; searched 2019-07-31 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
INGRAINED	2022-08-31	3	Private individual

Similar to PURITY (classes 3, 5, 10, 25, 29, 30, 31, 32; searched 2018-01-31 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
PRETTY BABY	2023-07-26	10	SUNPAC (Pty) Ltd

Similar to BLACK CAT (classes 5, 29, 30, 32; searched 2018-04-25 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
GREEN CAT	2021-05-26	5	Green Cat Organic Health Products (Pty) Ltd
GINGER CAT	2018-04-25	30	SAINT CLOUD FARMING CC

Similar to JUNGLE (classes 5, 25, 29, 30, 31, 32; searched 2019-05-29 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
JUNGLE JUICEY	2025-08-27	32	Nicholas Products cc
JUNGLE JUICE PLUS	2020-02-26	32	Nicholas Products cc
JUNGLE JUICE	2020-02-26	32	Nicholas Products cc

Similar to OROS (classes 3, 5, 29, 30, 32; no close matches in the search)

No confusingly similar marks of other companies found.

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

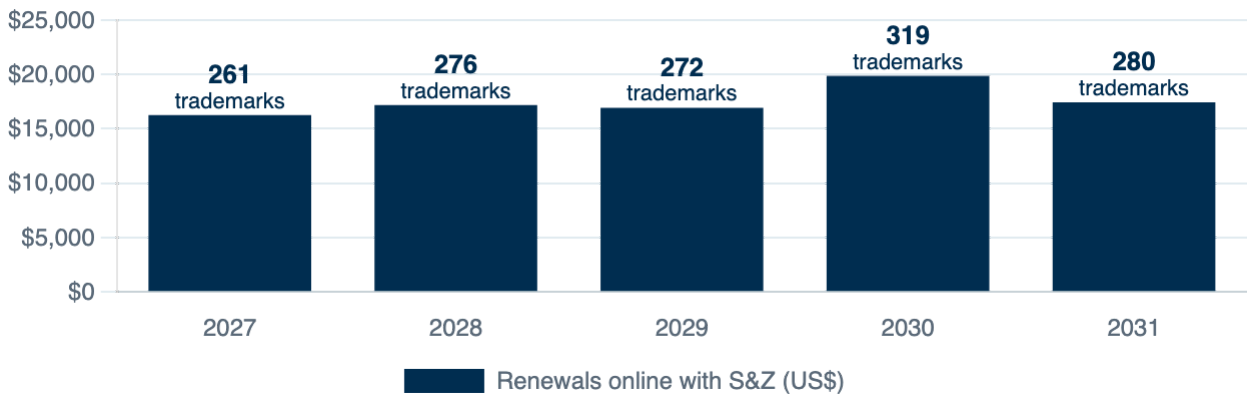
S&Z prices – South African trademarks

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$.

Tiger Brands' next five years of renewals

1,408 of Tiger Brands' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$87,705** over the five years.



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