Tongaat Hulett – South African trademarks

Updated 8 November 2026

Tongaat Hulett is a South African sugar producer. It grows and processes sugar cane and makes sugar, starch and related products.

How Tongaat Hulett 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.

#102
largest trademark owner in South Africa (of 121,626)

569
trademarks filed

3
different logos published since 2020

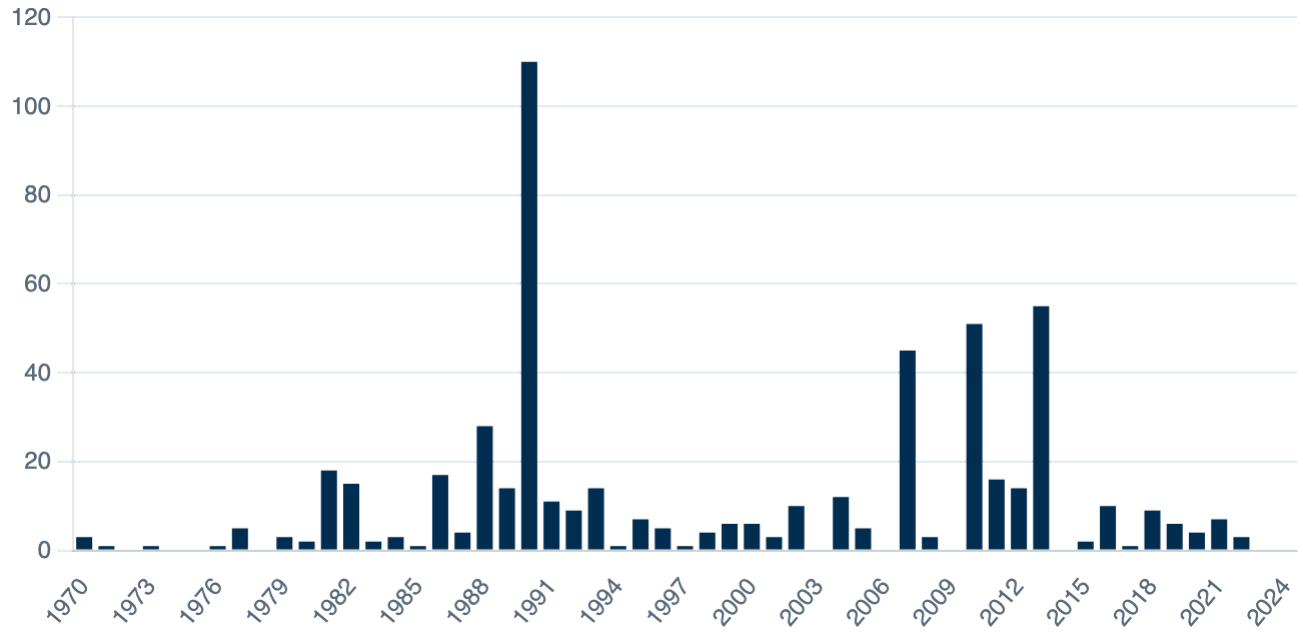
30
of 45 classes used

1952
first trademark filed

40
filed in the last 10 years

A portfolio built over time

Tongaat Hulett filed its first South African trademark in 1952 and has filed 569 since; its busiest year was 1990, with 110 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

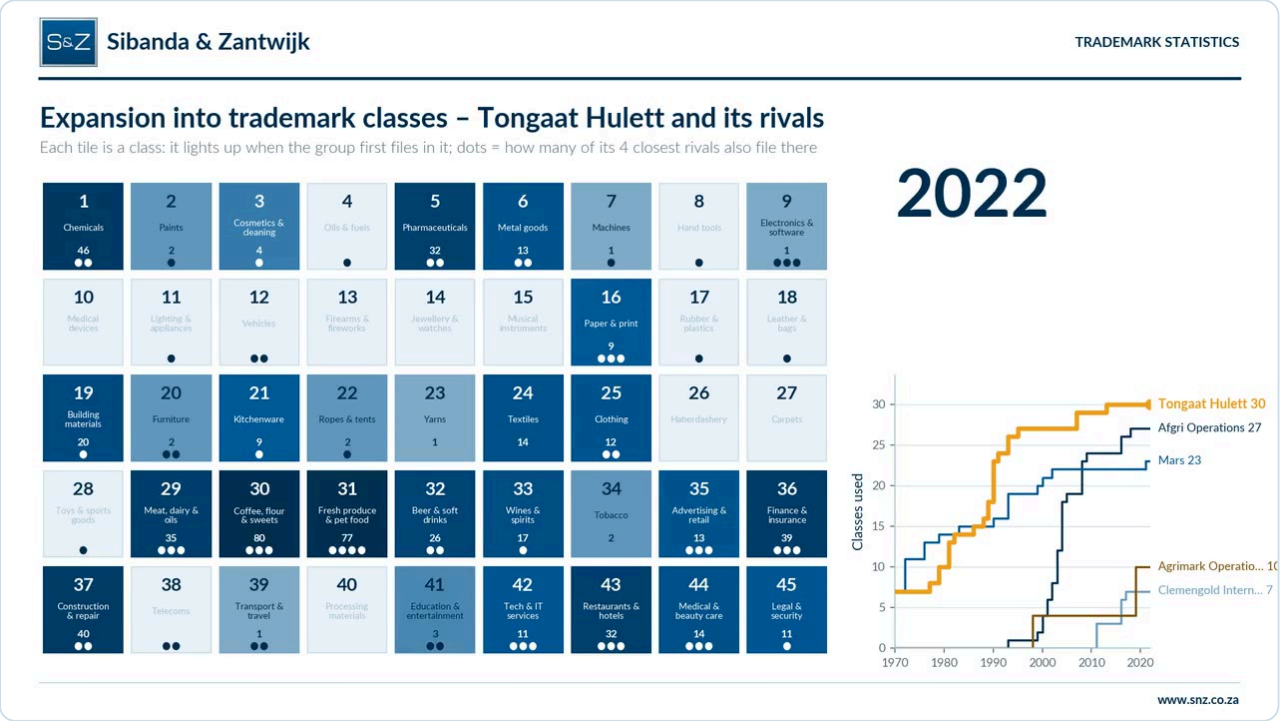
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Tongaat Hulett	389	1952–2022
Tongaat Hulett Starch	152	1965–2020
Tongaat Hulett Group	109	1967–2011
Tongaat Hulett Developments	93	1997–2020
Tongaat Hullet	3	2012–2012

Where Tongaat Hulett expanded its business

Trademark classes show what a business sells. Tongaat Hulett's portfolio is concentrated in coffee, flour & sweets (class 30), fresh produce & pet food (class 31), chemicals (class 1). Its most recent moves were into legal & security (2013), restaurants & hotels (2007), medical & beauty care (2007).

Tongaat Hulett trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/tongaat-hulett-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	80	14.1%	1965
31 Fresh produce & pet food	77	13.5%	1952
1 Chemicals	46	8.1%	1965
37 Construction & repair	40	7.0%	1979
36 Finance & insurance	39	6.9%	1995
29 Meat, dairy & oils	35	6.2%	1967
43 Restaurants & hotels	32	5.6%	2007
5 Pharmaceuticals	32	5.6%	1977

The brands Tongaat Hulett protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	TONGAAT HULETT	42	14	2007–2007
2	TONGAAT-HULETT GROUP LIMITED (THE)	11	11	1993–1993
3	EDGEVIEW MOUNT EDGECOMBE	10	5	2013–2013
4	TONGAAT HULETT DEVELOPMENTS	10	5	2013–2013
5	AFPROD	9	9	1988–1990
6	EQUISWEET	9	4	2002–2021
7	AMYRAL	7	7	1988–1990
8	DRICOSE	7	7	1988–1990
9	HYCLEAR	7	7	1988–1990
10	HYCOL	7	7	1988–1990
11	HYMALT	7	7	1982–1990
12	MONODEX	7	7	1988–1990
13	STYCLOR	7	7	1982–1990
14	STYDEX	7	7	1988–1990
15	STYGEL	7	7	1982–1990

Logos filed most often (since 2020)



3 filings · 1 class



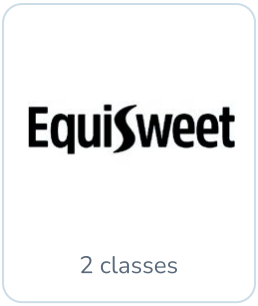
2 filings · 2 classes



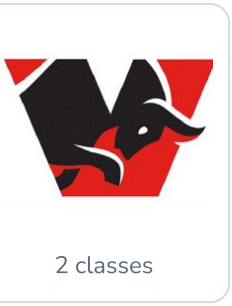
2 filings · 2 classes

Tongaat Hulett's logos

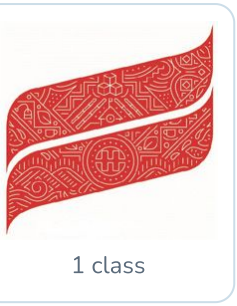
The 3 different logos Tongaat Hulett has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



2 classes



2 classes

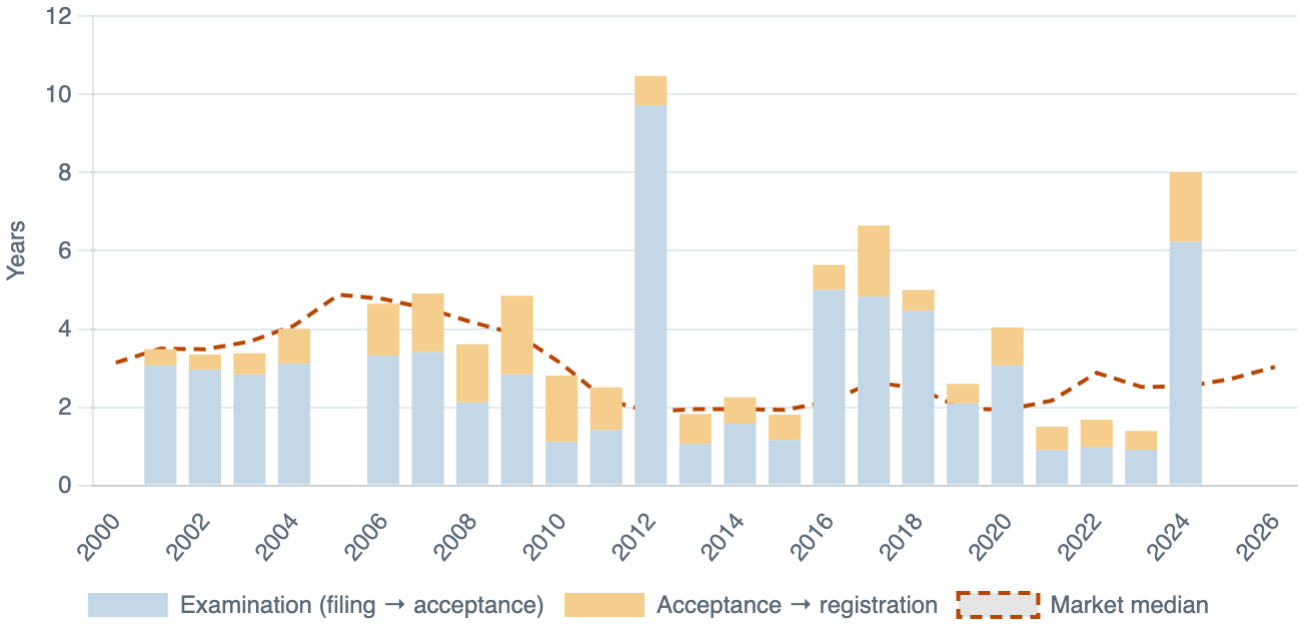


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Tongaat Hulett's marks took a median of **1.6 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 0.9 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

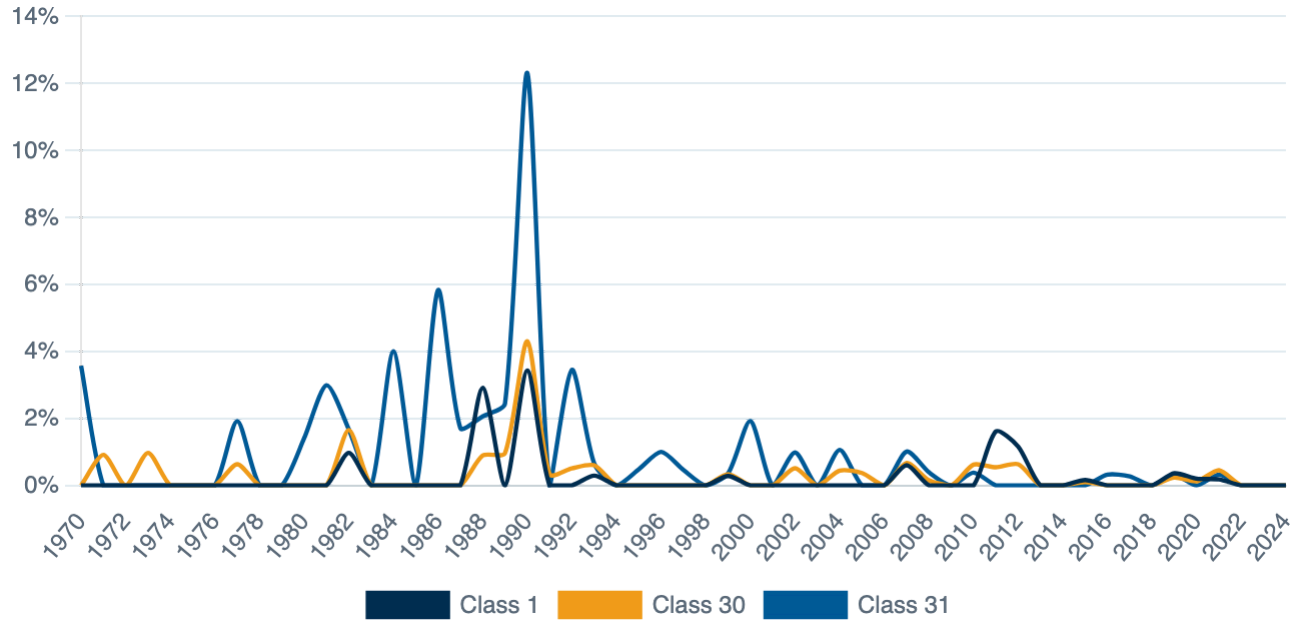


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Tongaat Hulett's classes

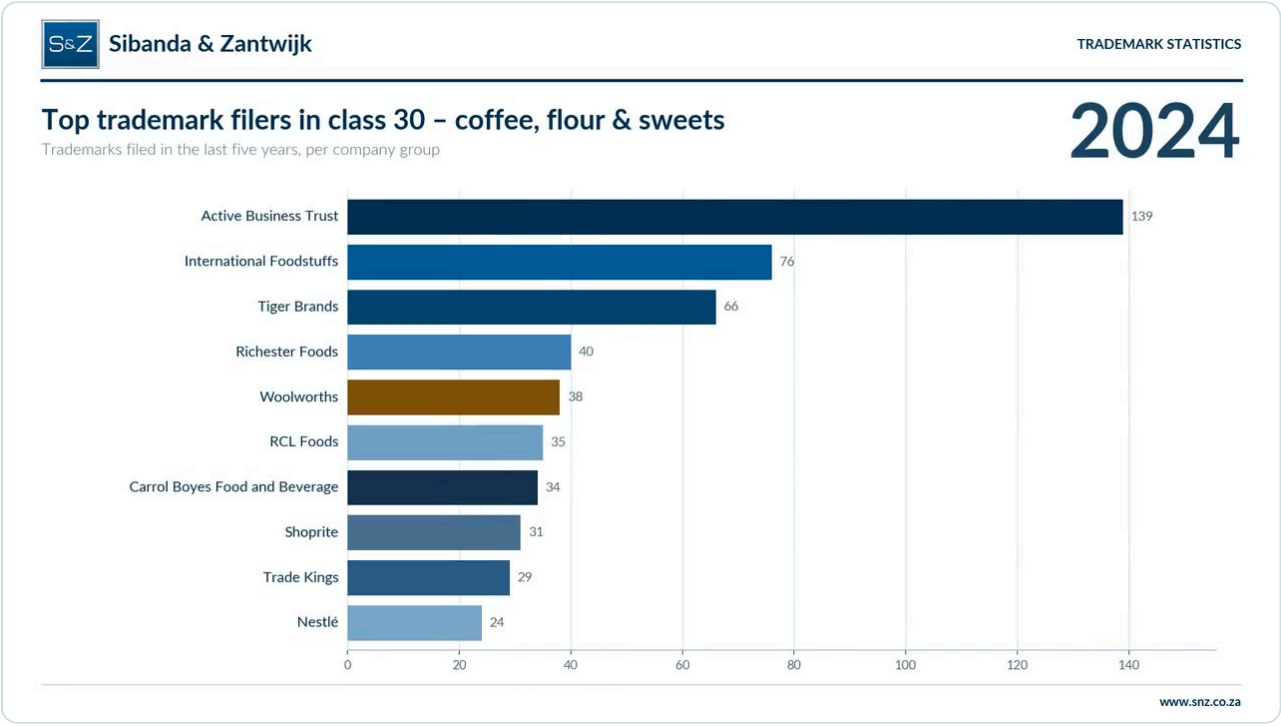
> Ranked by **number of trademarks filed in Tongaat Hulett's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Tongaat Hulett's market position, not who is most like it.

In the last five years, Tongaat Hulett was **#87** of 1,368 filers in class 30 (coffee, flour & sweets), with 5 of 3,209 trademarks; **#321** of 608 filers in class 31 (fresh produce & pet food), with 1 of 1,155 trademarks; **#315** of 947 filers in class 1 (chemicals), with 2 of 2,054 trademarks.



Tongaat Hulett's 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: Tongaat Hulett



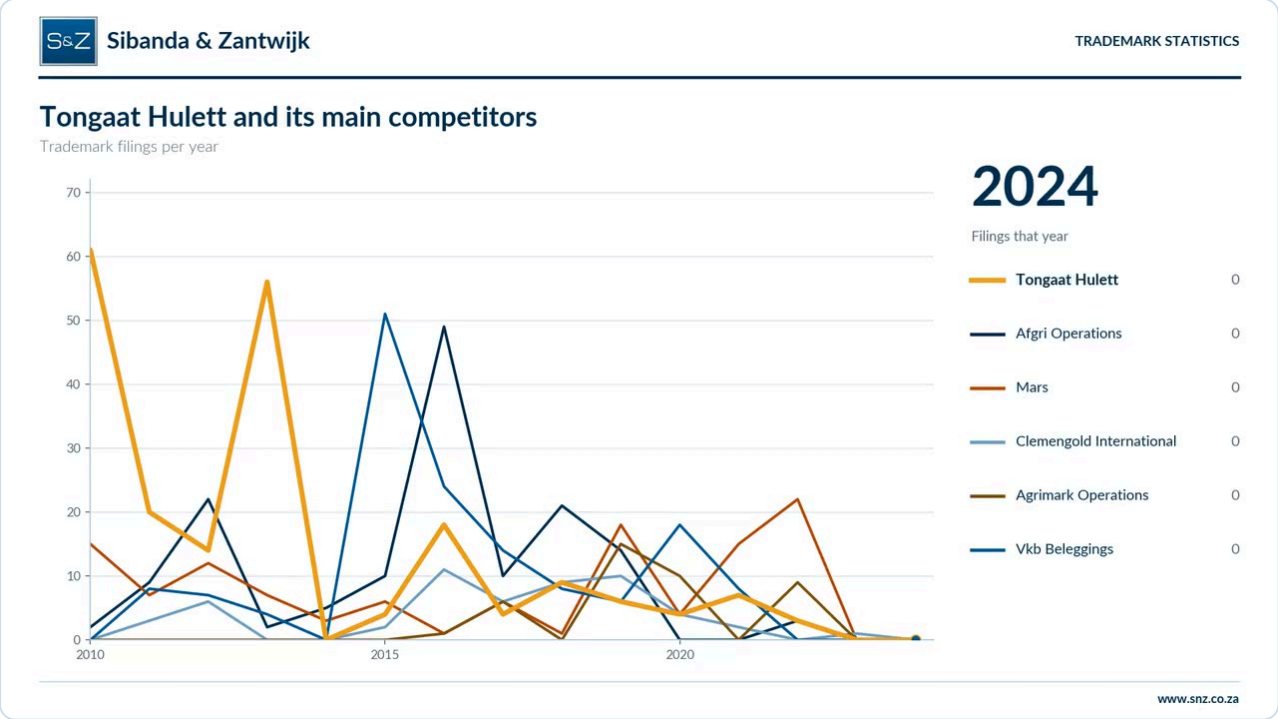
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/tongaat-hulett-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like Tongaat Hulett

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

Tongaat Hulett's closest competitors in South Africa are AFGRI, Mars, Clemengold International and Agrimark Operations.

Tongaat Hulett 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/tongaat-hulett-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	AFGRI	Direct competitor	70%
2	Mars	Direct competitor	67%
3	Clemengold International	Direct competitor	66%
4	Agrimark Operations	Direct competitor	65%
5	Vkb Beleggings	Direct competitor	65%
6	Martin & Martin	Direct competitor	62%
7	Bidfood	Related field	64%
8	Shoprite	Retailer's own brands	75%
9	Woolworths	Retailer's own brands	68%
10	Wellness Warehouse	Retailer's own brands	63%

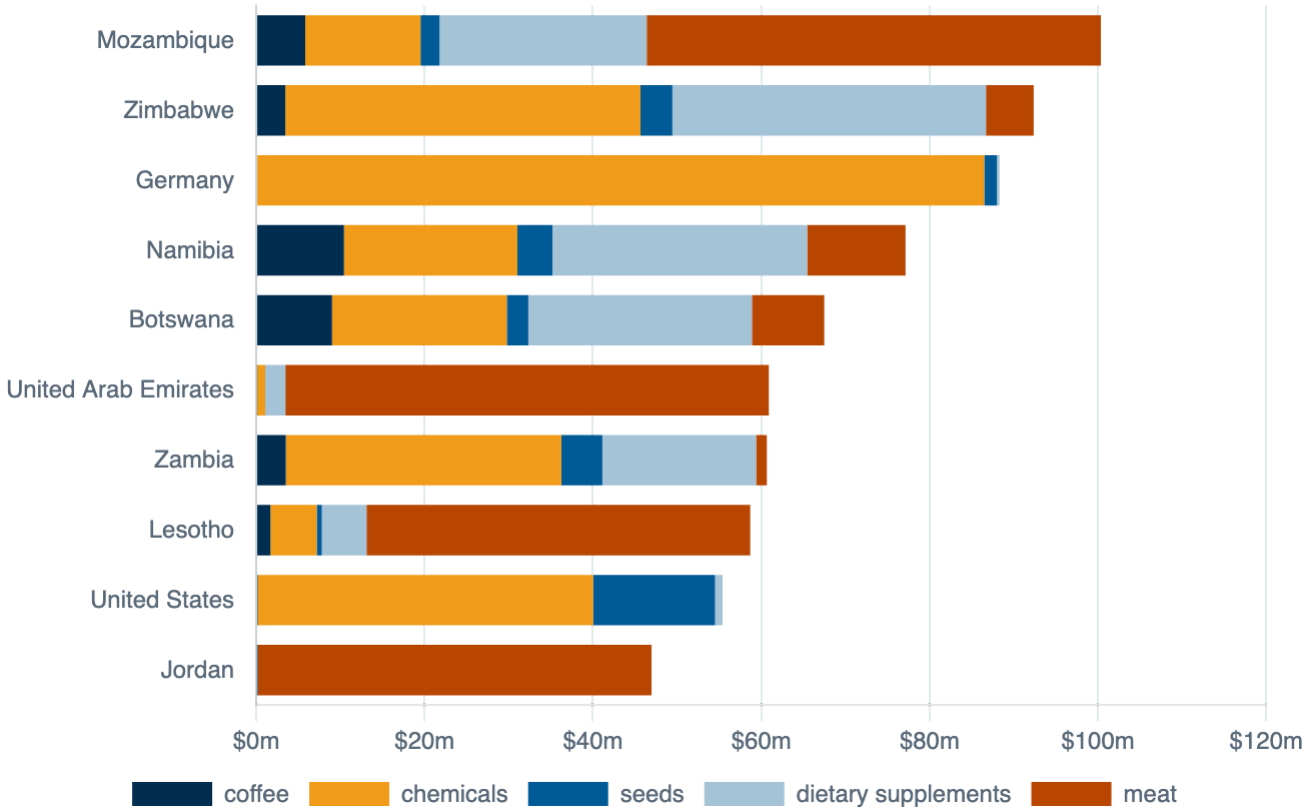
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Tongaat Hulett – relevant export countries

South Africa exported **US$9.5 billion** of the goods Tongaat Hulett's main classes cover in the last year – coffee; bread; spices; honey (class 30); seeds; fresh fruits and vegetables; natural plants and flowers; malt (class 31); chemicals; fertilizers; forestry; adhesives (class 1); meat; fish; jams (class 29); dietary supplements; pharmaceuticals; disinfectants; veterinary preparations (class 5). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Tongaat Hulett's trademarks matter most.

Where South Africa exports Tongaat Hulett's top goods

Tongaat Hulett's trademarks most often cover coffee, chemicals, seeds, dietary supplements and meat. South Africa's ten largest export markets for these goods took **53%** 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 Tongaat Hulett'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	82	US$2.6 billion	+1%	National	US$2,388
2	China	71	US$514 m	-4%	National	US$1,224
3	United Kingdom	70	US$797 m	-0%	National	US$1,371
4	United States of America	69	US$438 m	-1%	National	US$3,425
5	Japan	62	US$66 m	-7%	National	US$1,774
6	Switzerland	60	US$54 m	+17%	National	US$1,660
7	Philippines	56	US$51 m	+2%	National	US$1,526
8	Hong Kong SAR	56	US$88 m	-2%	National	US$1,715
9	Malawi	55	US$50 m	+61%	ARIPO	US$450
10	Nigeria	55	US$78 m	-15%	National	US$1,015

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Malawi	55	US$50 m	+61%	ARIPO	US$450 S&Z
2	Nigeria	55	US$78 m	-15%	National	US$1,015 S&Z
3	Zimbabwe	55	US$327 m	+31%	ARIPO	US$450 S&Z
4	OAPI (17 states)	54	US$106 m	+6%	National	US$1,563 S&Z
5	Algeria	52	US$4.9 m	+24%	National	US$1,445
6	Mozambique	52	US$269 m	-11%	ARIPO	US$450 S&Z
7	Lesotho	51	US$145 m	+4%	National	US$326
8	Botswana	49	US$316 m	-5%	ARIPO	US$450 S&Z
9	Dem. Rep. of the Congo	47	US$87 m	-0%	National	US$2,100
10	Zambia	46	US$453 m	+3%	National	US$2,610

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)
TONGAAT HULETT	14	US$2,842	US$3,225
TONGAAT-HULETT GROUP LIMITED (THE)	11	US$2,233	US$2,671
EDGEVIEW MOUNT EDGECOMBE	5	US$1,015	US$1,563
TONGAAT HULETT DEVELOPMENTS	5	US$1,015	US$1,563
AFPROD	9	US$1,827	US$2,302

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 Tongaat Hulett's five most-filed brands: word marks of **other companies** (not Tongaat Hulett'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 TONGAAT HULETT (classes 1, 30, 31, 36, 37; searched 2018-07-25 to 2026-11-07)

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

Similar to TONGAAT-HULETT GROUP LIMITED (THE) (classes 1, 30, 31; searched 2019-03-27 to 2026-11-07)

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

Similar to EDGEVIEW MOUNT EDGECOMBE (classes 36, 37, 43, 44, 45; searched 2018-03-28 to 2026-11-07)

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

Similar to TONGAAT HULETT DEVELOPMENTS (classes 36, 37, 43, 44, 45; searched 2018-07-25 to 2026-11-07)

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

Similar to AFPROD (classes 1, 30, 31; searched 2020-09-30 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

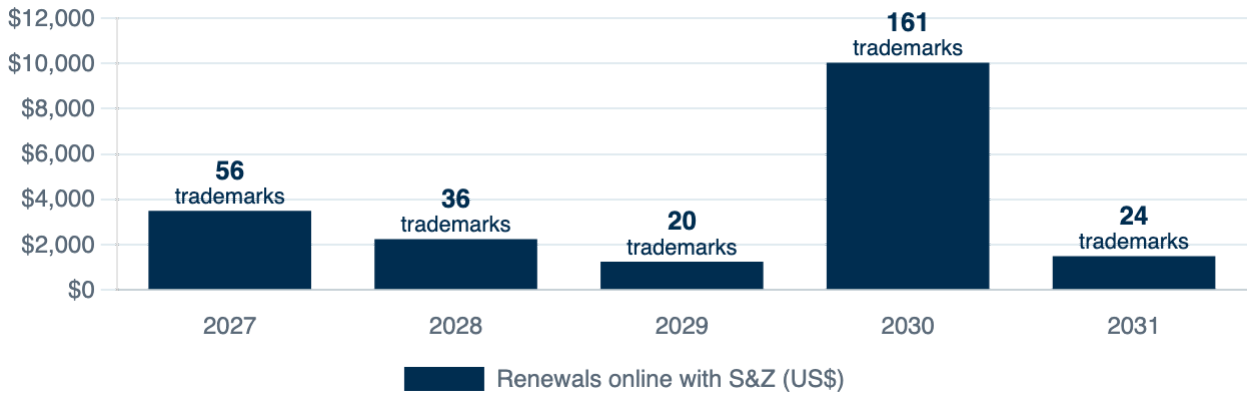
S&Z prices – South African trademarks

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$.

Tongaat Hulett's next five years of renewals

297 of Tongaat Hulett's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$18,500** over the five years.



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