Walmart – South African trademarks

Updated 8 November 2026

Walmart is the US retailer and the owner of Massmart in South Africa. Walmart Apollo holds Walmart's trademarks.

How Walmart 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.

#90
largest trademark owner in South Africa (of 121,626)

650
trademarks filed

8
different logos published since 2020

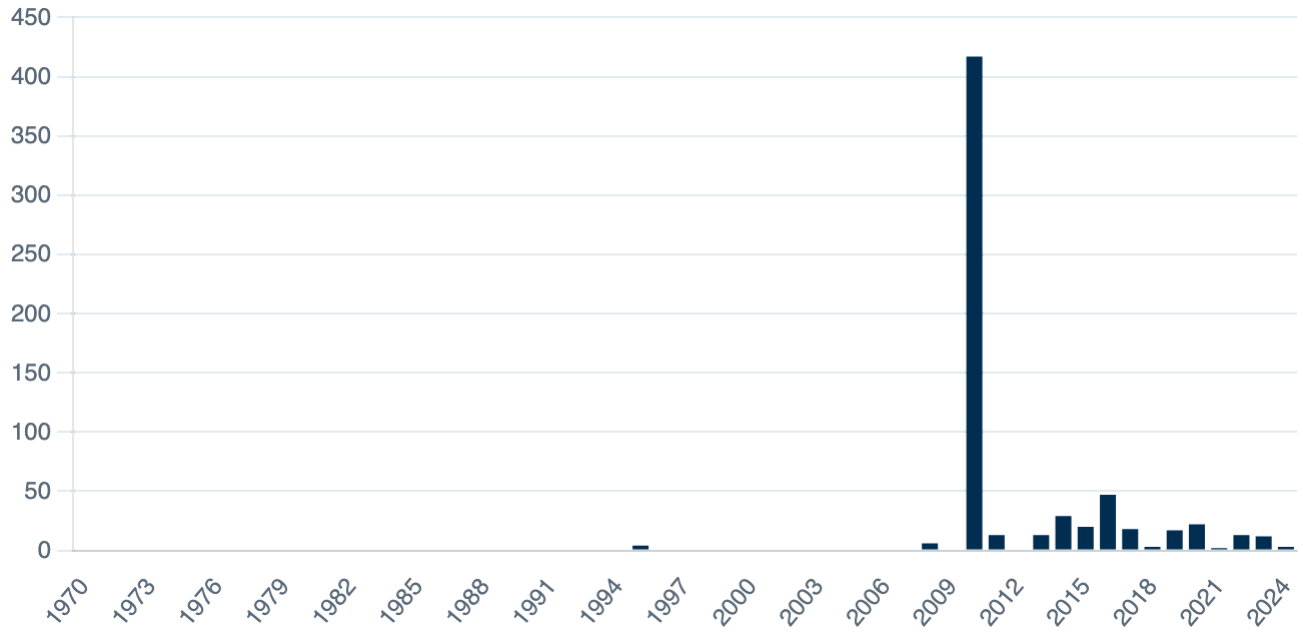
41
of 45 classes used

1955
first trademark filed

145
filed in the last 10 years

A portfolio built over time

Walmart filed its first South African trademark in 1955 and has filed 650 since; its busiest year was 2010, with 417 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

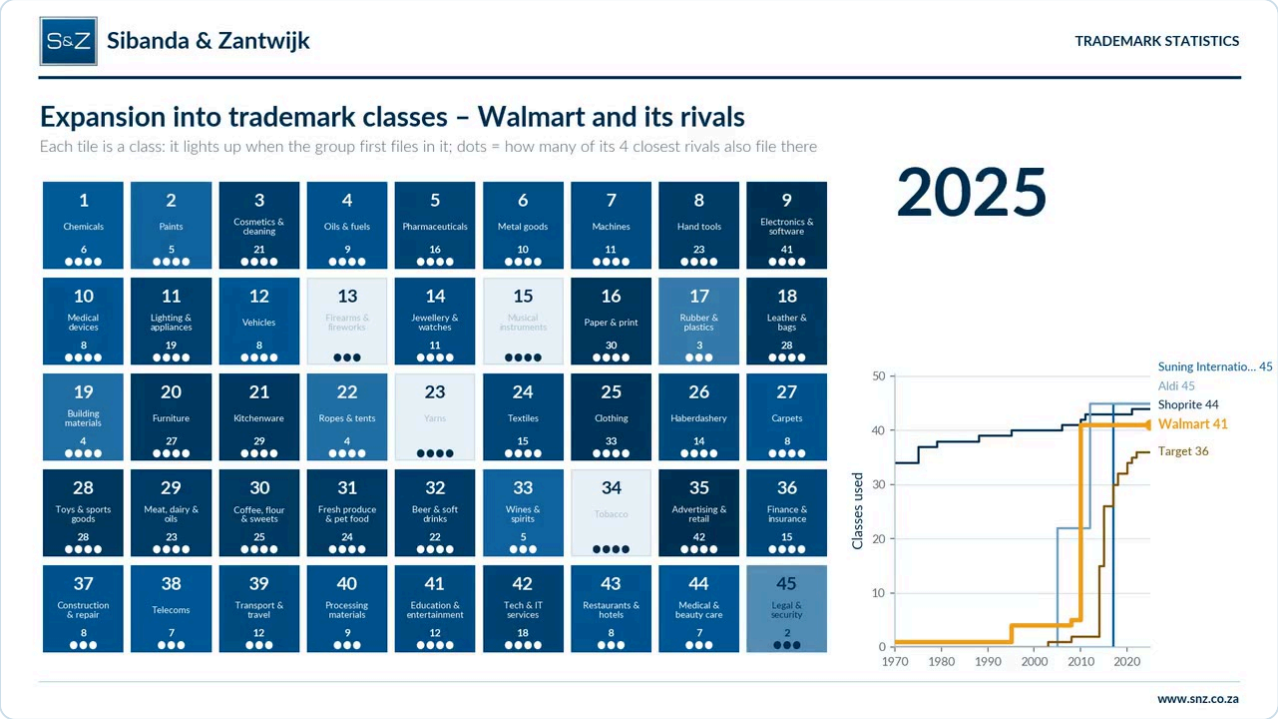
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Walmart	640	1955–2025
Wal Mart Stores	517	1995–2017

Where Walmart expanded its business

Trademark classes show what a business sells. Walmart's portfolio is concentrated in advertising & retail (class 35), electronics & software (class 9), clothing (class 25). Its most recent moves were into transport & travel (2010), education & entertainment (2010), machines (2010).

Walmart trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/walmart-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.

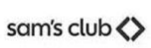
CLASS	MARKS	SHARE	SINCE
35 Advertising & retail	42	6.5%	2008
9 Electronics & software	41	6.3%	2010
25 Clothing	33	5.1%	1955
16 Paper & print	30	4.6%	2010
21 Kitchenware	29	4.5%	2010
18 Leather & bags	28	4.3%	2010
28 Toys & sports goods	28	4.3%	2010
20 Furniture	27	4.2%	2010

The brands Walmart protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MEMBER'S MARK	37	37	2010–2016
2	PARENT'S CHOICE	26	16	2010–2016
3	GREAT VALUE	23	15	2010–2019
4	SAM'S CLUB	21	10	1995–2010
5	EQUATE	20	11	2010–2020
6	M MEMBER'S MARK	15	15	2010–2010
7	MAINSTAYS	14	14	2010–2013
8	AUTO DRIVE	14	7	2015–2020
9	OZARK TRAIL	13	13	2010–2010
10	SAM'S CHOICE	13	11	1995–2010
11	BAKERS & CHEFS	13	8	2010–2022
12	GEORGE	13	6	2010–2020
13	OL'ROY	12	11	2010–2023
14	WALMART	12	5	2010–2025
15	HOLIDAY TIME	10	10	2010–2010

Logos filed most often (since 2020)



8 filings · 8 classes



5 filings · 5 classes



4 filings · 4 classes



4 filings · 4 classes



3 filings · 3 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

Walmart's logos

The 8 different logos Walmart 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.

8 classes

5 classes

4 classes

4 classes

3 classes

2 classes

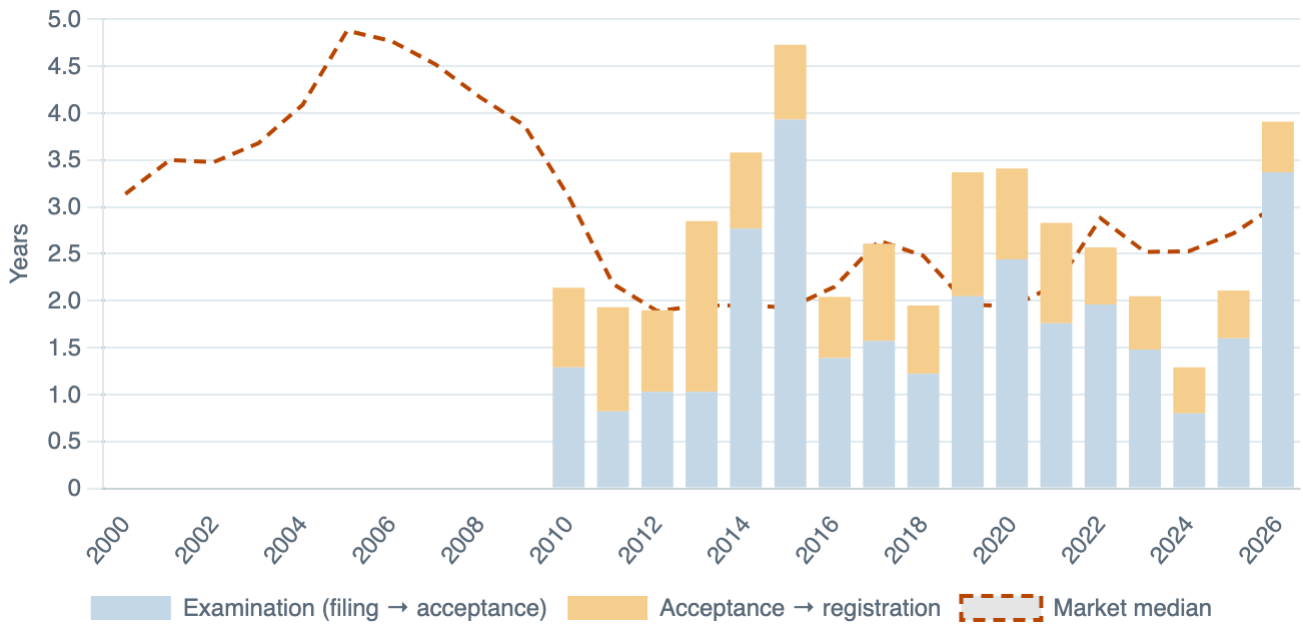
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Walmart's marks took a median of **2.6 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.8 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 3.9 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

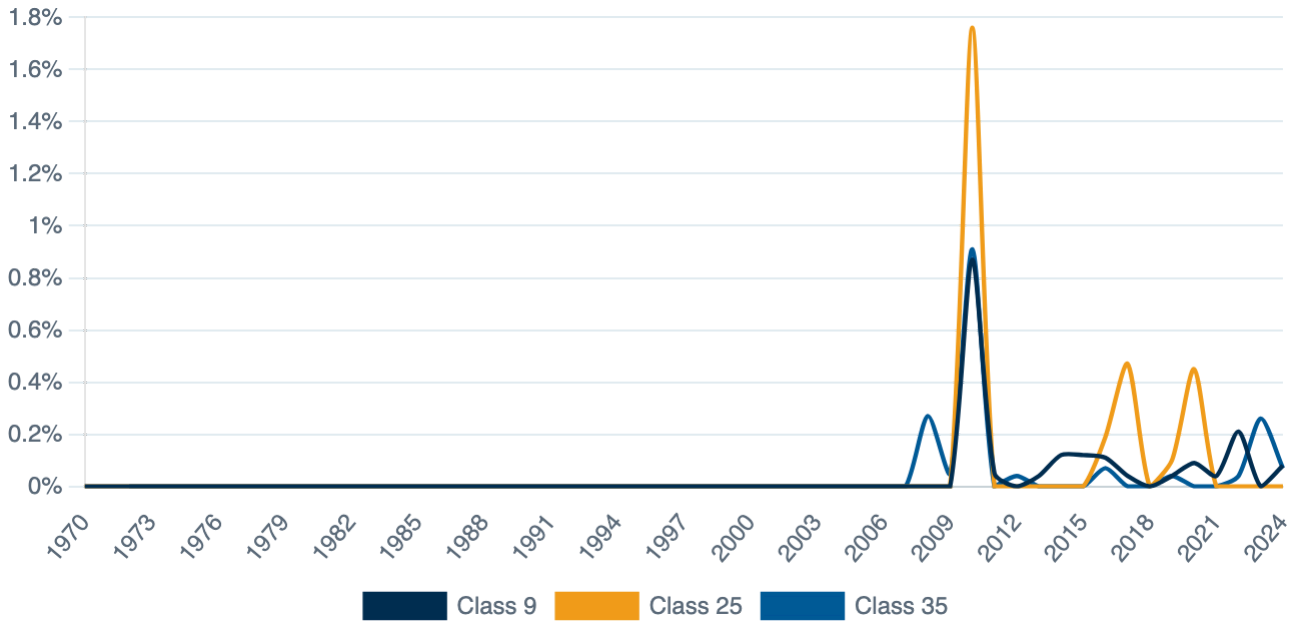


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Walmart's classes

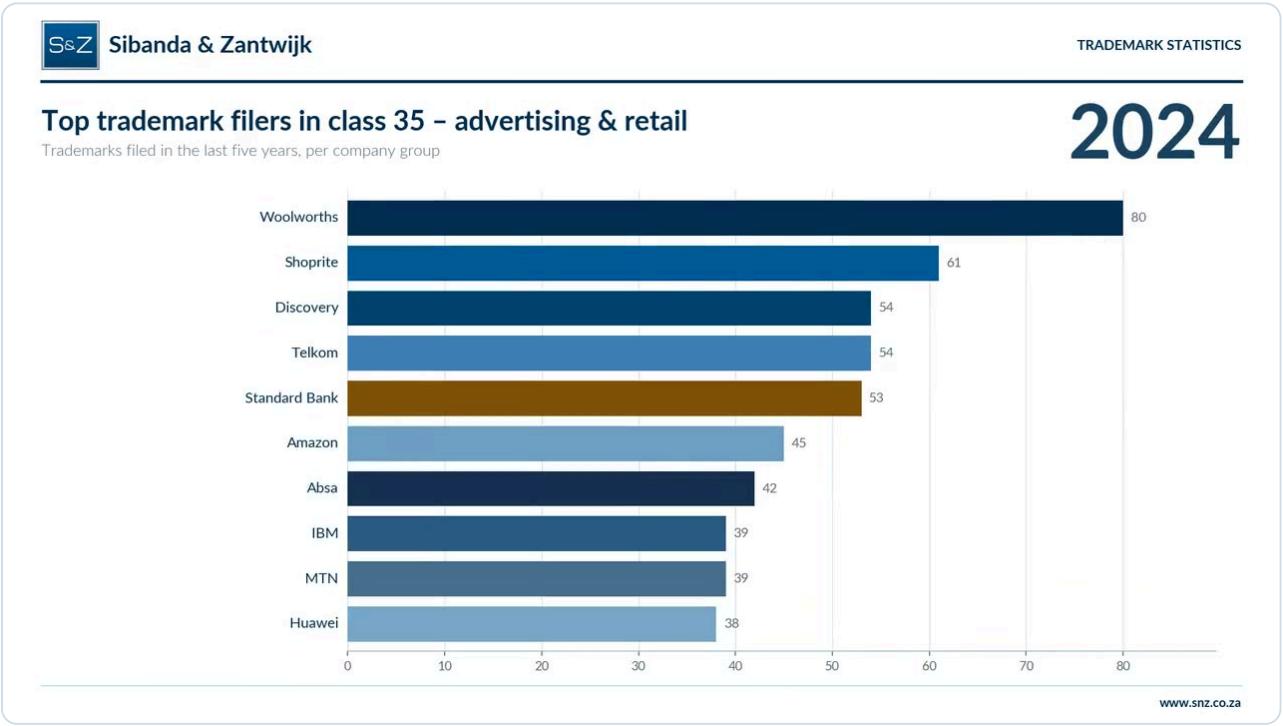
> Ranked by **number of trademarks filed in Walmart's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Walmart's market position, not who is most like it.

In the last five years, Walmart was **#145** of 5,866 filers in class 35 (advertising & retail), with 7 of 11,124 trademarks; **#112** of 4,926 filers in class 9 (electronics & software), with 9 of 10,252 trademarks; **#88** of 2,715 filers in class 25 (clothing), with 5 of 4,647 trademarks.



Walmart'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: Walmart



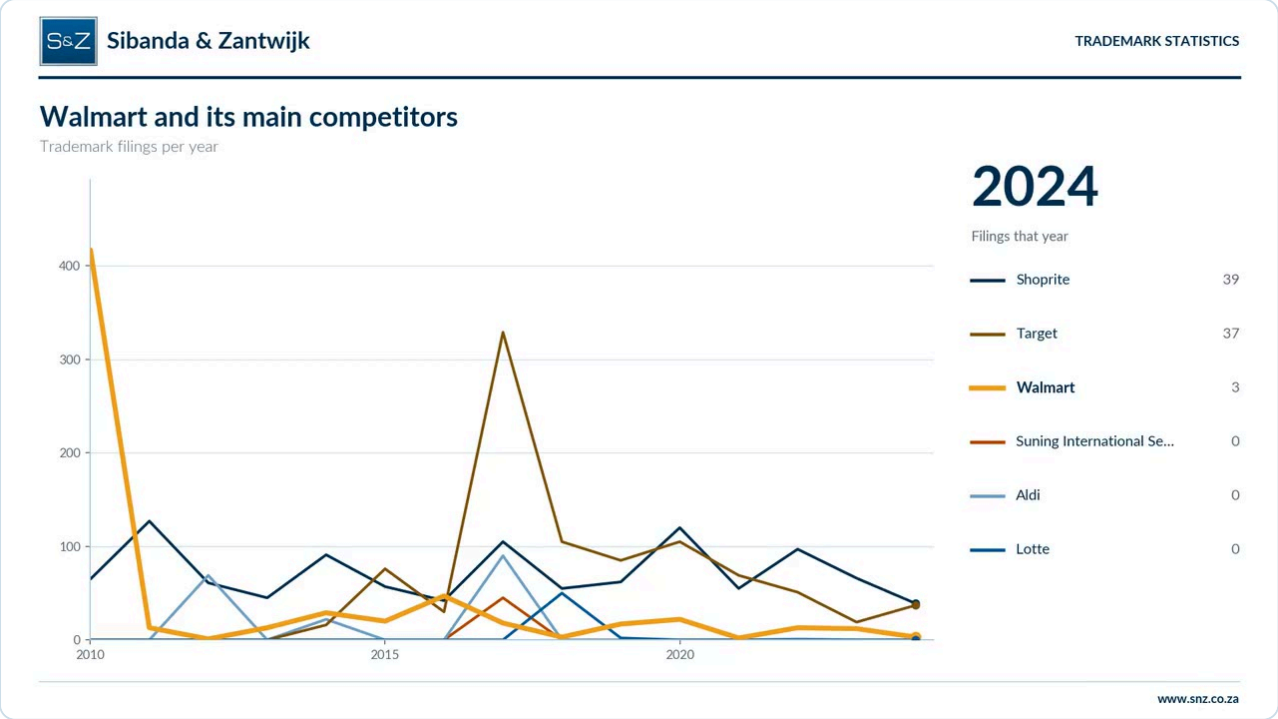
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/walmart-south-african-trademarks/class-35-race-video.html

Main competitors – the companies most like Walmart

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

Walmart's closest competitors in South Africa are Shoprite, Suning International Services, Aldi and Target.

Walmart 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/walmart-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Shoprite	Direct competitor	64%
2	Suning International Services	Direct competitor	63%
3	Aldi	Direct competitor	62%
4	Target	Direct competitor	61%
5	Lotte	Related field	63%
6	Red Bull	Related field	62%
7	Kganya Brands	Supplier / brand owner	62%
8	Toyota	Supplier / brand owner	62%
9	Nissan	Supplier / brand owner	62%
10	Michelin	Supplier / brand owner	62%

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

Walmart – relevant export countries

South Africa exported **US$1.8 billion** of the goods Walmart's main classes cover in the last year – computer software; computers; downloadable; apparatus and instruments (class 9); hats; clothing; shirts; jackets (class 25); pens; pencils; paper; printed matter (class 16); brushes; bowls; containers; cookware (class 21); bags; umbrellas; luggage; backpacks (class 18). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Walmart's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	75	US$114 m	-1%	National	US$2,388
2	United States of America	71	US$50 m	-2%	National	US$3,425
3	United Kingdom	68	US$24 m	-5%	National	US$1,371
4	Namibia	64	US$304 m	+9%	ARIPO	US$450
5	Japan	62	US$1.4 m	-0%	National	US$1,774
6	Canada	61	US$5.7 m	-5%	National	US$2,192
7	Australia	59	US$16 m	-3%	National	US$2,380
8	Switzerland	59	US$2.9 m	-3%	National	US$1,660
9	Hong Kong SAR	59	US$2.7 m	+9%	National	US$1,715
10	Russian Federation	59	US$2.6 m	+4%	National	US$1,915

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	64	US$304 m	+9%	ARIPO	US$450 S&Z
2	Botswana	58	US$254 m	-5%	ARIPO	US$450 S&Z
3	Zimbabwe	58	US$163 m	+3%	ARIPO	US$450 S&Z
4	Nigeria	54	US$19 m	-14%	National	US$1,015 S&Z
5	Malawi	54	US$38 m	+29%	ARIPO	US$450 S&Z
6	Mozambique	53	US$113 m	-7%	ARIPO	US$450 S&Z
7	OAPI (17 states)	53	US$33 m	+5%	National	US$1,563 S&Z
8	Tanzania	53	US$32 m	-7%	ARIPO	US$450 S&Z
9	Uganda	50	US$15 m	+6%	ARIPO	US$450 S&Z
10	Algeria	49	US$334 k	+14%	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)
MEMBER'S MARK	37	US$7,511	US$7,473
PARENT'S CHOICE	16	US$3,248	US$3,595
GREAT VALUE	15	US$3,045	US$3,410
SAM'S CLUB	10	US$2,030	US$2,487
EQUATE	11	US$2,233	US$2,671

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 Walmart's five most-filed brands: word marks of **other companies** (not Walmart'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 MEMBER'S MARK (classes 9, 16, 21, 25, 35; searched 2018-02-28 to 2026-11-07)

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

Similar to PARENT'S CHOICE (classes 9, 16, 21, 25; searched 2018-02-28 to 2026-11-07)

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

Similar to GREAT VALUE (classes 9, 16, 21, 35; searched 2018-02-28 to 2026-11-07)

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

Similar to SAM'S CLUB (class 35; searched 2018-02-28 to 2026-11-07)

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

Similar to EQUATE (classes 9, 16, 21, 25; searched 2020-05-27 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

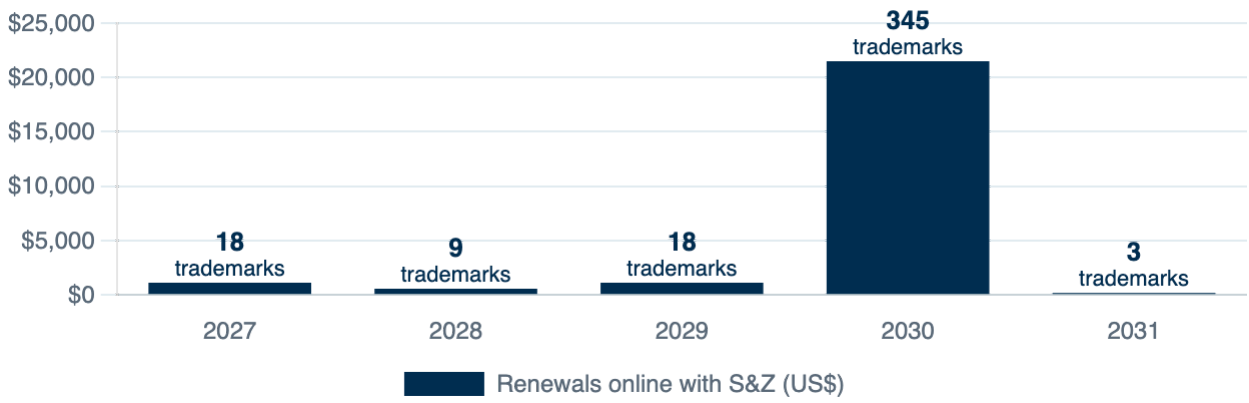
S&Z prices – South African trademarks

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$.

Walmart's next five years of renewals

393 of Walmart's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$24,480 over the five years.



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