Sibanda & Zantwijk
Trademark statistics · www.snz.co.za

Woolworths – South African trademarks

Updated 8 November 2026

Woolworths is a South African retailer of food, clothing, beauty and homeware, known for its own-brand quality products. It is part of the JSE-listed Woolworths Holdings group.

How Woolworths 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.

#9
largest trademark owner in South Africa (of 121,626)

2,287
trademarks filed

69
different logos published since 2020

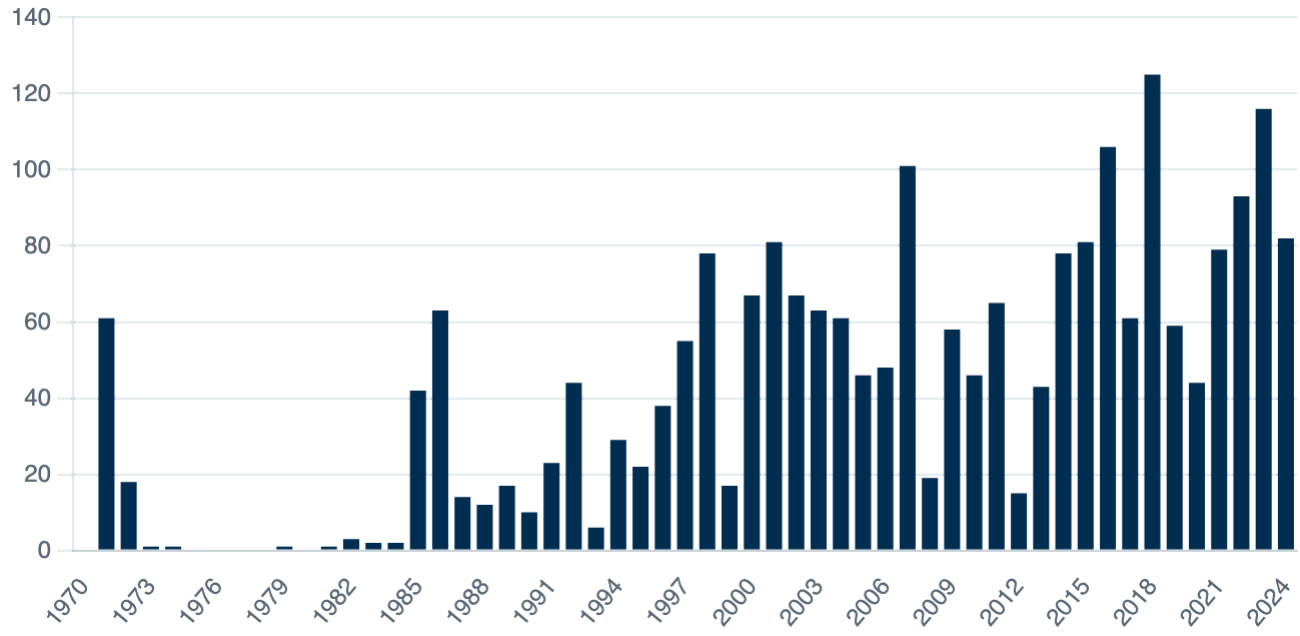
45
of 45 classes used

1929
first trademark filed

768
filed in the last 10 years

A portfolio built over time

Woolworths filed its first South African trademark in 1929 and has filed 2,287 since; its busiest year was 2018, with 125 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

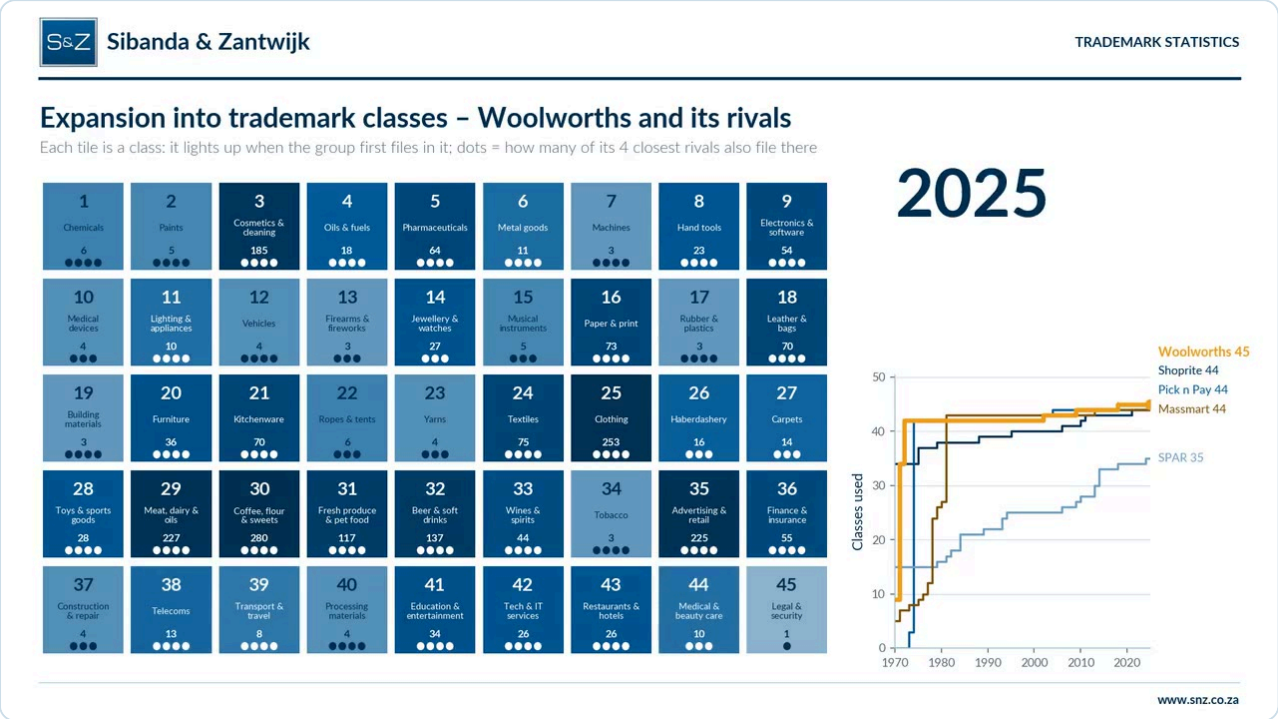
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Woolworths	2,334	1929–2025

Where Woolworths expanded its business

Trademark classes show what a business sells. Woolworths' portfolio is concentrated in coffee, flour & sweets (class 30), clothing (class 25), meat, dairy & oils (class 29). Its most recent moves were into legal & security (2018), medical & beauty care (2009), restaurants & hotels (2002).

Woolworths trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/woolworths-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	280	12.2%	1957
25	Clothing	253	11.1%	1929
29	Meat, dairy & oils	227	9.9%	1957
35	Advertising & retail	225	9.8%	1972
3	Cosmetics & cleaning	185	8.1%	1933
32	Beer & soft drinks	137	6.0%	1957
31	Fresh produce & pet food	117	5.1%	1957
24	Textiles	75	3.3%	1967

The brands Woolworths protects most

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

#	BRAND	TRADEMARKS	CLASSES	FILED
1	WOOLWORTHS	81	43	1974–2011
2	PRINCESS	64	42	1929–1985
3	SERVUS	48	42	1933–1983
4	GO!	30	5	2018–2018
5	KIDS	25	12	2002–2023
6	WOOLIES	23	23	1985–1998
7	WOOLIES BABES	22	22	1992–1992
8	WCODE	21	3	2007–2007
9	WHL	20	20	2015–2015
10	FARMING FOR THE FUTURE	19	5	2008–2023
11	STUDIO.W	16	16	2007–2017
12	ORGANIC	14	5	2002–2024
13	WPET	12	12	2022–2022
14	WPET CARE	12	12	2022–2022
15	IN THE BAG	12	6	2000–2000

Logos filed most often (since 2020)



30 filings · 12 classes



16 filings · 9 classes



15 filings · 5 classes



12 filings · 6 classes



12 filings · 4 classes



11 filings · 6 classes



10 filings · 5 classes



8 filings · 8 classes



8 filings · 7 classes



8 filings · 4 classes

Woolworths' logos

The 69 different logos Woolworths 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.



12 classes



9 classes



8 classes



7 classes



7 classes



6 classes



6 classes



6 classes



6 classes



6 classes



6 classes

6 classes



6 classes



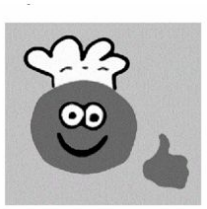
5 classes



5 classes



5 classes



5 classes



5 classes



5 classes



4 classes



4 classes



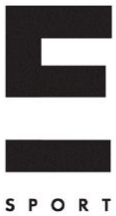
4 classes



3 classes



3 classes



3 classes



3 classes



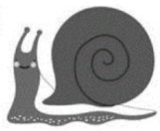
3 classes



3 classes



3 classes



3 classes



3 classes

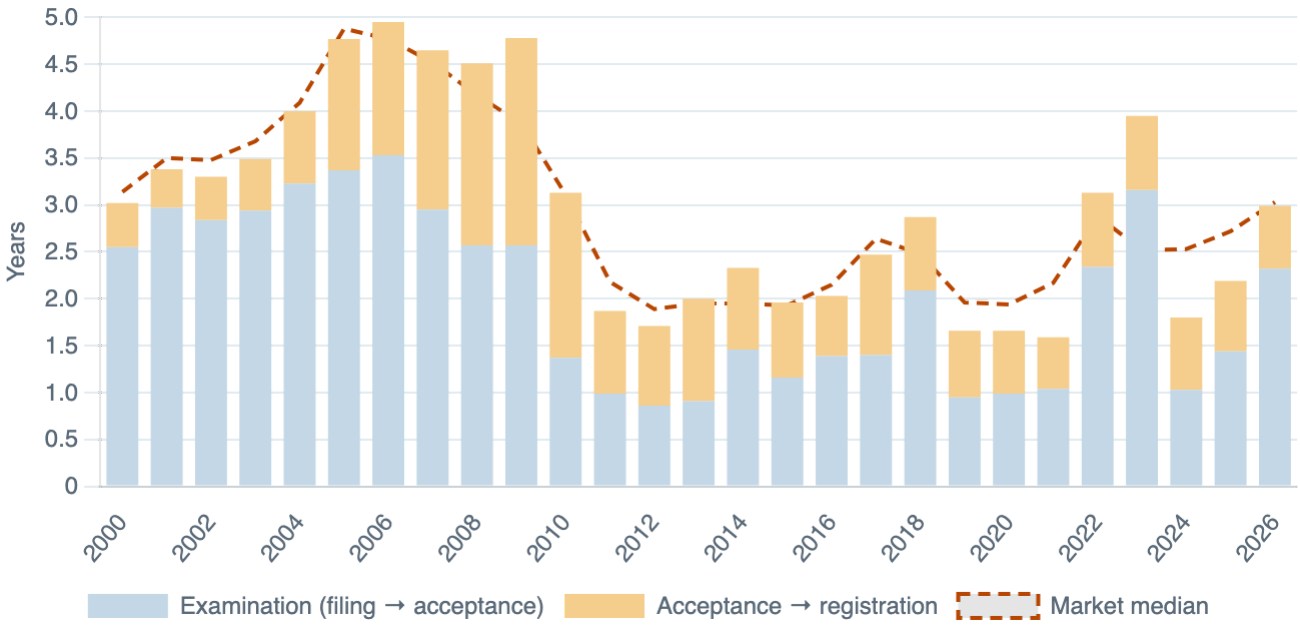


3 classes

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Woolworths' marks took a median of **2.9 years** from filing to registration, slower 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.



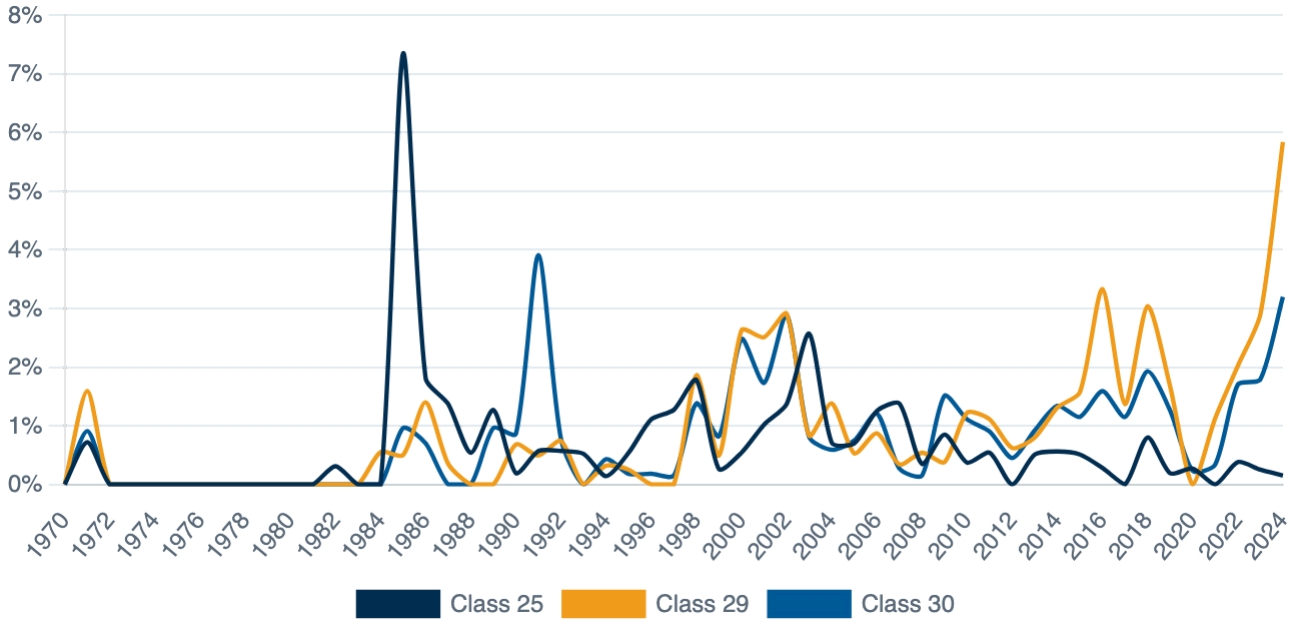
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Woolworths' classes

Ranked by **number of trademarks filed in Woolworths' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Woolworths' market

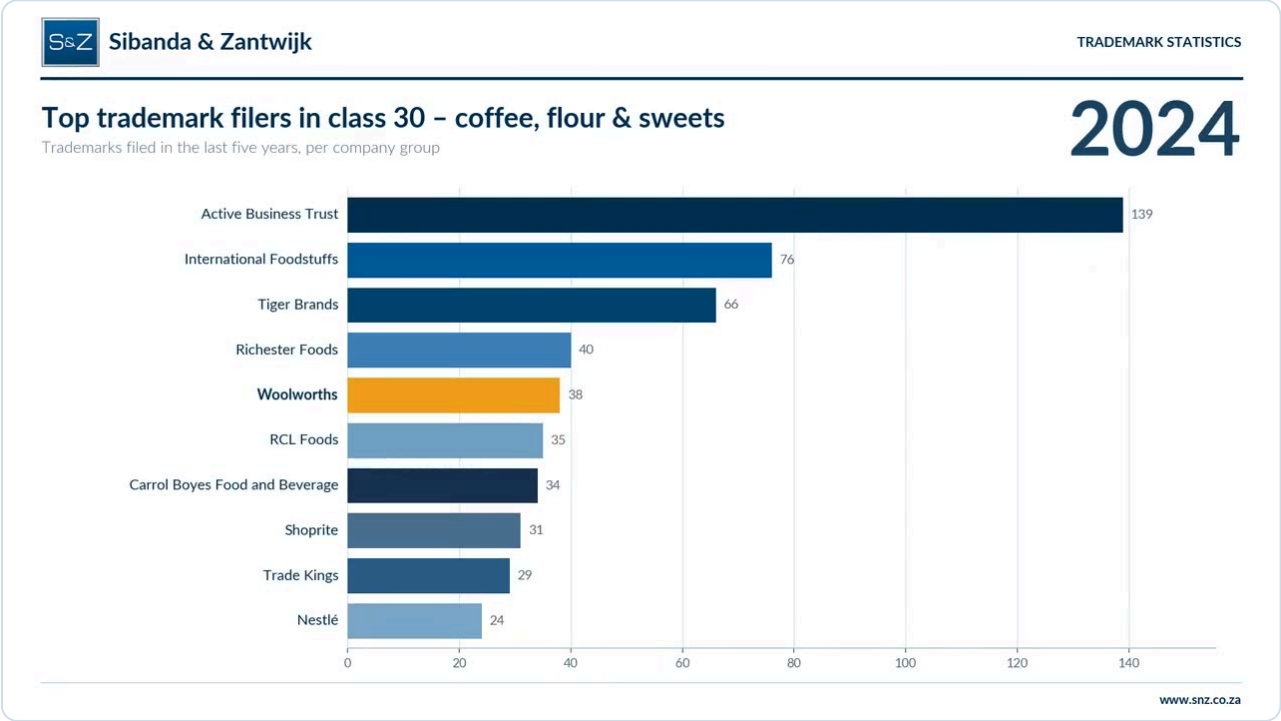
> position, not who is most like it.

In the last five years, Woolworths was #5 of 1,368 filers in class 30 (coffee, flour & sweets), with 38 of 3,209 trademarks; #34 of 2,715 filers in class 25 (clothing), with 10 of 4,647 trademarks; #3 of 919 filers in class 29 (meat, dairy & oils), with 40 of 2,013 trademarks.



Woolworths' 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: Woolworths



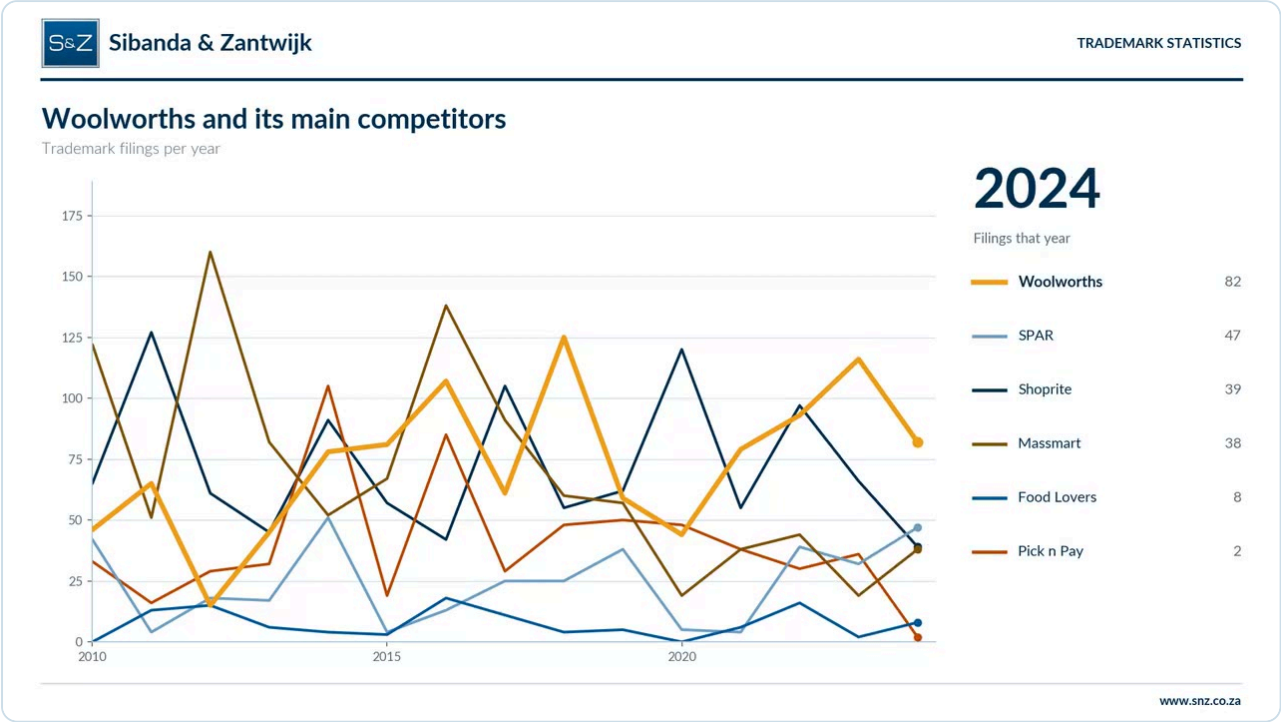
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/woolworths-south-african-trademarks/class-30-race-video.html

Main competitors – the companies most like Woolworths

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

Woolworths' closest competitors in South Africa are Shoprite, Pick n Pay, SPAR and Massmart.

Woolworths 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/woolworths-south-african-trademarks/competitors-video.html

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

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Shoprite	Direct competitor	98%
2	Pick n Pay	Direct competitor	91%
3	SPAR	Direct competitor	70%
4	Massmart	Direct competitor	69%
5	Food Lovers	Direct competitor	68%
6	Wellness Warehouse	Direct competitor	68%
7	Tiger Brands	Related field	88%
8	RCL Foods	Related field	79%
9	Libstar	Related field	76%
10	Clover	Related field	72%

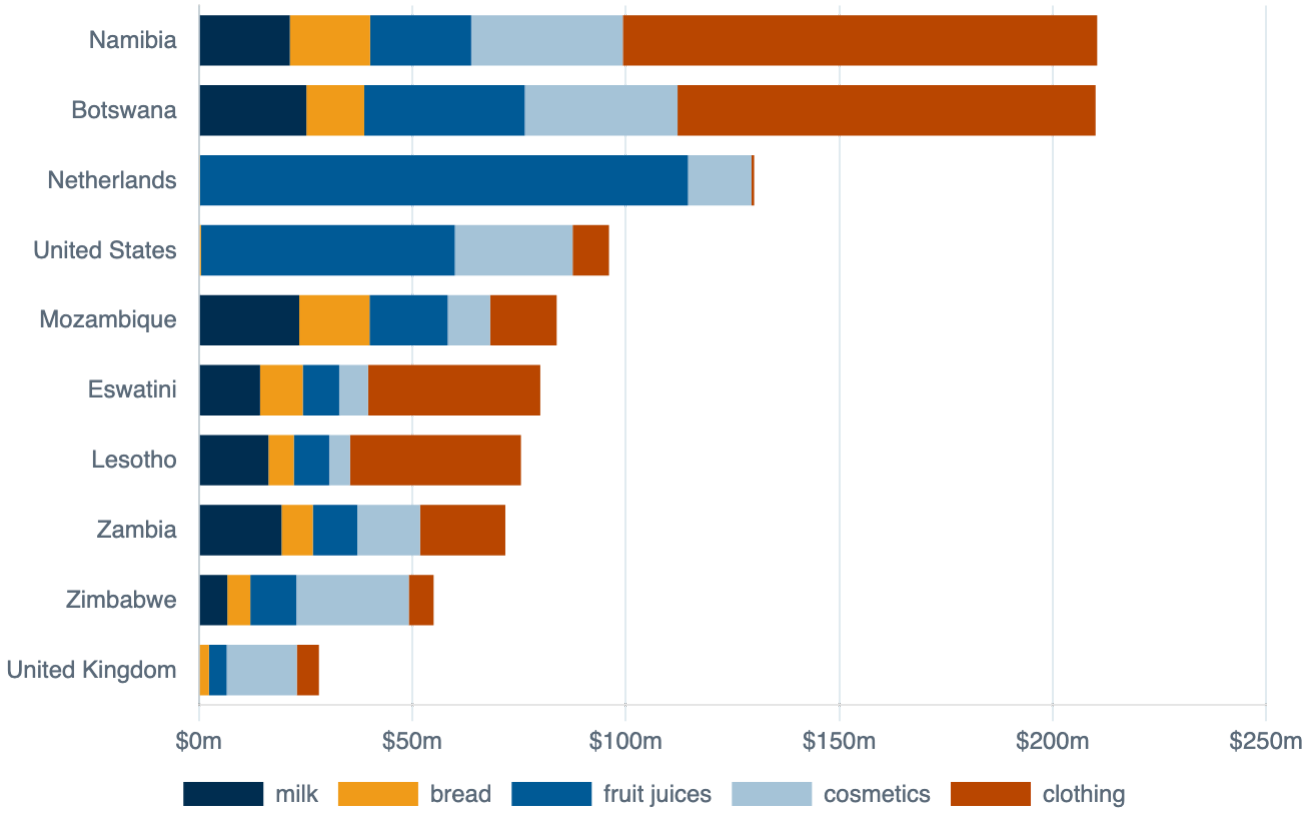
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Woolworths – relevant export countries

South Africa exported **US$2.9 billion** of the goods Woolworths' main classes cover in the last year – bread; coffee; honey; sugar (class 30); clothing; footwear; shoes; headwear (class 25); milk; jams; jellies; eggs (class 29); cosmetics; essential oils; perfumery; dentifrices (class 3); fruit juices; mineral and aerated waters; syrups; alcoholic beverages (class 32). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Woolworths' trademarks matter most.

Where South Africa exports Woolworths' top goods

Woolworths' trademarks most often cover milk, bread, fruit juices, cosmetics and clothing. South Africa's ten largest export markets for these goods took **73%** 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 Woolworths' 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	80	US$326 m	+1%	National	US$2,388
2	United States of America	73	US$161 m	-8%	National	US$3,425
3	United Kingdom	70	US$94 m	-2%	National	US$1,371
4	Japan	63	US$24 m	-3%	National	US$1,774
5	Namibia	63	US$422 m	+5%	ARIPO	US$450
6	Canada	61	US$8.3 m	-3%	National	US$2,192
7	Australia	60	US$16 m	-1%	National	US$2,380
8	Switzerland	60	US$4.7 m	+1%	National	US$1,660
9	Russian Federation	60	US$10 m	+8%	National	US$1,915
10	Botswana	58	US$378 m	-10%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	63	US$422 m	+5%	ARIPO	US$450 S&Z
2	Botswana	58	US$378 m	-10%	ARIPO	US$450 S&Z
3	Nigeria	56	US$19 m	-5%	National	US$1,015 S&Z
4	Mozambique	55	US$192 m	-13%	ARIPO	US$450 S&Z
5	Zimbabwe	55	US$134 m	-2%	ARIPO	US$450 S&Z
6	OAPI (17 states)	54	US$23 m	+10%	National	US$1,563 S&Z
7	Malawi	54	US$36 m	+22%	ARIPO	US$450 S&Z
8	Tanzania	53	US$17 m	+5%	ARIPO	US$450 S&Z
9	Algeria	50	US$322 k	+13%	National	US$1,445
10	Dem. Rep. of the Congo	48	US$39 m	+0%	National	US$2,100

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)
WOOLWORTHS	43	US$8,729	US$8,581
PRINCESS	42	US$8,526	US$8,396
SERVUS	42	US$8,526	US$8,396
GO!	5	US$1,015	US$1,563
KIDS	12	US$2,436	US$2,856

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 Woolworths' five most-filed brands: word marks of **other companies** (not Woolworths' 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 WOOLWORTHS (classes 3, 25, 29, 30, 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to PRINCESS (classes 3, 25, 29, 30, 35; searched 2018-01-31 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
PRINCESS	2022-12-21	29	PRINCESS BRAND (PTY) LTD
PRINCESS	2021-01-27	30	ROYAL RICE COMPANY (PTY) LTD
PRINCESS PIÑA	2019-07-31	29	Mariscaز Grove CC

Similar to SERVUS (classes 3, 25, 29, 30, 35; searched 2018-02-28 to 2026-11-07)

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

Similar to KIDS (classes 3, 25, 29, 30, 35; searched 2018-01-31 to 2026-11-07)

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

Similar to WOOLIES (classes 3, 25, 29, 30; searched 2019-04-24 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

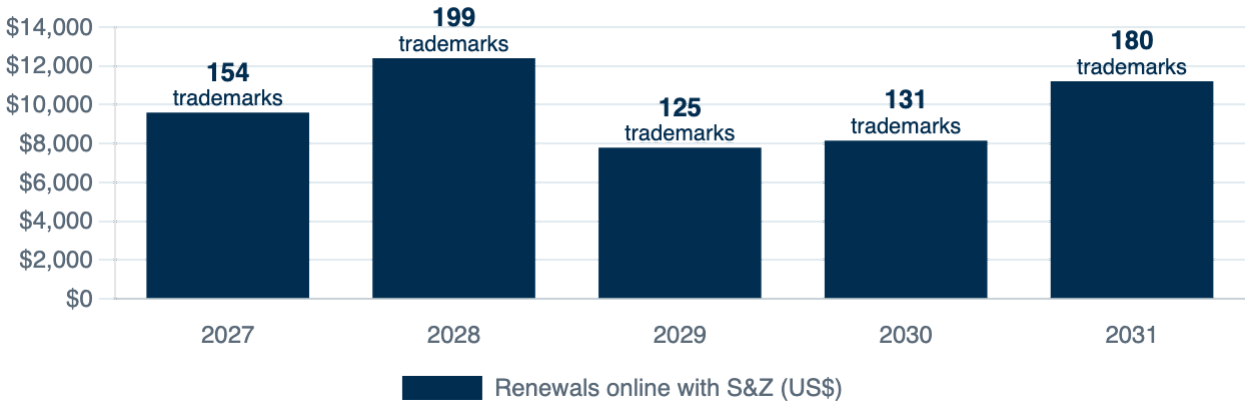
S&Z prices – South African trademarks

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$.

Woolworths' next five years of renewals

789 of Woolworths' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$49,147** over the five years.



© 2026 Sibanda & Zantwijk · www.snz.co.za