



PREFEITURA MUNICIPAL DE JOÃO PESSOA
SECRETARIA MUNICIPAL DE PROTEÇÃO E DEFESA DO CONSUMIDOR
Avenida Dom Pedro I, 382 - Centro
Telefones: 0800-083 2015 - 3213-4702



PESQUISA DE PREÇOS: CAFÉ

Nº	PRODUTO	MARCA	PESO/ QTD.	AQUIARIUS SUP.	ASSAI ATACADISTA	ATACADÃO	BEMAS SUP.	HIPER MATEUS	O CESTÃO	REDE COMPRAS	REDE MENOR PREÇO	SUP. CARREFOUR	SUPER BOX BRASIL	SUPERFÁCIL ATACADO	SUP. ASSIS MANGABEIRA	SUP. LATORRE	SUP. MANAIRA	SUP. SÃO JOÃO	VAREJÃO DO PREÇO	VAREJÃO SUP.	MAIOR VALOR	MENOR VALOR	DIFERENÇA	DIFERENÇA PERCENTUAL %	
CAFÉ GRANULADO																									
1	CAFÉ 3 CORAÇÕES EXTRA FORTE SOLÚVEL (SACHÊ)	3 CORAÇÕES	400	*	*	*	*	*	*	R\$6,69	R\$6,39	*	*	*	*	*	R\$6,99	*	*	*	R\$6,99	R\$6,39	R\$6,60	9,39%	
2	CAFÉ 3 CORAÇÕES INTENSE (VIDRO)	3 CORAÇÕES	1300	*	*	*	*	*	*	*	*	*	*	*	*	R\$31,99	R\$31,99	*	*	*	R\$31,99	R\$31,99	R\$30,00	62,52%	
3	CAFÉ SANTA CLARA SOLÚVEL (SACHÊ)	SANTA CLARA	400	*	R\$5,39	*	R\$6,99	R\$6,49	R\$6,99	R\$7,19	R\$6,39	R\$6,19	*	R\$5,69	*	R\$7,19	R\$6,99	R\$5,99	*	R\$5,99	R\$7,19	R\$5,39	R\$1,80	33,40%	
4	CAFÉ SÃO BRAZ SOLÚVEL (FAMÍLIA)	SÃO BRAZ	1000	*	*	*	R\$20,09	*	*	R\$20,09	*	*	*	*	*	R\$19,49	*	*	R\$18,25	R\$20,35	R\$20,99	R\$18,25	R\$2,74	15,01%	
5	CAFÉ SÃO BRAZ SOLÚVEL (SACHÊ)	SÃO BRAZ	400	*	R\$6,95	*	R\$6,19	R\$5,99	*	R\$6,29	R\$6,49	R\$5,79	R\$5,00	*	R\$5,99	R\$5,99	R\$5,99	*	R\$5,99	R\$6,99	R\$5,00	R\$4,49	R\$1,49	81,64%	
6	NESSCAFÉ (SACHÊ) DOLÇA	NESSCAFÉ	400	R\$6,59	*	*	R\$6,99	R\$6,29	*	R\$4,99	R\$4,99	R\$5,99	*	*	*	R\$6,99	R\$6,99	*	*	R\$5,99	R\$6,99	R\$4,99	R\$4,00	80,16%	
7	NESSCAFÉ (VIDRO) EXTRA FORTE	NESSCAFÉ	1000	*	*	*	*	*	*	*	R\$24,90	*	*	*	*	*	*	*	*	*	R\$35,90	R\$35,90	R\$30,00		
8	NESSCAFÉ (VIDRO) ORIGINAL	NESSCAFÉ	1000	R\$24,99	R\$23,39	*	R\$29,99	*	*	*	R\$27,89	*	R\$27,50	*	R\$25,99	R\$25,69	R\$27,99	*	R\$23,85	R\$24,99	R\$29,99	R\$23,39	R\$6,60	28,22%	
9	NESSCAFÉ GOLD (SACHÊ) EQUILIBRADO INTENSIDADE (8)	NESSCAFÉ	2500	*	*	*	*	*	*	*	*	*	*	*	*	R\$39,99	*	*	*	*	R\$39,99	R\$39,99	R\$0,00		
10	NESSCAFÉ MATINAL (VIDRO)	NESSCAFÉ	1000	R\$25,19	R\$23,39	*	R\$20,99	R\$21,99	R\$27,99	*	R\$27,89	*	R\$27,50	*	R\$25,99	R\$25,49	R\$27,99	*	R\$23,85	*	R\$27,99	R\$20,99	R\$7,00	33,35%	
11	NESSCAFÉ SOLUVEL (VIDRO)	NESSCAFÉ	1600	*	*	*	*	*	*	*	R\$33,90	*	*	*	*	R\$31,99	*	*	*	*	R\$33,90	R\$31,99	R\$1,91	5,97%	
CAFÉ À VÁCUO/SACO																									
12	BLENDS 3 À VÁCUO	BLENDS 3	2500	R\$15,25	R\$17,90	*	*	R\$16,99	*	R\$15,99	R\$16,89	*	*	*	*	R\$17,99	R\$15,99	*	R\$14,99	*	R\$17,99	R\$14,99	R\$3,00	20,01%	
13	CAFÉ 3 CORAÇÕES GOURMET 100% ARABICA BUL DE MINAS	3 CORAÇÕES	2500	*	R\$29,90	R\$34,90	*	R\$26,99	*	R\$38,99	R\$36,90	*	*	*	*	R\$44,99	R\$39,99	*	R\$35,79	*	R\$44,99	R\$29,90	R\$15,09	60,47%	
14	CAFÉ 3 CORAÇÕES TRADICIONAL	3 CORAÇÕES	2500	R\$15,99	R\$16,19	R\$16,98	R\$17,99	R\$19,99	*	*	R\$16,99	R\$18,69	R\$17,65	*	R\$19,99	R\$19,99	R\$19,99	R\$19,99	R\$18,39	R\$17,89	R\$19,99	R\$15,99	R\$4,00	25,02%	
15	CAFÉ AURORA EXTRA FORTE (SACHÊ)	AURORA	2500	*	R\$13,98	*	*	*	*	*	R\$13,99	*	*	R\$13,65	*	R\$14,49	*	*	R\$16,39	*	R\$16,39	R\$13,65	R\$2,74	21,66%	
16	CAFÉ AURORA TRADICIONAL (SACHÊ)	AURORA	2500	R\$12,65	*	*	R\$12,99	*	*	*	R\$13,90	*	*	*	*	*	R\$15,39	*	*	*	R\$15,39	R\$12,65	R\$2,74	21,66%	
17	CAFÉ BANGU (SACHÊ)	BANGU	2500	R\$12,75	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	R\$12,75	R\$12,75	R\$0,00		
18	CAFÉ BLENDS 3 INTENSE (PACOTE)	BLENDS 3	2500	*	R\$15,79	*	R\$15,49	R\$16,99	R\$19,99	R\$15,99	R\$16,89	*	R\$16,35	*	R\$18,19	*	R\$15,99	R\$19,49	R\$14,99	*	R\$19,99	R\$14,99	R\$5,00	33,36%	
19	CAFÉ BLENDS 3 SUPERIOR (PACOTE)	BLENDS 3	2500	*	R\$17,90	*	*	R\$18,99	R\$15,99	R\$16,89	*	R\$16,35	*	*	R\$19,99	R\$19,49	R\$14,99	*	R\$19,49	R\$14,99	R\$19,49	R\$14,99	R\$4,50	30,02%	
20	CAFÉ BLENDS 3 TRADICIONAL (PACOTE)	BLENDS 3	2500	*	R\$17,90	*	R\$16,99	R\$16,99	R\$15,99	R\$15,99	R\$16,89	*	R\$16,35	*	R\$19,99	R\$19,49	R\$14,99	*	R\$19,49	R\$14,99	R\$19,49	R\$14,99	R\$4,50	26,68%	
21	CAFÉ GOSTOSIN (SACHÊ)	GOSTOSIN	1980	*	*	*	*	*	*	*	R\$12,99	R\$10,89	R\$12,70	R\$11,69	R\$11,49	*	*	R\$12,99	*	*	R\$12,99	R\$10,89	R\$3,60	33,06%	
22	CAFÉ KIMMO TRADICIONAL	KIMMO	2500	R\$15,49	*	R\$14,88	*	R\$17,15	R\$17,99	*	R\$15,99	R\$15,49	R\$18,90	R\$20,99	R\$15,99	*	R\$15,49	R\$15,29	R\$18,35	R\$20,99	R\$14,88	R\$6,11	41,06%		
23	CAFÉ MARATÁ TRADICIONAL	MARATÁ	2500	R\$15,49	*	R\$16,98	*	R\$16,49	*	R\$18,29	*	*	*	*	*	*	*	*	*	*	R\$18,29	R\$15,49	R\$2,80	18,08%	
24	CAFÉ MELITTA EXTRA FORTE (SACHÊ)	MELITTA	2500	R\$20,69	R\$17,95	R\$16,90	*	*	R\$21,99	*	*	R\$22,70	*	R\$19,99	R\$19,99	*	*	R\$19,99	R\$22,70	R\$16,90	R\$22,99	R\$16,90	R\$6,09	34,22%	
25	CAFÉ MELITTA TRADICIONAL	MELITTA	2500	R\$17,95	R\$17,95	R\$16,90	*	R\$16,99	*	R\$21,99	*	R\$14,99	*	R\$16,99	R\$16,99	*	*	R\$19,99	R\$21,99	R\$14,99	R\$21,99	R\$14,99	R\$7,00	46,70%	
26	CAFÉ NORDESTINO TRADICIONAL	NORDESTINO	2500	R\$13,99	R\$15,59	R\$14,98	R\$16,49	R\$16,99	*	R\$12,99	*	R\$14,99	R\$17,80	*	R\$16,99	R\$15,59	R\$16,99	R\$14,75	R\$14,99	R\$17,79	R\$17,80	R\$12,99	R\$4,81	37,53%	
27	CAFÉ PILÃO TRADICIONAL	PILÃO	2500	R\$15,99	R\$17,89	R\$18,98	R\$17,99	R\$22,99	R\$19,49	R\$18,99	R\$19,79	R\$17,80	R\$20,99	R\$17,99	R\$17,39	R\$21,99	*	*	R\$17,99	R\$22,99	R\$15,99	R\$7,00	43,78%		
28	CAFÉ PILÃO TRADICIONAL (SACHÊ)	PILÃO	400	*	R\$8,49	*	*	R\$7,79	R\$8,99	*	*	*	R\$5,69	R\$6,99	*	R\$7,99	*	R\$5,99	R\$8,99	R\$8,99	R\$5,69	R\$3,30	68%		
29	CAFÉ SANTA CLARA TRADICIONAL	SANTA CLARA	2500	R\$14,99	R\$14,49	R\$14,49	R\$16,99	R\$17,89	R\$16,99	R\$18,97	R\$16,99	R\$15,99	R\$17,80	R\$13,99	R\$17,49	R\$17,99	R\$18,99	R\$15,49	*	R\$16,79	R\$18,99	R\$13,99	R\$5,00	35,74%	
30	CAFÉ SÃO BRAZ TRADICIONAL	SÃO BRAZ	2500	R\$15,35	R\$15,99	R\$16,49	R\$16,99	R\$16,99	R\$16,49	R\$16,99	R\$14,99	R\$16,99	R\$15,99	R\$17,49	R\$17,99	R\$16,99	R\$15,99	R\$16,99	R\$16,99	R\$17,99	R\$14,99	R\$3,00	20,01%		
31	CAFÉ UNIAO TRADICIONAL	UNIAO	2500	R\$13,79	R\$19,59	*	*	R\$17,89	*	*	*	*	*	*	*	*	*	*	*	*	R\$19,59	R\$13,79	R\$5,80	44,96%	
CAFÉ DESCAFEINADO																									
32	CAFÉ 3 CORAÇÕES DESCAFEINADO (VÁCUO)	3 CORAÇÕES	2500	*	*	*	*	*	*	R\$44,39	*	*	*	*	*	*	*	*	*	*	R\$44,39	R\$44,39	R\$0,00		
33	CAFÉ MELITTA DESCAFEINADO (VÁCUO)	MELITTA	2500	*	*	*	R\$39,98	*	*	*	R\$31,90	*	*	R\$37,79	*	*	R\$39,99	*	*	*	R\$39,99	R\$31,90	R\$8,09	25,36%	
34	CAFÉ MELITTA DESCAFEINADO SOLÚVEL (SACHÊ)	MELITTA	500	*	R\$7,79	*	*	*	*	*	*	*	*	*	*	*	R\$7,75	R\$7,75	*	*	R\$7,75	R\$7,75	R\$0,00		
35	CAFÉ MELITTA DESCAFEINADO (SACHÊ)	MELITTA	400	*	*	*	*	*	*	R\$6,49	R\$6,49	*	*	*	*	*	R\$6,99	*	*	*	R\$6,99	R\$6,49	R\$0,50	7,70%	
36	CAFÉ PILÃO DESCAFEINADO	PILÃO	2500	*	*	*	*	*	*	*	R\$31,09	*	R\$36,99	*	*	R\$37,99	*	*	*	*	R\$37,99	R\$31,09	R\$6,90	22,19%	
37	CAFÉ SANTA CLARA DESCAFEINADO	SANTA CLARA	2500	*	*	*	R\$32,99	*	*	R\$33,19	R\$31,90	*	*	*	*	R\$34,99	*	*	*	*	R\$34,99	R\$31,90	R\$3,09	9,69%	
38	CAFÉ SÃO BRAZ DESCAFEINADO ESPECIAL	SÃO BRAZ	2500	*	R\$36,69	*	*	*	*	R\$36,89	R\$33,99	*	R\$36,90	*	R\$37,99	*	R\$39,99	R\$36,99	*	*	R\$39,99	R\$36,69	R\$13,49	60,91%	
39	CAFÉ SÃO BRAZ DESCAFEINADO ESPECIAL (SACHÊ)	SÃO BRAZ	400	*	*	*	*	*	*	R\$10,39	*	*	*	*	*	R\$9,99	R\$9,99	R\$9,99	*	*	R\$10,99	R\$9,99	R\$1,00	10,01%	
40	NESSCAFÉ DESCAFEINADO (SACHÊ)	NESSCAFÉ	400	R\$13,89	*	*	*	*	R\$13,89	R\$14,49	R\$15,49	*	*	R\$10,79	*	R\$13,79	R\$14,99	*	R\$15,25	R\$16,49	R\$10,79	R\$4,70	43,56%		

Total de estabelecimentos pesquisados: 17
Total de itens pesquisados: 40

(+) Menor variação: NESTLÉ SOLÚVEL (VIDRO), NESTLÉ, 1600	5,97%
(+) Maior variação: CAFÉ SÃO BRAZ SOLÚVEL (SACHÊ), SÃO BRAZ 400	81,64%

Endereços pesquisados:	Endereço
SUPERMERCADO AQUIARIUS	AVENIDA ADEMAR PRAGIBE, 502 - JACUARIBE
ASSAI ATACADISTA	AVENIDA PRESIDENTE EPITÁCIO PESSOA - BARRIO DOS ESTADOS
ATACADÃO	RUA DOUTOR MANOEL LOPES DE CARVALHO - 206 - ERNESTO GEISEL
BEMAS SUPERMERCADO	RUA EMPRESÁRIO JOÃO RODRIGUES ALVES, 750 - BANCÁRIOS
SUPERMERCADO CARREFOUR	RUA EMPRESÁRIO JOÃO RODRIGUES ALVES, 100 - BANCÁRIOS
SUPERFÁCIL ATACADO	RUA DOUTOR CHANCA, 1441 - ÁGUA FRIA
HIPER MATEUS	AVENIDA JOÃO CIRILO DA SILVA - 1380 - ALTIPLANO CABO BRANCO
REDE COMPRAS	RUA FRANCISCO LEOCÁDIO RIBEIRO COUTINHO, 601 - AEROCULUBE
O CESTÃO	AVENIDA VALDEMAR NAZARENO 774 - JOÃO PAULO II
REDE MENOR PREÇO	RUA JOAQUIM PIRES FERREIRA - BARRIO DOS ESTADOS
SUPER BOX BRASIL	RUA ANTÔNIO ARANTES - ERNESTO GEISEL
SUPERMERCADO ASSIS	RUA DOUTOR GOMES DA SILVA, 147 - MANGABEIRA
SUPERMERCADO LATORRE	RUA BAIRÃO DE MAMANGUAPE, 610 - TORRE
SUPERMERCADO MANAIRA	AVENIDA JOÃO CÂNDIO DA SILVA, 493 - MANAIRA
SUPERMERCADO SÃO JOÃO	AVENIDA PRINCESA ISABEL, 599 - CENTRO
VAREJÃO DO PREÇO	RUA QUATORZE DE JULHO, 1216 - RANGEL
VAREJÃO SUPERMERCADO	AVENIDA QUATORZE DE JULHO, 1141 - VARUJO

Pesquisa realizada no dia 26 de Janeiro de 2026

Coordenador de Pesquisa: Alex Carvalho Filho

Pesquisadores: Júnior, Francisco, Hericson, Anacleide, Ingrid, Albani e Luciano.

OBS: O Procon-PP não se responsabiliza por eventuais mudanças nos preços ocorridos entre a realização da pesquisa e sua publicação.