



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 HORTIFUTI 21/01/2026

Nº	PRODUTO	PESO	ASSAI ATACADISTA	GALEGO DAS FRUTAS	MANOEL DAS FRUTAS	MARCOS HORTIFRUTI	MATEUS SUP.	MUNDO DAS VERDURAS	REDE COMPRAS	REDE MENOR PREÇO	REI DAS FRUTAS E VERDURAS	SUP. LATORRE	SUP. MANAIRA	TONY DA VERDURA	VAL E RANY FRUTAS E VERDURAS	ZE DAS FRUTAS	ZUCA DA MACAXEIRA	MAIOR VALOR	MENOR VALOR	DIFERENÇA	DIFERENÇA PERCENTUAL %
HORTALIÇAS																					
1	ABOBRINHA	1 KG	R\$4,99	R\$7,00		R\$5,00	R\$5,79	R\$3,50	R\$5,99	R\$4,29	R\$10,00	R\$3,99	R\$5,99		R\$5,00	R\$5,99		R\$10,00	R\$3,50	R\$6,50	185,71%
2	BERINGELA	1 KG	R\$4,49			R\$7,00	R\$6,99		R\$4,99	R\$5,99	R\$7,00	R\$5,99	R\$5,99		R\$5,00	R\$5,99		R\$7,00	R\$4,49	R\$2,51	55,90%
3	BRÓCOLIS NINJA	UND	R\$6,49			R\$10,00			R\$12,99			R\$8,99	R\$11,99			R\$8,99		R\$12,99	R\$6,49	R\$6,50	100,15%
4	BRÓCOLIS NINJA	300 G				R\$10,00					R\$15,00	R\$11,99				R\$8,99		R\$15,00	R\$8,99	R\$6,01	66,85%
5	BRÓCOLIS NINJA	1 KG							R\$51,96	R\$43,90				R\$25,00				R\$51,96	R\$25,00	R\$26,96	107,84%
6	CHUCHU	1 KG	R\$4,99				R\$4,29		R\$6,99	R\$5,49	R\$5,00		R\$6,99	R\$5,00				R\$6,99	R\$4,29	R\$2,70	62,94%
7	CHUCHU	UND		R\$2,00				R\$2,50							R\$2,00	R\$2,49		R\$2,50	R\$2,00	R\$0,50	25%
8	COUVE-FLOR	1 KG	R\$15,90			R\$15,00	R\$24,99	R\$13,00	R\$15,99		R\$15,00	R\$15,99	R\$16,99	R\$15,00		R\$14,99		R\$24,99	R\$13,00	R\$11,99	92,23%
9	FEIJÃO VERDE	1 KG					R\$29,90			R\$31,99		R\$18,99	R\$29,99	R\$20,00	R\$18,00	R\$17,99		R\$31,99	R\$17,99	R\$14,00	77,82%
10	JERIMUM	1 KG	R\$2,99	R\$6,00		R\$5,00	R\$2,29	R\$3,50	R\$4,99	R\$3,69	R\$5,00	R\$4,99	R\$2,99	R\$4,00	R\$4,00	R\$4,99	R\$5,00	R\$6,00	R\$2,29	R\$3,71	162,01%
11	MAXIPE	1 KG	R\$11,14	R\$5,00		R\$15,00	R\$12,69		R\$9,99	R\$12,90	R\$10,00	R\$14,99	R\$15,99	R\$10,00	R\$10,00	R\$5,99		R\$15,99	R\$5,00	R\$10,99	219,80%
12	PEPINO	1 KG	R\$4,49	R\$7,00		R\$5,00	R\$6,99	R\$3,50	R\$5,99	R\$5,69	R\$7,00		R\$5,99	R\$5,00	R\$5,00	R\$5,99		R\$7,00	R\$3,50	R\$3,50	100%
13	PIMENTÃO VERDE	UND		R\$2,00		R\$1,50		R\$1,00							R\$1,50	R\$2,50	R\$2,49		R\$2,50	R\$1,00	150%
14	PIMENTÃO VERDE	1 KG	R\$5,99				R\$8,99		R\$8,99	R\$7,49	R\$7,00		R\$9,99	R\$6,00				R\$9,99	R\$5,99	R\$4,00	66,78%
15	QUIABO	1 KG	R\$12,90			R\$15,00	R\$13,55	R\$10,00	R\$16,99	R\$13,95	R\$15,00	R\$16,99	R\$15,99	R\$10,00	R\$10,00	R\$14,99		R\$16,99	R\$5,00	R\$11,99	239,80%
16	REPOLHO VERDE	1 KG	R\$6,49	R\$6,00		R\$5,00	R\$3,95	R\$3,50	R\$6,99	R\$4,99	R\$5,00	R\$5,99	R\$4,99	R\$5,00		R\$9,99		R\$9,99	R\$3,50	R\$6,49	185,43%
17	TOMATE	1 KG	R\$4,99	R\$5,00		R\$5,00	R\$4,99	R\$3,50	R\$5,99	R\$4,99	R\$5,00	R\$5,99	R\$8,99	R\$5,00	R\$4,00	R\$4,99		R\$8,99	R\$3,50	R\$5,49	156,86%
18	VAGEM	1 KG	R\$24,90	R\$7,00		R\$15,00	R\$14,59	R\$10,00		R\$26,90	R\$15,00	R\$29,99	R\$19,99	R\$15,00				R\$29,99	R\$7,00	R\$22,99	328,43%
FRUTAS																					
19	ABACATE	1 KG	R\$10,90		R\$10,00	R\$10,00	R\$4,98		R\$9,99	R\$11,99		R\$12,99	R\$9,99		R\$10,00	R\$14,99	R\$12,00	R\$14,99	R\$4,98	R\$10,01	201%
20	ABACAXI	UND		R\$4,00	R\$5,00	R\$6,00	R\$7,49			R\$5,99	R\$8,00	R\$6,99			R\$6,00	R\$5,99	R\$8,00	R\$8,00	R\$4,00	R\$4,00	100%
21	ACEROLA	1 KG											R\$7,99			R\$14,99		R\$14,99	R\$7,99	R\$7,00	87,61%
22	AMEIXA FRESCA	1 KG			R\$17,00	R\$15,00	R\$28,99		R\$24,99	R\$15,99	R\$15,00		R\$11,99		R\$15,00	R\$21,99		R\$28,99	R\$11,99	R\$17,00	141,78%
23	BANANA COMPRIDA	1 KG	R\$9,99	R\$8,00		R\$12,00	R\$8,00	R\$7,99	R\$9,99	R\$8,49		R\$9,99	R\$9,99		R\$6,00	R\$6,99	R\$8,00	R\$12,00	R\$6,00	R\$6,00	100%
24	BANANA MAÇÃ	1 KG		R\$10,00	R\$10,00		R\$9,39		R\$4,89	R\$8,49	R\$10,00	R\$9,99	R\$8,99			R\$8,99	R\$8,00	R\$10,00	R\$4,89	R\$5,11	104,50%
25	BANANA PAÇOYAN	1 KG	R\$4,59	R\$8,00		R\$3,50	R\$3,50	R\$3,79	R\$4,99	R\$4,89	R\$5,00	R\$4,99	R\$4,99		R\$7,00	R\$3,99	R\$4,50	R\$8,00	R\$3,50	R\$4,50	128,57%
26	BANANA PRATA	1 KG	R\$5,99		R\$3,50	R\$5,00	R\$7,49		R\$5,99	R\$5,99		R\$7,49	R\$5,99			R\$4,99		R\$7,49	R\$3,50	R\$3,99	114%
27	GOIABA	1 KG	R\$4,99	R\$7,00		R\$7,00	R\$6,95			R\$5,99	R\$8,00	R\$6,79	R\$6,99		R\$7,00	R\$6,99	R\$8,00	R\$8,00	R\$4,99	R\$3,01	60,32%
28	GRAVIOLA	1 KG			R\$12,00								R\$11,99					R\$12,00	R\$11,99	R\$0,01	0,08%
29	KIWI	1 KG	R\$24,50		R\$32,00	R\$28,00	R\$32,90		R\$32,99	R\$31,99	R\$30,00	R\$49,99	R\$29,99		R\$30,00	R\$34,99		R\$49,99	R\$24,50	R\$25,49	104,04%
30	KIWI SUNGOLD	1 KG	R\$56,99			R\$28,00	R\$54,52		R\$79,52	R\$59,07		R\$49,99	R\$29,90			R\$44,99		R\$79,52	R\$28,00	R\$51,52	184%
31	LARANJA BAHIA	1 KG					R\$13,90		R\$18,99			R\$17,49	R\$15,99			R\$14,99		R\$18,99	R\$13,90	R\$5,09	36,62%
32	LARANJA MIMO	1 KG			R\$7,00				R\$6,99	R\$4,29	R\$10,00	R\$4,49	R\$4,99			R\$6,99	R\$7,00	R\$10,00	R\$4,29	R\$5,71	133,10%
33	LARANJA PÊRA	1 KG	R\$3,45	R\$3,50	R\$4,00	R\$3,00	R\$4,19		R\$3,99	R\$3,09	R\$5,00	R\$2,59	R\$3,99		R\$3,00	R\$3,49	R\$3,80	R\$5,00	R\$2,59	R\$2,41	93,05%
34	LIMÃO	1 KG	R\$2,99	R\$7,00	R\$6,00	R\$6,00	R\$6,99		R\$4,99	R\$4,69	R\$5,00	R\$4,99	R\$4,99		R\$4,00	R\$4,99	R\$5,00	R\$7,00	R\$2,99	R\$4,01	134,11%
35	MAÇÃ ARGENTINA	1 KG	R\$14,50		R\$17,00	R\$15,00	R\$21,90		R\$16,99	R\$17,99		R\$17,99	R\$15,99			R\$16,99		R\$21,90	R\$14,50	R\$7,40	51,03%
36	MAÇÃ FUJI NAC	1 KG	R\$12,90	R\$15,00		R\$15,00	R\$14,95		R\$13,99	R\$13,99	R\$15,00		R\$14,99		R\$15,99		R\$14,00	R\$15,99	R\$12,90	R\$3,09	23,95%
37	MAMÃO FORMOSA	1 KG	R\$5,98		R\$4,00	R\$5,00	R\$7,98		R\$4,99	R\$5,99	R\$5,00		R\$6,99			R\$4,99		R\$7,98	R\$4,00	R\$3,98	99,50%
38	MAMÃO HAWAII	1 KG		R\$6,00		R\$5,00			R\$5,99		R\$5,00	R\$4,99	R\$4,99		R\$4,00	R\$4,99		R\$6,00	R\$4,00	R\$2,00	50%
39	MAMÃO PAPAYA	1 KG	R\$4,99				R\$8,98		R\$6,49	R\$9,29		R\$9,99	R\$9,99			R\$7,99		R\$9,99	R\$4,99	R\$5,00	100,20%
40	MANGA ESPADA	1 KG	R\$4,99		R\$4,00	R\$6,00			R\$5,99	R\$5,99	R\$10,00	R\$8,49	R\$7,99			R\$6,99		R\$10,00	R\$4,00	R\$6,00	150%
41	MANGA ROSA	1 KG	R\$9,90	R\$5,00	R\$4,00	R\$6,00	R\$9,79		R\$4,49	R\$5,99		R\$9,99	R\$7,99		R\$6,00	R\$6,99	R\$10,00	R\$10,00	R\$4,00	R\$6,00	150%
42	MANGA TOMMY	1 KG	R\$3,29		R\$5,00	R\$6,00	R\$4,79		R\$5,99	R\$4,99	R\$5,00	R\$5,99	R\$6,99		R\$7,00	R\$5,99	R\$7,00	R\$7,00	R\$3,29	R\$3,71	112,77%
43	MARACUJÁ	1 KG	R\$9,90	R\$12,00	R\$12,00	R\$10,00	R\$11,99		R\$11,49		R\$10,00	R\$11,49	R\$11,99		R\$10,00	R\$10,99	R\$12,00	R\$12,00	R\$9,90	R\$2,10	21,21%
44	MELANCIA	1 KG		R\$4,00		R\$4,00	R\$1,88			R\$1,99	R\$3,00	R\$2,99	R\$3,99			R\$1,99	R\$3,50	R\$4,00	R\$1,88	R\$2,12	112,77%
45	MELANCIA BABY	1 KG			R\$5,00	R\$4,00	R\$4,95			R\$9,99		R\$6,99	R\$4,99			R\$2,99	R\$5,00	R\$9,99	R\$2,99	R\$7,00	234,11%
46	MELÃO ESPANHOL	1 KG		R\$6,00		R\$5,00	R\$4,89		R\$4,49	R\$3,29	R\$5,00	R\$4,99	R\$3,99		R\$4,00	R\$4,99	R\$5,00	R\$6,00	R\$3,29	R\$2,71	82,37%
47	MELÃO GALIA	1 KG			R\$5,00	R\$5,00				R\$3,89	R\$5,00		R\$4,90			R\$4,99		R\$5,00	R\$3,89	R\$1,11	28,53%
48	MELÃO PORTUGUÊS	1 KG	R\$2,99		R\$5,00	R\$5,00	R\$6,99		R\$5,99		R\$5,00	R\$4,49	R\$6,99		R\$4,99	R\$5,00		R\$6,99	R\$2,99	R\$4,00	133,78%
49	PERA IMPORTADA	1 KG	R\$17,90	R\$25,00	R\$25,00	R\$22,00	R\$14,99		R\$19,99	R\$21,49	R\$20,00	R\$19,99	R\$19,99		R\$22,99			R\$25,00	R\$14,99	R\$10,01	66,78%
50	UVA BRANCA S/SEMENTE	1 KG	R\$18,00						R\$27,98			R\$18,99						R\$27,98	R\$18,00	R\$11,99	180,08%
51	UVA ISABEL	400 G											R\$14,99					R\$14,99	R\$14,99	R\$0,00	
52	UVA ISABEL	1 KG			R\$10,00											R\$13,99	R\$8,00	R\$13,99	R\$8,00	R\$5,99	74,88%
53	UVA ITÁLIA	1 KG		R\$15,00	R\$13,00	R\$15,00				R\$19,90	R\$15,00	R\$18,99	R\$14,99			R\$13,99	R\$14,00	R\$19,90	R\$13,00	R\$6,90	53,08%
FOLHAGENS																					
54	ACELGA	1 KG	R\$9,90	R\$8,00		R\$8,00	R\$11,99	R\$6,00			R\$10,00	R\$8,99	R\$8,99	R\$8,00	R\$7,00	R\$9,99		R\$11,99	R\$6,00	R\$5,99	99,83%
55	ALFACE AMERICANA	MOLHO	R\$4,99	R\$3,00		R\$3,00		R\$2,50	R\$3,99	R\$4,99	R\$5,00	R\$3,65	R\$5,99	R\$3,00	R\$2,00	R\$1,49		R\$5,99	R\$1,49	R\$4,50	302,01%
56	ALFACE CRESPA	MOLHO	R\$3,59	R\$3,00		R\$2,50	R\$3,99		R\$2,50	R\$4,49	R\$3,99	R\$3,00	R\$4,49	R\$3,99	R\$2,50	R\$1,49		R\$4,49	R\$1,49	R\$3,00	201,34%
57	ALFACE ROXA	MOLHO						R\$2,50		R\$3,59	R\$3,00	R\$4,49	R\$4,49	R\$3,00	R\$2,00	R\$1,49		R\$4,49	R\$1,49	R\$3,00	201,34%
58	CEBOLINHA	MOLHO	R\$1,69	R\$3,00		R\$2,00	R\$3,99	R\$2,00	R\$3,29	R\$3,99	R\$3,99	R\$3,49	R\$3,49	R\$2,00	R\$2,00	R\$1,49		R\$3,99	R\$1,49	R\$2,50	167,79%
59	COENTRO	MOLHO	R\$3,59	R\$3,00		R\$2,00	R\$3,99	R\$2,00	R\$3,99	R\$4,19	R\$2,00	R\$3,99	R\$4,49	R\$2,00	R\$2,00	R\$1,49		R\$4,49	R\$1,49	R\$3,00	201,34%
60	COUVE FOLHA	MOLHO	R\$2,99	R\$2,50		R\$2,00	R\$3,35	R\$2,00	R\$3,99	R\$2,89	R\$3,00	R\$2,99	R\$2,99	R\$2,00	R\$2,00	R\$1,49		R\$3,99	R\$1,49	R\$2,50	167,79%
61	ESPINAFRE	MOLHO	R\$2,49			R\$2,50		R\$2,00	R\$2,89	R\$3,49	R\$3,00	R\$4,99	R\$2,99	R\$3,00							

MARCOS HORTIFRUTI	RUA JOSEFA TAVEIRA - 1250 - MANGABEIRA I
HEPER MATEUS	AVENIDA JOÃO CIRILO DA SILVA - 1360 - ALTIPLANO
MUNDO DAS VERDURAS	RUA MARECHAL ALMEIDA BARRETO- 446 - CENTRO
REDE COMPRAS	FRANCISCO LEOCARDIO RIBEIRO COUTINHO, 601 - AEROCUBE
REDE MENOR PREÇO	RUA JOAQUIM PIRES FERREIRA - BAIRRO DOS ESTADOS
REI DAS FRUTAS E VERDURAS	RUA GIL FURTADO - SN - ESTADOS
SUPERMERCADO LATORRE	RUA BARÃO DE MAMANGUAPE, 610 - TORRE
SUPERMERCADO MANAIRA	AVENIDA JOÃO CÂNCIO DA SILVA, 493 - MANAIRA
TONY DA VERDURA	MERCADO CENTRAL
VAL E RANY FRUTAS E VERDURAS	BAIRRO DOS ESTADOS
ZE DAS FRUTAS	RUA CARNEIRO DA CUNHA - 466 - TORRE
ZUCA DA MACAXEIRA	RUA CARNEIRO DA CUNHA - TORRE

Pesquisa realizada no dia 21 de Janeiro de 2026

Coordenador de Pesquisa: Alex Carvalho Filho

Pesquisadores: Júnior, Francisco, Lucianne, Anaclecia, Roberval, Israel, Ingrid e Otávio.

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