



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: PRODUTOS DE HIGIENE (CESTA BÁSICA)

Nº	PRODUTO	MARCA	PESO/ QTD.	AQUARIUS SUP.	ASSAI ATACADISTA	ATACADÃO	HIPER MATEUS	O CESTÃO	REDE COMPRAS	REDE MENOR PREÇO	SUPER BOX BRASIL	SUP. LATORRE	SUP. MANAIRA	SUP. SÃO JOÃO	VAREJÃO DO PREÇO	VAREJÃO SUP.	MAIOR VALOR	MENOR VALOR	DIFERENÇA	DIFERENÇA PERCENTUAL %
HIGIENE PESSOAL																				
1	ALCOOL EM GEL 70%	COPERACOL	400 ML	*	R\$14,80	*	*	*	R\$14,99	R\$16,99	*	R\$17,79	*	*	*	*	R\$17,79	R\$14,80	R\$2,99	20,20%
2	ALCOOL EM GEL 70%	GIOVANNA BABY	500 ML	*	R\$19,90	*	*	*	*	*	*	R\$25,79	R\$26,99	*	*	*	R\$26,99	R\$19,90	R\$7,09	35,63%
3	ALCOOL EM GEL 70%	SANTA CRUZ	500 ML	*	*	*	*	*	*	*	*	R\$8,99	*	*	*	*	R\$8,99	R\$8,59	R\$0,00	
4	CREME DENTAL	CLOSEUP	90 G	R\$4,29	R\$5,25	R\$5,79	*	*	R\$6,19	R\$3,29	R\$5,85	R\$5,99	R\$4,99	R\$4,65	R\$5,39	R\$5,99	R\$6,19	R\$3,29	R\$2,90	88,15%
5	CREME DENTAL	COLGATE	90 G	R\$5,39	R\$5,75	R\$5,49	R\$5,89	R\$6,99	R\$5,89	R\$5,99	R\$5,99	R\$5,99	R\$5,99	R\$4,99	R\$10,99	R\$10,99	R\$4,99	R\$5,00	120,24%	
6	CREME DENTAL	SORRISO	90 G	R\$4,09	R\$4,55	*	R\$3,99	*	R\$7,49	R\$5,29	R\$5,15	R\$5,39	R\$4,99	R\$4,75	R\$4,99	R\$7,49	R\$3,99	R\$3,50	87,72%	
7	CREME DENTAL	EVEN	70 G	R\$2,29	*	R\$2,09	*	*	R\$2,79	R\$2,49	R\$2,45	R\$2,65	*	R\$2,25	*	R\$2,79	R\$2,79	R\$2,09	R\$0,70	33,49%
8	CREME DENTAL (DENTES BRANCOS)	ORAL B	70 G	R\$3,09	R\$4,89	R\$3,59	R\$7,99	*	R\$5,39	R\$4,29	R\$6,99	R\$3,99	R\$3,49	R\$4,25	*	R\$4,49	R\$7,99	R\$3,09	R\$4,90	158,68%
9	CREME DENTAL SENSITIVE	COLGATE	90 G	R\$14,49	R\$15,90	R\$15,90	R\$20,85	R\$19,99	R\$19,99	R\$18,99	R\$19,90	R\$19,99	R\$19,99	R\$17,99	*	R\$19,95	R\$20,85	R\$14,49	R\$6,36	43,89%
10	PAPEL HIGIÊNICO	NEVE	PACOTE C/ 4 ROLOS	*	*	*	*	*	R\$11,99	*	*	R\$8,69	R\$8,99	*	R\$8,89	*	R\$11,99	R\$8,69	R\$3,30	37,97%
11	PAPEL HIGIÊNICO	MILI	PACOTE C/ 4 ROLOS	*	*	*	*	*	R\$10,99	R\$7,99	*	*	*	R\$7,25	R\$5,99	R\$7,59	R\$10,99	R\$5,99	R\$5,00	83,47%
12	PAPEL HIGIÊNICO	NEVE	PACOTE C/ 12 ROLOS	*	*	*	R\$29,65	*	R\$25,99	R\$23,99	*	R\$19,99	R\$26,99	R\$25,99	*	R\$29,65	R\$19,99	R\$9,66	48,32%	
13	PAPEL HIGIÊNICO	PERSONAL	PACOTE C/ 4 ROLOS	*	*	*	*	*	*	*	*	*	*	R\$8,39	*	R\$8,39	R\$8,39	R\$0,00		
14	PAPEL HIGIÊNICO	PERSONAL VIP	PACOTE C/ 16 ROLOS	*	*	R\$29,40	*	*	*	*	R\$34,95	*	R\$29,99	*	*	R\$32,59	R\$34,95	R\$29,40	R\$5,55	18,88%
15	PAPEL HIGIÊNICO	FLORAL	PACOTE C/ 12 ROLOS	R\$12,19	*	*	*	R\$12,59	R\$12,39	R\$12,99	*	*	R\$12,49	*	*	R\$12,99	R\$12,19	R\$0,80	6,56%	
16	PAPEL HIGIÊNICO	FLORAL	PACOTE C/ 4 ROLOS	R\$4,25	*	R\$3,80	*	*	R\$4,39	R\$4,79	*	*	R\$4,25	*	*	R\$4,79	R\$3,80	R\$0,99	R\$0,99	26,05%
17	PAPEL HIGIÊNICO VIP	FLORAL	PACOTE C/ 16 ROLOS	*	*	*	*	*	R\$16,79	R\$16,99	*	*	R\$15,99	*	*	R\$16,99	R\$15,99	R\$1,00	6,25%	
18	PAPEL HIGIÊNICO VIP	VELUD	PACOTE C/ 4 ROLOS	*	*	*	*	*	*	*	*	*	*	R\$6,25	*	*	R\$6,25	R\$6,25	R\$0,00	
19	PAPEL HIGIÊNICO VIP	VELUD	PACOTE C/ 12 ROLOS	*	*	R\$17,80	*	*	*	*	R\$19,90	*	*	R\$16,99	*	*	R\$19,90	R\$16,99	R\$2,91	17,13%
20	SABONETE	LUX	85 G	R\$2,39	R\$2,39	R\$2,75	R\$2,75	R\$2,99	R\$2,99	R\$4,29	R\$2,99	R\$4,39	R\$2,79	R\$1,65	R\$2,59	R\$2,99	R\$4,39	R\$1,65	R\$2,74	166,06%
21	SABONETE	EVEN PRO	85 G	R\$2,59	*	R\$2,49	*	R\$2,99	R\$2,99	R\$2,95	R\$1,99	R\$2,99	R\$1,99	*	R\$1,99	R\$2,99	R\$1,99	R\$1,00	50,25%	
22	SABONETE	FRANCIS	90 G	*	R\$4,55	R\$4,59	*	R\$4,29	R\$4,39	R\$4,15	R\$4,29	R\$3,99	*	R\$3,75	*	R\$4,59	R\$3,75	R\$0,84	22,40%	
23	SABONETE	PALMOLIVE	85 G	R\$1,99	R\$2,05	R\$2,59	R\$2,59	R\$2,99	R\$2,89	R\$2,79	R\$3,80	R\$2,99	*	R\$2,59	R\$2,69	R\$3,80	R\$1,99	R\$1,81	90,85%	
24	SABONETE	JOHNSONS	80 G	*	R\$2,59	*	R\$1,99	*	R\$2,79	*	R\$2,99	*	R\$2,99	*	R\$2,79	R\$2,99	R\$1,99	R\$1,00	50,25%	
25	SABONETE	PROTEX	85 G	R\$3,19	R\$3,49	R\$3,49	R\$3,69	R\$3,99	R\$3,69	R\$3,69	R\$3,39	R\$3,79	R\$3,49	*	R\$3,15	R\$3,75	R\$3,99	R\$3,15	R\$0,84	26,67%
LAVANDERIA																				
26	AMACIANTE DE ROUPA	FOFO	500 ML	R\$8,69	*	*	R\$6,99	R\$10,99	*	R\$11,99	R\$9,55	R\$10,99	*	*	*	R\$9,99	R\$11,99	R\$6,99	R\$5,00	71,53%
27	AMACIANTE DE ROUPA	CONFORT	1,8 ML	*	*	*	*	*	*	*	*	R\$29,99	*	*	*	*	R\$29,99	R\$29,99	R\$0,00	
28	AMACIANTE DE ROUPA	DOWNY	500 ML	*	*	*	R\$9,99	R\$11,99	*	R\$13,99	R\$12,70	*	R\$12,99	R\$12,49	R\$9,99	R\$11,99	R\$13,99	R\$9,99	R\$4,00	40,40%
29	SABÃO EM BARRA	MINIUNO	PACOTE C/ 5 UND	R\$12,65	R\$11,55	R\$13,90	R\$10,99	*	R\$12,69	*	R\$12,60	R\$12,49	R\$14,99	R\$12,35	*	R\$14,99	R\$10,99	R\$4,00	36,40%	
30	SABÃO EM BARRA	YPÊ	PACOTE C/ 5 UND	R\$10,29	R\$12,95	R\$11,40	R\$12,98	R\$12,99	R\$13,99	R\$12,99	R\$12,95	R\$12,99	R\$12,99	R\$12,99	R\$11,99	R\$11,99	R\$13,99	R\$10,29	R\$3,70	35,96%
31	SABÃO EM BARRA	GUARANI	PACOTE C/ 5 UND	*	*	*	*	*	R\$9,99	*	R\$8,99	*	*	*	*	R\$9,99	R\$8,99	R\$1,00	11,12%	
32	SABÃO EM BARRA	BEM-TE-VI	PACOTE C/ 5 UND	R\$9,25	*	R\$7,40	R\$8,99	*	R\$9,29	R\$9,90	*	R\$9,99	R\$8,99	R\$9,75	R\$9,39	R\$9,79	R\$9,99	R\$7,40	R\$2,59	35%
33	SABÃO EM PÓ (CAIXA)	TIAXIM YPÊ	1,6 KG	*	*	R\$19,90	*	R\$23,99	*	R\$15,99	*	R\$17,59	R\$19,99	*	R\$16,79	R\$23,89	R\$23,99	R\$15,99	R\$8,00	50,03%
34	SABÃO EM PÓ (CAIXA)	OMO	800 G	R\$16,85	R\$17,85	R\$17,90	R\$16,99	*	R\$19,99	R\$17,99	R\$17,50	R\$16,99	R\$16,99	R\$16,99	R\$15,63	R\$17,29	R\$19,99	R\$15,63	R\$4,36	27,90%
35	SABÃO EM PÓ (SACO)	OMO	1,6 KG	R\$28,59	R\$29,60	R\$30,90	R\$33,19	*	R\$32,99	R\$31,90	R\$27,90	R\$39,99	R\$33,99	R\$24,99	R\$28,25	R\$30,45	R\$39,99	R\$24,99	R\$15,00	60,02%
36	SABÃO EM PÓ (SACO)	ALA	1 KG	*	*	*	*	*	*	*	*	R\$7,99	*	*	*	R\$7,99	R\$7,99	R\$0,00		
37	SABÃO EM PÓ (SACO)	TIAXIM YPÊ	800 G	R\$8,75	*	*	*	*	R\$10,99	R\$11,99	*	R\$11,99	R\$10,99	*	R\$9,85	*	R\$11,99	R\$8,75	R\$3,24	37,03%
38	SABÃO EM PÓ (SACO)	OMO	450 G	*	R\$8,60	R\$8,99	R\$9,99	R\$9,99	R\$11,99	R\$9,49	R\$9,20	R\$9,99	R\$9,99	R\$9,49	R\$8,79	*	R\$11,99	R\$8,60	R\$3,39	39,42%
39	SABÃO EM PÓ (SACO)	BRILHANTE	1,6 KG	R\$19,29	*	*	R\$22,39	*	R\$24,99	R\$20,99	R\$18,50	R\$23,99	R\$24,99	*	R\$28,15	R\$28,15	R\$18,50	R\$9,65	52,16%	
40	SABÃO EM PÓ (SACO)	BRILHANTE	800 G	R\$10,99	R\$12,20	R\$12,49	*	*	R\$16,49	R\$15,29	R\$13,60	R\$14,99	R\$14,99	*	R\$11,69	R\$13,25	R\$16,49	R\$10,99	R\$5,50	50,05%
41	SABÃO LÍQUIDO	ARIEL	3 L	*	*	*	*	*	R\$58,99	R\$56,99	R\$47,80	*	R\$49,99	*	*	R\$58,99	R\$47,80	R\$11,19	23,41%	
42	SABÃO LÍQUIDO	TIAXIM IFÉ	3 L	*	R\$35,39	R\$34,90	R\$22,95	R\$36,99	R\$28,79	R\$29,99	*	R\$39,99	*	*	R\$35,25	R\$39,99	R\$22,95	R\$17,04	74,25%	
43	SABÃO LÍQUIDO	OMO	3 L	*	R\$52,00	R\$48,90	R\$45,89	R\$44,99	R\$56,99	R\$46,99	R\$42,50	*	R\$44,99	R\$44,99	R\$41,79	R\$45,89	R\$56,99	R\$41,79	R\$15,20	36,37%
44	SABÃO LÍQUIDO	BRILUX	3 L	R\$25,59	R\$27,89	*	R\$30,79	*	R\$31,99	*	*	R\$29,99	*	*	R\$28,99	R\$31,99	R\$25,59	R\$6,40	25,01%	
45	SABÃO LÍQUIDO	OMO	5 L	*	*	*	*	*	*	*	*	R\$64,99	*	*	*	R\$64,99	R\$64,99	R\$0,00		
LIMPEZA																				
46	ÁGUA SANITÁRIA	BRILUX	1 L	R\$3,15	R\$3,20	R\$2,89	R\$3,09	R\$3,39	R\$2,89	R\$2,49	R\$3,50	R\$3,89	R\$2,99	R\$3,59	*	R\$3,39	R\$3,89	R\$2,49	R\$1,40	56,22%
47	ÁGUA SANITÁRIA	DRAGÃO	1 L	R\$2,69	R\$2,69	R\$2,79	R\$2,38	R\$2,59	*	R\$2,59	R\$2,55	R\$2,39	R\$2,49	R\$1,99	*	R\$2,49	R\$2,79	R\$1,99	R\$0,80	40,20%
48	ÁGUA SANITÁRIA	TUBARÃO	2 L	*	R\$4,45	R\$5,20	*	*	R\$5,19	R\$4,89	*	R\$4,89	R\$5,29	*	R\$5,19	R\$5,29	R\$4,45	R\$0,84	18,88%	
49	ÁGUA SANITÁRIA	BRILUX	2 L	R\$5,85	R\$8,45	R\$5,29	*	R\$6,99	R\$7,39	R\$6,59	*	R\$7,49	R\$4,99	R\$6,49	*	R\$6,79	R\$8,45	R\$4,99	R\$3,46	69,34%
50	ÁGUA SANITÁRIA	OLIMPO	1 L	*	R\$2,25	R\$2,05	*	R\$2,39	R\$2,49	R\$2,19	R\$2,49	R\$2,29	R\$2,39	*	*	R\$2,39	R\$2,49	R\$2,05	R\$0,44	21,24%
51	ÁGUA SANITÁRIA	TUBARÃO	1 L	R\$2,75	R\$2,34	R\$2,39	*	R\$2,79	R\$2,59	R\$2,79	R\$2,59	R\$2,69	*	*	*	R\$2,79	R\$2,34	R\$0,45	19,23%	
52	ÁGUA SANITÁRIA	DRAGÃO	2 L	*	R\$5,19	*	*	R\$4,99	*	R\$4,99	R\$4,99	R\$4,69	R\$4,99	*	R\$4,79	R\$5,19	R\$4,69	R\$0,50	10,66%	
53	DESMETFANTE	YPÊ FINHO	1 L	R\$6,39	*	R\$9,29	R\$5,49	R\$4,49	R\$9,99	R\$6,99	*	R\$9,69	*	*	R\$6,95	R\$9,99	R\$4,49	R\$5,50	122,49%	
54	DESMETFANTE	PIÑHO SOL	500 L	R\$7,29	*	R\$9,30	R\$9,49	*	R\$9,89	R\$9,99	R\$9,65	R\$9,39	R\$7,99	R\$8,99	R\$7,89	R\$9,89	R\$6,69	R\$3,20	47,63%	
55	DESMETFANTE	KALIPTO	2 L	R\$8,99	*	R\$8,80	*	R\$10,99	R\$9,29	*	*	R\$10,49	*	*	*	R\$10,99	R\$8,80	R\$2,19	24,89%	
56	DESMETFANTE	AJAX	500 ML	*	*	*	*	*	R\$10,49	*	*	*	R\$13,99	*	R\$6,19	*	R\$13,99	R\$6,19	R\$7,80	126,91%
57	DESMETFANTE	URICA	2L	*	*	R\$5,49	*	R\$6,99	*	*	R\$5,69	R\$5,99	R\$5,99	R\$6,49	*	R\$6,59	R\$5,49	R\$1,50	27,32%	
58	LAVA LOUÇAS (DETERGENTE)	MINIUNO	500 ML	R\$2,09	R\$2,45	R\$2,59	R\$2,15	*	R\$2,49	*	R\$2,39	R\$2,69	R\$2,29	R\$2,49	R\$1,99	*	R\$2,69	R\$1,99	R\$0,70	35,18%
59	LAVA LOUÇAS (DETERGENTE)	LIMPOL	500 ML	R\$1,99	R\$2,39	R\$2,25	*	*	R\$2,39	R\$2,29	R\$2,25	R\$2,29	R\$2,19	R\$1,99	*	R\$2,35	R\$2,19	R\$0,16	7,31%	
60	LAVA LOUÇAS (DETERGENTE)	BRILUX	500 ML	*	*	*	R\$2,35	*	R\$2,29	*	R\$2,25	R\$2,29	R\$2,19	*	*	R\$2,29	R\$2,19	R\$0,10	4,55%	
61	LAVA LOUÇAS (DETERGENTE)	INVICTO	500 ML	*	*	*	R\$2,15	*	R\$2,09	*	R\$1,99	*	*	*	R\$2,29	R\$2,19	R\$0,30	15,08%		
62	LAVA LOUÇAS (DETERGENTE)	YPÊ	500 ML	*	R\$2,19	R\$1,69	R\$2,39	R\$2,29	R\$2,59	R\$2,49	R\$2,49	R\$2,59	R\$2,99	R\$2,39	R\$1,99	R\$2,29	R\$2,99	R\$1,69	R\$1,30	76,92%

Total de estabelecimentos pesquisados: 13

Total de itens pesquisados: 62

(-) Menor variação: PAPEL HIGIÊNICO VIP, FLORAL, PACOTE C/ 16 ROLOS	6,25%
(+) Maior variação: SABONETE, LUX, 85 G	166,06%

Endereços pesquisados:	
Estabelecimentos	Endereço
SUPERMERCADO AQUARIUS	AVENIDA ADERBAL PRAGIBE, 352 - JAGUARIBE
ASSAI ATACADISTA	AVENIDA PRESIDENTE EPTÁCIO PESSOA - BAIRRO DOS ESTADOS
ATACADÃO	RUA DOUTOR MANOEL LOPES DE CARVALHO - 200 - ERNESTO GEISEL
HIPER MATEUS	AVENIDA JOÃO CIRILO DA SILVA - 1360 - ALTIPLANO CABO BRANCO
O CESTÃO	AVENIDA VALDEMAR NAZ