



PREFEITURA MUNICIPAL DE JOÃO PESSOA
SECRETARIA MUNICIPAL DE PROTEÇÃO E DEFESA DO CONSUMIDOR
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PESQUISA DE PREÇOS: PRODUTOS DE HIGIENE E CESTA BÁSICA)

| Nº | PRODUTO | MARCA | PESO/ QTD. | AQUARIUS SUP. | ASSAJ ATACADISTA | ATACADÃO | BEMAS SUP. | HIPER MATEUS | REDE COMPRAS | REDE MENOR PREÇO | SUP. CARREFOUR | SUPER BOX BRASIL | SUPERFÁCIL ATACADO | SUP. LATORRE | SUP. MANAIRA | SUP. O BARATÃO | SUP. SÃO JOÃO | VAREJÃO SUP. | MAIOR VALOR | MINOR VALOR | DIFERENÇA | DIFERENÇA PERCENTUAL % | |
|------------------------|--------------------------------|---------------|---------------------|---------------|------------------|----------|------------|--------------|--------------|------------------|----------------|------------------|--------------------|--------------|--------------|----------------|---------------|--------------|-------------|-------------|-----------|------------------------|--------|
| HIGIENE PESSOAL | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | ALCOOL EM GEL 70% | COOPERACOL | 400 ML | * | * | * | * | * | R\$16,49 | R\$16,99 | * | * | * | R\$17,79 | * | * | * | R\$17,79 | R\$16,49 | R\$1,30 | 7,88% | | |
| 2 | ALCOOL EM GEL 70% | GIOVANNA BABY | 500 ML | * | * | * | * | * | R\$25,79 | R\$26,99 | * | * | * | R\$25,79 | * | * | * | R\$26,99 | R\$25,79 | R\$1,20 | 4,65% | | |
| 3 | ALCOOL EM GEL 70% | SANTA CRUZ | 500 ML | * | * | * | * | * | R\$9,99 | * | * | * | * | R\$9,99 | * | * | * | R\$9,99 | R\$9,99 | R\$0,00 | 0,00% | | |
| 4 | CREME DENTAL | CLOSEUP | 90 G | R\$4,29 | R\$3,75 | * | R\$3,69 | * | R\$6,19 | R\$5,99 | * | R\$5,80 | R\$5,00 | R\$3,39 | R\$4,99 | R\$5,99 | R\$5,99 | R\$5,99 | R\$6,19 | R\$3,39 | R\$2,80 | 82,60% | |
| 5 | CREME DENTAL | COLGATE | 90 G | R\$5,35 | R\$5,85 | R\$5,99 | R\$5,89 | R\$5,99 | R\$5,89 | R\$5,49 | R\$5,20 | R\$5,39 | R\$6,79 | R\$5,99 | R\$5,75 | R\$5,75 | R\$6,79 | R\$6,79 | R\$5,35 | R\$1,44 | 26,92% | | |
| 6 | CREME DENTAL | EVEN | 70 G | R\$2,29 | * | R\$3,69 | R\$2,33 | * | R\$2,79 | R\$1,99 | * | R\$2,29 | R\$2,65 | * | R\$2,79 | R\$2,25 | R\$2,79 | R\$3,69 | R\$2,29 | R\$1,60 | R\$0,40 | 20,40% | |
| 7 | CREME DENTAL | SORRISO | 90 G | R\$4,09 | R\$6,95 | R\$4,49 | R\$5,69 | R\$4,99 | R\$7,99 | R\$5,29 | R\$4,39 | R\$5,15 | R\$4,18 | R\$5,39 | R\$6,99 | R\$5,29 | * | R\$4,99 | R\$7,99 | R\$4,09 | R\$3,90 | 95,35% | |
| 8 | CREME DENTAL (DENTES BRANCOS) | ORAL B | 70 G | R\$3,09 | R\$4,49 | R\$3,69 | * | R\$4,68 | R\$5,39 | R\$4,99 | * | R\$3,29 | R\$4,49 | R\$5,39 | R\$3,49 | R\$4,29 | R\$4,25 | * | R\$5,39 | R\$3,09 | R\$2,30 | 74,43% | |
| 9 | CREME DENTAL SENSITIVE | COLGATE | 90 G | R\$16,49 | R\$12,78 | R\$15,90 | * | * | R\$21,99 | * | * | R\$19,90 | * | R\$19,99 | * | * | R\$17,99 | R\$11,95 | R\$21,99 | R\$11,95 | R\$10,04 | 84,02% | |
| 10 | PAPEL HIGIÊNICO | FLORAL | PAQUETE C/ 4 ROLOS | R\$4,25 | * | * | * | * | R\$4,39 | * | * | R\$4,39 | * | R\$4,39 | * | * | R\$4,99 | R\$4,25 | * | R\$4,39 | R\$4,25 | R\$0,14 | 3,31% |
| 11 | PAPEL HIGIÊNICO | FLORAL | PAQUETE C/ 12 ROLOS | * | * | * | * | * | R\$10,99 | * | R\$14,69 | * | * | * | * | * | * | * | R\$14,69 | R\$10,99 | R\$3,70 | 33,67% | |
| 12 | PAPEL HIGIÊNICO | MEL | PAQUETE C/ 4 ROLOS | R\$7,25 | * | * | * | * | R\$6,79 | * | * | * | * | * | * | * | R\$7,25 | R\$8,49 | R\$6,49 | R\$6,79 | R\$1,70 | 25,04% | |
| 13 | PAPEL HIGIÊNICO | NEVE | PAQUETE C/ 4 ROLOS | * | * | * | * | * | R\$9,99 | * | * | R\$9,19 | R\$9,69 | R\$ 9,99 | * | * | * | R\$9,19 | R\$9,69 | R\$0,50 | 5,75% | | |
| 14 | PAPEL HIGIÊNICO | NEVE | PAQUETE C/ 12 ROLOS | * | * | R\$24,50 | R\$26,99 | * | R\$25,99 | R\$24,99 | * | * | R\$25,79 | R\$ 28,99 | * | * | * | R\$28,99 | R\$24,50 | R\$4,49 | 18,33% | | |
| 15 | PAPEL HIGIÊNICO | PERSONAL | PAQUETE C/ 4 ROLOS | * | * | * | * | * | R\$9,59 | * | * | * | * | R\$5,89 | R\$6,25 | * | * | R\$6,25 | R\$9,59 | R\$2,79 | R\$2,79 | 28,84% | |
| 16 | PAPEL HIGIÊNICO | PERSONAL VIP | PAQUETE C/ 16 ROLOS | * | * | R\$29,38 | * | * | R\$29,19 | * | * | * | * | * | * | * | * | R\$29,38 | R\$29,19 | R\$0,19 | 0,65% | | |
| 17 | PAPEL HIGIÊNICO VIP | FLORAL | PAQUETE C/ 16 ROLOS | * | * | * | * | R\$16,79 | * | * | * | * | * | R\$15,99 | * | * | * | R\$16,79 | R\$15,99 | R\$0,80 | 5% | | |
| 18 | PAPEL HIGIÊNICO VIP | VELUD | PAQUETE C/ 12 ROLOS | * | * | R\$17,60 | * | * | * | * | * | * | * | R\$15,29 | * | * | * | R\$17,60 | R\$15,29 | R\$2,31 | 14,60% | | |
| 19 | PAPEL HIGIÊNICO VIP | VELUD | PAQUETE C/ 4 ROLOS | R\$6,79 | * | * | * | * | * | * | R\$7,40 | * | * | R\$6,99 | R\$7,99 | * | * | R\$7,99 | R\$6,79 | R\$1,20 | 17,67% | | |
| 20 | SABONETE | EVEN PRO | 85 G | R\$2,69 | * | * | * | * | R\$2,99 | R\$2,99 | * | R\$1,99 | * | R\$2,99 | R\$2,99 | R\$1,89 | R\$2,99 | R\$2,99 | R\$2,99 | R\$1,89 | R\$1,10 | 58,20% | |
| 21 | SABONETE | FRANCIS | 90 G | R\$3,69 | R\$4,55 | R\$4,59 | R\$2,09 | * | R\$4,39 | * | R\$4,15 | R\$3,19 | R\$4,29 | * | R\$4,49 | R\$3,99 | R\$4,09 | R\$4,09 | R\$2,09 | R\$2,09 | R\$1,50 | 118,62% | |
| 22 | SABONETE | JOHNSONS | 80 G | * | R\$1,99 | R\$2,59 | * | R\$2,49 | * | * | R\$2,29 | * | * | R\$2,79 | R\$3,89 | * | R\$2,79 | R\$3,89 | R\$2,79 | R\$3,89 | R\$1,99 | R\$1,90 | 95,48% |
| 23 | SABONETE | LUX | 85 G | R\$2,39 | R\$2,55 | R\$2,89 | R\$3,29 | R\$2,75 | R\$2,99 | R\$2,99 | R\$2,89 | R\$3,30 | R\$2,49 | R\$4,39 | R\$2,99 | R\$3,99 | R\$2,79 | R\$3,99 | R\$2,99 | R\$3,99 | R\$2,39 | R\$1,60 | 63,88% |
| 24 | SABONETE | PALMOLIVE | 85 G | R\$1,99 | R\$2,05 | R\$2,05 | R\$2,49 | R\$2,10 | R\$2,89 | R\$2,79 | R\$2,39 | R\$2,50 | R\$2,39 | R\$2,99 | * | R\$2,79 | * | R\$2,69 | R\$2,99 | R\$1,99 | R\$1,00 | 50,25% | |
| 25 | SABONETE | PROTEX | 85 G | R\$2,25 | R\$2,63 | R\$3,49 | R\$2,99 | R\$2,58 | R\$3,79 | R\$3,49 | R\$3,69 | R\$3,39 | R\$3,79 | R\$3,79 | R\$2,99 | R\$3,29 | R\$3,25 | R\$3,29 | R\$3,79 | R\$2,25 | R\$1,54 | 68,44% | |
| LAVANDERIA | | | | | | | | | | | | | | | | | | | | | | | |
| 26 | AMACIANTE DE ROUPA | DOWNY | 500 ML | * | * | R\$13,50 | R\$13,99 | R\$12,99 | * | * | R\$14,29 | * | R\$9,99 | * | R\$12,99 | * | R\$12,49 | R\$10,99 | R\$14,29 | R\$9,99 | R\$4,30 | 43,04% | |
| 27 | AMACIANTE DE ROUPA | FOFO | 500 ML | R\$6,69 | * | R\$11,49 | R\$5,98 | * | * | * | R\$9,65 | R\$9,39 | R\$10,99 | * | R\$10,49 | * | R\$10,99 | R\$10,99 | R\$10,99 | R\$5,98 | R\$5,98 | R\$5,98 | 92,14% |
| 28 | SABÃO EM BARRA | BEM-TE-MI | PAQUETE C/ 5 LIND | R\$9,25 | * | R\$9,49 | R\$12,99 | R\$11,35 | R\$9,99 | R\$9,90 | * | * | R\$9,69 | * | R\$9,90 | R\$7,75 | R\$9,79 | R\$12,99 | R\$7,75 | R\$5,24 | R\$7,75 | 67,61% | |
| 29 | SABÃO EM BARRA | GUARANI | PAQUETE C/ 5 LIND | * | * | R\$8,20 | * | * | R\$9,99 | * | * | R\$8,99 | R\$10,99 | * | * | * | * | R\$10,99 | R\$8,20 | R\$2,79 | R\$2,79 | 34,02% | |
| 30 | SABÃO EM BARRA | MINJANO | PAQUETE C/ 5 LIND | R\$11,99 | * | R\$12,99 | R\$14,99 | R\$7,58 | R\$14,99 | * | R\$12,60 | * | R\$13,49 | R\$13,99 | R\$12,99 | R\$10,99 | * | R\$14,99 | R\$7,58 | R\$7,01 | R\$7,84 | 87,84% | |
| 31 | SABÃO EM BARRA | YPE | PAQUETE C/ 5 LIND | R\$10,99 | R\$12,95 | R\$11,99 | * | R\$13,99 | R\$13,99 | R\$12,99 | R\$12,99 | R\$12,99 | R\$13,59 | R\$11,99 | R\$11,99 | R\$12,99 | R\$11,99 | R\$16,99 | R\$10,99 | R\$6,00 | R\$6,00 | 54,60% | |
| 32 | SABÃO EM PÓ (CAIXA) | OMO | 800 G | R\$16,85 | R\$17,69 | * | R\$16,99 | R\$16,99 | R\$19,49 | R\$18,99 | * | R\$16,90 | * | R\$17,99 | R\$16,99 | R\$16,99 | R\$16,99 | R\$18,99 | R\$19,49 | R\$16,85 | R\$2,64 | 15,67% | |
| 33 | SABÃO EM PÓ (CAIXA) | TIKAX YPÉ | 1,6 KG | R\$13,59 | * | * | * | * | R\$18,99 | * | * | * | * | R\$19,99 | * | * | R\$23,89 | R\$23,89 | R\$13,59 | R\$10,30 | R\$3,29 | 75,79% | |
| 34 | SABÃO EM PÓ (SACO) | ALA | 1 KG | * | * | * | * | * | * | * | * | * | * | R\$6,99 | * | * | * | R\$6,99 | R\$6,99 | R\$0,00 | R\$0,00 | 0% | |
| 35 | SABÃO EM PÓ (SACO) | BRILHANTE | 1,6 KG | R\$20,29 | * | R\$21,90 | R\$22,49 | R\$22,29 | R\$29,79 | R\$20,99 | * | R\$21,00 | * | R\$22,99 | R\$24,99 | * | R\$19,99 | R\$28,15 | R\$29,79 | R\$19,99 | R\$9,80 | 49,02% | |
| 36 | SABÃO EM PÓ (SACO) | BRILHANTE | 800 G | R\$10,99 | R\$12,20 | * | * | R\$16,49 | R\$13,99 | R\$14,09 | * | R\$14,99 | R\$14,99 | R\$14,99 | R\$12,99 | R\$11,99 | R\$13,25 | R\$16,49 | R\$10,99 | R\$5,50 | R\$5,50 | 50,05% | |
| 37 | SABÃO EM PÓ (SACO) | OMO | 1,6 KG | R\$27,99 | R\$29,60 | R\$30,90 | R\$33,99 | R\$33,19 | R\$33,90 | * | R\$27,90 | R\$33,49 | R\$39,99 | R\$33,99 | * | R\$24,99 | * | R\$39,99 | R\$24,99 | R\$14,00 | R\$14,00 | 60,02% | |
| 38 | SABÃO EM PÓ (SACO) | OMO | 800 G | R\$9,25 | * | R\$18,20 | * | R\$7,99 | R\$11,99 | R\$10,99 | R\$9,29 | R\$9,20 | R\$9,79 | R\$9,99 | R\$7,99 | R\$9,69 | R\$9,49 | * | R\$18,20 | R\$7,99 | R\$10,21 | 127,78% | |
| 39 | SABÃO EM PÓ (SACO) | TIKAX YPÉ | 800 G | R\$6,45 | * | * | * | R\$10,99 | R\$11,99 | R\$14,29 | * | * | R\$9,99 | * | R\$9,99 | * | * | R\$14,29 | R\$6,45 | R\$5,84 | R\$6,11 | 69,11% | |
| 40 | SABÃO LÍQUIDO | ANEL | 3 L | * | * | R\$48,99 | * | R\$69,99 | R\$59,99 | * | * | R\$47,80 | R\$69,99 | * | R\$49,99 | R\$52,99 | * | * | R\$47,80 | R\$47,80 | R\$12,19 | 25,50% | |
| 41 | SABÃO LÍQUIDO | BRILUX | 3L | R\$27,48 | * | R\$28,99 | * | R\$18,19 | R\$21,99 | * | * | * | * | R\$29,99 | * | * | * | R\$21,99 | R\$18,19 | R\$3,80 | R\$7,87% | | |
| 42 | SABÃO LÍQUIDO | OMO | 3L | R\$39,99 | R\$48,80 | R\$48,90 | * | R\$45,89 | R\$56,99 | R\$46,99 | R\$46,99 | R\$51,19 | * | R\$44,99 | R\$43,90 | R\$44,99 | R\$42,99 | R\$56,99 | R\$39,99 | R\$17,00 | R\$42,51% | | |
| 43 | SABÃO LÍQUIDO | OMO | 5L | * | * | * | * | * | * | * | * | * | * | R\$64,99 | * | * | * | R\$64,99 | R\$64,99 | R\$0,00 | R\$0,00 | 0% | |
| 44 | SABÃO LÍQUIDO | TIKAX IPÉ | 3L | * | R\$35,39 | R\$34,90 | * | R\$22,95 | R\$31,99 | * | R\$36,69 | * | * | R\$39,99 | * | * | R\$27,99 | R\$39,99 | R\$22,95 | R\$17,04 | 74,25% | | |
| LIMPEZA | | | | | | | | | | | | | | | | | | | | | | | |
| 45 | ÁGUA SANITÁRIA | BRILUX | 1 L | R\$4,09 | R\$3,29 | R\$2,79 | R\$3,39 | R\$2,99 | R\$2,69 | R\$3,29 | R\$3,49 | R\$2,99 | R\$2,69 | R\$2,69 | R\$2,69 | R\$3,15 | R\$3,40 | R\$4,75 | R\$4,75 | R\$2,79 | R\$1,96 | 70,25% | |
| 46 | ÁGUA SANITÁRIA | BRILUX | 2L | R\$5,85 | R\$6,40 | R\$5,19 | * | * | R\$5,99 | R\$6,99 | R\$6,79 | R\$6,79 | R\$6,79 | R\$6,79 | R\$6,79 | R\$6,79 | R\$6,79 | R\$6,79 | R\$6,79 | R\$5,85 | R\$5,85 | 92,10% | |
| 47 | ÁGUA SANITÁRIA | DRAGÃO | 1 L | R\$2,69 | R\$2,69 | R\$2,69 | R\$2,49 | R\$2,49 | * | R\$2,09 | R\$2,79 | * | R\$2,39 | R\$2,39 | R\$2,39 | R\$2,35 | R\$2,49 | * | R\$2,39 | R\$2,09 | R\$0,30 | 43,06% | |
| 48 | ÁGUA SANITÁRIA | DRAGÃO | 2L | R\$5,39 | R\$4,99 | R\$5,20 | R\$4,78 | * | R\$4,99 | * | R\$4,99 | * | R\$4,99 | R\$4,99 | R\$5,99 | * | * | R\$5,99 | R\$4,99 | R\$1,30 | R\$1,30 | 27,22% | |
| 49 | ÁGUA SANITÁRIA | OLIMPIO | 1 L | R\$2,25 | R\$2,15 | R\$2,15 | * | R\$2,49 | R\$2,19 | * | R\$2,49 | R\$1,79 | R\$2,29 | R\$2,39 | R\$2,39 | * | R\$2,39 | R\$2,49 | R\$1,79 | R\$1,79 | R\$0,70 | 39,11% | |
| 50 | ÁGUA SANITÁRIA | TUBARÃO | 2 L | R\$4,99 | R\$4,45 | R\$5,20 | R\$5,49 | * | R\$5,19 | R\$4,99 | * | R\$5,15 | R\$5,19 | R\$4,80 | R\$5,29 | R\$5,25 | * | R\$5,49 | R\$4,45 | R\$1,04 | R\$1,04 | 23,37% | |
| 51 | ÁGUA SANITÁRIA | TUBARÃO | 1 L | R\$2,75 | R\$2,35 | R\$2,29 | R\$2,79 | * | R\$2,79 | R\$2,59 | * | R\$2,79 | R\$5,29 | R\$2,59 | R\$2,69 | R\$2,65 | * | R\$5,29 | R\$2,29 | R\$2,29 | R\$3,00 | 131% | |
| 52 | DESINFETANTE | AJAX | 500 ML | * | * | R\$6,49 | * | * | R\$10,49 | * | * | * | * | * | * | * | R\$9,49 | * | R\$10,49 | R\$6,49 | R\$4,00 | 61,63% | |
| 53 | DESINFETANTE | KALPTO | 2 L | * | * | R\$8,80 | R\$10,69 | * | R\$9,29 | * | R\$7,29 | * | R\$9,90 | R\$9,99 | * | * | * | R\$10,69 | R\$7,29 | R\$3,40 | R\$4,64 | 64,64% | |
| 54 | DESINFETANTE | PINHO SOL | 500 L | * | * | R\$7,99 | * | R\$10,25 | R\$9,89 | * | R\$8,19 | * | | | | | | | | | | | |