

**PESQUISA DE PREÇOS - HORTIFÚTI
REALIZADA NO DIA 18 DE MARÇO DE 2026**



N°	PRODUTO	PESO	ASSAI ATACADISTA	BEMAI SUP.	REDE COMPRAS	REDE MENOR PREÇO	SUP. CARREFOUR	SUPERFÁCIL ATACADO	SUP. LATORRE	SUP. MANAÍRA	GALEGO DAS FRUTAS	MANOEL DAS FRUTAS	MARCOS HORTIFRUTI	MUNDO DAS VERDURAS	TONY DA VERDURA	VAL E RANY FRUTAS E VERDURAS	ZÉ DAS FRUTAS	ZUCA DA MACAXEIRA	MAIOR VALOR	MENOR VALOR	DIFERENÇA	DIFERENÇA PERCENTUAL %		
HORTALIÇAS																								
1	PIMENTÃO VERDE	UND									R\$2,00		R\$1,00	R\$1,00	R\$1,00	R\$1,50	R\$ 2,49		R\$2,49	R\$1,00	R\$1,49	149%		
2	BRÓCOLIS NINJA	1 KG				R\$12,99									R\$10,00				R\$12,99	R\$10,00	R\$2,99	29,90%		
3	COUVE-FLOR	1 KG			R\$19,99	R\$13,99			R\$15,99	R\$17,99			R\$15,00	R\$12,00	R\$15,00		R\$14,99		R\$19,99	R\$12,00	R\$7,99	66,58%		
4	MAXIXE	1 KG	R\$12,90		R\$13,99	R\$13,99			R\$15,99	R\$15,99	R\$5,00		R\$15,00	R\$10,00	R\$15,00	R\$10,00	R\$13,99		R\$15,99	R\$5,00	R\$10,99	219,80%		
5	QUIABO	1 KG		R\$16,49	R\$13,99		R\$16,99	R\$4,23	R\$14,99				R\$15,00	R\$10,00	R\$15,00	R\$10,00	R\$14,99		R\$16,99	R\$4,23	R\$12,76	301,65%		
6	VAGEM	1 KG			R\$21,99	R\$13,95		X	R\$29,99	R\$19,99			R\$15,00	R\$12,00	R\$15,00				R\$29,99	R\$12,00	R\$17,99	149,92%		
7	CHUCHU	UND																						
8	FEIJÃO VERDE	1 KG			R\$27,99										R\$3,00	R\$2,00		R\$1,99	R\$3,00	R\$1,00	R\$2,00	200%		
9	CHUCHU	1 KG	R\$7,59	R\$7,29	R\$6,99	R\$6,99	R\$6,59	R\$4,79	R\$6,99	R\$5,99					R\$4,00				R\$7,59	R\$4,00	R\$3,59	89,75%		
10	PIMENTÃO VERDE	1 KG	R\$6,99	R\$6,49	R\$4,99	R\$5,99	R\$6,99	R\$5,99	R\$6,99	R\$8,99					R\$4,00				R\$8,99	R\$4,00	R\$4,99	124,75%		
11	JERIMUM	1 KG	R\$5,65	R\$2,19	R\$4,99	R\$4,29	R\$2,89	R\$2,89	R\$6,99	R\$3,99	R\$6,00		R\$5,99	R\$4,00	R\$5,00	R\$5,00	R\$4,99	R\$5,00	R\$6,99	R\$2,19	R\$4,80	219,18%		
12	REPOLHO VERDE	1 KG			R\$7,99	R\$6,99	R\$6,99	R\$4,29	R\$7,49	R\$7,99	R\$7,00		R\$6,99	R\$5,00	R\$5,00		R\$7,99		R\$7,99	R\$4,29	R\$3,70	86,25%		
13	BERINGELA	1 KG	R\$4,65	R\$4,19	R\$6,49	R\$5,99	R\$5,99	R\$5,79	R\$5,99	R\$5,99			R\$6,99		R\$7,00	R\$5,00	R\$5,99		R\$7,00	R\$4,19	R\$2,81	67,06%		
14	PEPINO	1 KG	R\$4,99	R\$7,99	R\$6,99	R\$5,99	R\$4,99	R\$6,18	R\$6,99	R\$6,99	R\$7,00		R\$6,99	R\$5,00	R\$7,00	R\$5,00	R\$5,99		R\$7,99	R\$4,99	R\$3,00	60,12%		
15	TOMATE	1 KG			R\$8,99	R\$8,99	R\$8,49	R\$7,99	R\$8,99	R\$9,99	R\$7,00		R\$6,99	R\$5,00	R\$7,00	R\$8,00	R\$7,99		R\$9,99	R\$5,00	R\$4,99	99,80%		
16	ABOBRINHA	1 KG			R\$6,49	R\$5,99	R\$5,79	R\$5,99	R\$4,88	R\$6,99	R\$7,00		R\$6,99	R\$5,00	R\$7,00	R\$5,00	R\$5,99		R\$7,00	R\$4,88	R\$2,12	43,44%		
17	BRÓCOLIS NINJA	300 G			R\$11,29					R\$9,99	R\$11,99								R\$11,99	R\$9,99	R\$2,00	20,02%		
18	BRÓCOLIS NINJA	UND											R\$12,00	R\$10,00					R\$12,00	R\$10,00	R\$2,00	20%		
19	QUIABO	MOLHO	R\$13,90		R\$13,99	R\$13,95				R\$14,99	R\$15,99			R\$10,00					R\$15,99	R\$10,00	R\$5,99	59,90%		
FRUTAS																								
20	ABACATE	1 KG		R\$6,99	R\$6,99	R\$6,99	R\$12,99	R\$8,35	R\$12,99	R\$7,99		R\$8,00	R\$8,00				R\$7,00	R\$8,99	R\$10,00	R\$12,99	R\$6,99	R\$6,00	85,84%	
21	ABACAXI	UND	R\$4,29	R\$7,49	R\$6,99	R\$7,49	R\$6,29	R\$5,49		R\$8,99	R\$4,00	R\$6,00	R\$7,00	R\$6,00		R\$8,00	R\$7,99	R\$7,00	R\$8,99	R\$4,00	R\$4,99	124,75%		
22	ACEROLA	1 KG			R\$3,99					R\$3,99	R\$7,99						R\$14,99		R\$14,99	R\$3,99	R\$11,00	275,69%		
23	AMEIXA FRESCA	1 KG	R\$ 9,90	R\$14,49	R\$20,99	R\$17,90	R\$19,99	R\$25,99		R\$19,99		R\$15,00				R\$20,00	R\$14,99		R\$25,99	R\$9,90	R\$16,09	162,53%		
24	BANANA COMPRIDA	1 KG		R\$8,49	R\$8,99	R\$8,49				R\$9,99	R\$9,99	R\$8,00	R\$8,00			R\$6,00	R\$8,99	R\$8,00	R\$9,99	R\$6,00	R\$3,99	66,50%		
25	BANANA MAÇA	1 KG	R\$7,99	R\$8,59	R\$6,99	R\$8,79	R\$7,69	R\$8,89	R\$9,99	R\$6,99	R\$10,00	R\$3,50					R\$8,99	R\$8,00	R\$10,00	R\$3,50	R\$6,50	185,71%		
26	BANANA PACOVAN	1 KG	R\$3,79	R\$4,99	R\$4,99	R\$4,29	R\$4,99	R\$4,99		R\$4,99	R\$4,00	R\$3,00				R\$3,50	R\$3,99	R\$4,00	R\$4,99	R\$3,00	R\$1,99	66,33%		
27	BANANA PRATA	1 KG			R\$5,99	R\$5,99	R\$5,59	R\$6,59	R\$6,49	R\$5,99		R\$3,50	R\$5,00				R\$5,99		R\$6,59	R\$3,50	R\$3,09	88,29%		
28	GOIABA	1 KG	R\$6,99	R\$6,49	R\$6,99	R\$5,49	R\$6,99	R\$7,15	R\$4,99	R\$7,99	R\$8,00		R\$7,00			R\$7,00	R\$6,99	R\$7,00	R\$8,00	R\$4,99	R\$3,01	60,32%		
29	GRAVIOLA	1 KG			R\$15,99	R\$9,99							R\$11,99		R\$12,00				R\$15,99	R\$9,99	R\$6,00	60,06%		
30	KIWI	1 KG	R\$28,90		R\$28,99	R\$28,90	R\$35,99	R\$29,99	R\$33,99	R\$34,99							R\$27,00	R\$29,99	R\$35,99	R\$27,00	R\$8,99	33,30%		
31	KIWI SUNGOLD	1 KG															R\$44,99		R\$44,99	R\$44,99	R\$0,00			
32	LARANJA BAHIA	1 KG	R\$8,49			R\$13,99	R\$12,99			R\$10,99	R\$11,99						R\$14,99		R\$14,99	R\$8,49	R\$6,50	76,56%		
33	LARANJA MIMO	1 KG	R\$5,89	R\$7,49	R\$6,99	R\$7,39	R\$3,89			R\$6,99	R\$7,99		R\$8,00				R\$7,99	R\$8,00	R\$8,00	R\$3,89	R\$4,11	105,66%		
34	LARANJA PÉRA	1 KG	R\$2,79	R\$2,79	R\$3,49	R\$2,99	R\$1,89	R\$3,49	R\$2,39	R\$2,99	R\$3,00	R\$4,00	R\$2,99	R\$2,50		R\$3,80	R\$3,99	R\$3,50	R\$4,00	R\$1,89	R\$2,11	111,64%		
35	LIMÃO	1 KG			R\$3,49	R\$3,49	R\$3,29	R\$3,99	R\$ 3,39			R\$ 7,00	R\$5,00	R\$5,00			R\$4,00	R\$4,99	R\$5,00	R\$7,00	R\$3,29	R\$3,71	112,77%	
36	MAÇA ARGENTINA	1 KG	R\$14,90	R\$19,49	R\$16,99	R\$19,90		R\$16,99	R\$16,99	R\$15,99			R\$17,00	R\$14,99					R\$17,99	R\$19,90	R\$14,90	R\$5,00	33,56%	
37	MAÇA FUJI NAC	1 KG	R\$14,90	R\$11,99	R\$11,99	R\$11,99	R\$11,99	R\$13,99		R\$14,99	R\$15,00		R\$12,00						R\$16,99	R\$15,00	R\$16,99	R\$11,99	R\$5,00	41,70%
38	MAMÃO FORMOSA	1 KG	R\$6,49	R\$6,99	R\$4,99	R\$3,99	R\$6,49	R\$4,79		R\$7,99	R\$5,99		R\$5,00		R\$3,99				R\$7,99	R\$3,99	R\$4,00	100,25%		
39	MAMÃO HAWAÍ	1 KG	R\$8,89	R\$4,49	R\$5,49					R\$4,99	R\$4,99	R\$5,00		R\$5,00		R\$4,00	R\$4,99		R\$8,89	R\$4,00	R\$4,89	122,25%		
40	MAMÃO PAPAYA	1 KG	R\$8,89	R\$9,99	R\$6,99	R\$8,99	R\$8,79	R\$5,69	R\$10,99	R\$7,99									R\$10,99	R\$5,69	R\$5,30	93,15%		
41	MANGA ESPADA	1 KG			R\$5,99	R\$4,99	R\$5,99					R\$6,00							R\$8,49	R\$4,99	R\$3,50	70,14%		
42	MANGA ROSA	1 KG			R\$6,49	R\$4,99	R\$5,99	R\$9,99	R\$8,22	R\$9,99	R\$3,99	R\$7,00	R\$6,00			R\$7,00	R\$6,99		R\$9,99	R\$3,99	R\$6,00	150,38%		
43	MANGA TOMMY	1 KG	R\$3,49	R\$4,99	R\$4,99		R\$5,99	R\$5,99	R\$5,99	R\$5,99			R\$5,00	R\$5,99		R\$6,00	R\$5,99	R\$6,00	R\$6,00	R\$3,49	R\$2,51	71,92%		
44	MARACUJÁ	1 KG	R\$8,99	R\$10,99	R\$9,89		R\$11,99	R\$12,99	R\$8,99	R\$11,99	R\$10,00	R\$10,00	R\$10,00			R\$10,00	R\$10,99	R\$10,00	R\$12,99	R\$8,99	R\$4,00	44,49%		
45	MELANCIA	1 KG			R\$3,10	R\$2,99	R\$2,59	R\$1,69	R\$2,99		R\$ 4,00	R\$3,50	R\$2,80						R\$2,99	R\$3,50	R\$4,00	R\$1,69	136,69%	
46	MELANCIA BABY	1 KG	R\$4,49	R\$3,69	R\$4,79	R\$10,99	R\$4,99	R\$4,99	R\$6,49	R\$4,99		R\$5,00	R\$3,99						R\$4,99	R\$5,00	R\$10,99	R\$3,69	R\$7,30	197,83%

47	MELÃO ESPANHOL	1 KG		R\$3,99	R\$4,99	R\$13,49	R\$5,99	R\$3,59	R\$10,99	R\$3,99	R\$6,00	R\$5,00	R\$4,99			R\$3,50	R\$ 4,99	R\$6,00	R\$13,49	R\$3,50	R\$9,99	285,43%		
48	MELÃO GALIA	1 KG			R\$4,99	R\$6,99				R\$4,99		R\$5,00	R\$4,99				R\$4,99	R\$6,99	R\$4,99	R\$2,00	R\$2,00	40,08%		
49	MELÃO PORTUGUÊS	1 KG	R\$3,49	R\$5,89	R\$4,99	R\$2,29	R\$5,89	R\$5,89	R\$3,99	R\$4,99		R\$5,00	R\$4,99				R\$3,99	R\$5,00	R\$5,89	R\$2,29	R\$3,60	157,21%		
50	PERA IMPORTADA	1 KG		R\$19,99		R\$17,90	R\$19,99			R\$18,99	R\$17,99		R\$25,00	R\$15,00				R\$23,99	R\$25,00	R\$15,00	R\$10,00	66,67%		
51	UVA BRANCA S/SEMENTE	1 KG	R\$9,90							R\$29,98	R\$11,99								R\$29,98	R\$9,90	R\$20,08	202,83%		
52	UVA ISABEL	1 KG										R\$10,00						R\$13,99	R\$8,00	R\$13,99	R\$5,99	74,88%		
53	UVA ITÁLIA	1 KG		R\$11,99						R\$18,99	R\$14,99	R\$15,00	R\$13,00	R\$14,99				R\$15,99		R\$18,99	R\$11,99	R\$7,00	58,38%	
FOLHAGENS																								
54	ACELGA	1 KG			R\$9,99				R\$0,00	R\$8,99		R\$8,00		R\$9,00	R\$6,00	R\$10,00	R\$8,00	R\$9,99		R\$10,00	R\$0,00	R\$10,00		
55	COUVE FOLHA	MOLHO		R\$3,00				R\$2,89	R\$2,49			R\$2,50		R\$2,00	R\$2,00	R\$2,00	R\$2,00	R\$3,49		R\$3,49	R\$2,00	R\$1,49	74,50%	
56	ALFACE ROXA	MOLHO	R\$3,69		R\$3,99				R\$4,49	R\$5,99					R\$2,50	R\$3,00	R\$2,50	R\$3,49		R\$5,99	R\$2,50	R\$3,49	139,60%	
57	CEBOLINHA	MOLHO	R\$2,99	R\$3,49	R\$3,29	R\$3,99	R\$3,19	R\$2,79	R\$3,99	R\$2,99	R\$3,00			R\$2,00	R\$2,00	R\$3,00	R\$2,50	R\$3,49		R\$3,99	R\$2,00	R\$1,99	99,50%	
58	COENTRO	MOLHO		R\$4,49	R\$3,99	R\$3,99	R\$3,49	R\$2,59	R\$3,99	R\$2,99	R\$3,00			R\$2,50	R\$2,00	R\$3,00	R\$3,00	R\$3,99		R\$4,49	R\$2,00	R\$2,49	124,50%	
59	SALSA	MOLHO	R\$2,69	R\$2,99	R\$3,99	R\$3,99	R\$2,69	R\$2,99	R\$3,99	R\$2,99				R\$2,50	R\$2,00	R\$3,00	R\$2,50	R\$3,49		R\$3,99	R\$2,00	R\$1,99	99,50%	
60	ALFACE AMERICANA	MOLHO		R\$4,99	R\$3,99	R\$3,99	R\$5,29	R\$4,66	R\$3,65	R\$9,99	R\$3,00			R\$3,00	R\$2,50	R\$4,00	R\$3,00	R\$4,49		R\$9,99	R\$2,50	R\$7,49	299,60%	
61	ALFACE CRESPA	MOLHO	R\$3,75	R\$4,69	R\$4,49	R\$4,49	R\$3,49	R\$3,39	R\$4,49	R\$5,99	R\$3,00			R\$3,00	R\$3,00	R\$4,00	R\$3,00	R\$3,49		R\$5,99	R\$3,00	R\$2,99	99,67%	
62	ESPINAFRE	MOLHO	R\$2,49		R\$2,89	R\$3,99			R\$3,29	R\$4,99	R\$2,99				R\$2,50	R\$2,50	R\$4,00	R\$2,50	R\$3,49		R\$4,99	R\$2,49	R\$2,50	100,40%
DA TERRA																								
63	CEBOLA ROXA	1 KG	R\$7,69	R\$6,49	R\$8,99	R\$6,99	R\$4,99	R\$7,99	R\$8,99	R\$8,99	R\$7,00			R\$6,99	R\$5,00	R\$10,00	R\$8,00	R\$7,99		R\$10,00	R\$4,99	R\$5,01	100,40%	
64	INHAME	1 KG	R\$16,90	R\$12,99	R\$13,99	R\$13,90	R\$18,49	R\$16,99	R\$15,99	R\$16,99						R\$15,00		R\$14,99	R\$17,00	R\$18,49	R\$12,99	R\$5,50	42,34%	
65	COCO SECO	1 KG	R\$7,99		R\$4,99					R\$5,99						R\$20,00				R\$20,00	R\$4,99	R\$15,01	300,80%	
66	ALHO-PORÓ	1 KG								R\$29,99						R\$30,00		R\$31,99		R\$31,99	R\$29,99	R\$2,00	6,67%	
67	ALHO	1 KG	R\$ 16,90	R\$24,99	R\$24,99	R\$ 21,90	R\$18,99	R\$22,99			R\$29,99			R\$30,00	R\$19,00	R\$ 35,00		R\$34,99	R\$ 38,00	R\$38,00	R\$16,90	R\$21,10	124,85%	
68	ALHO-PORÓ	UND		R\$7,19	R\$3,99											R\$5,00	R\$5,00	R\$5,00		R\$7,19	R\$3,99	R\$3,20	80,20%	
69	COCO SECO	UND		R\$4,99		R\$3,99	R\$7,59	R\$5,89			R\$4,99					R\$3,00	R\$5,00			R\$7,59	R\$3,00	R\$4,59	153%	
70	MACAXEIRA	1 KG	R\$3,79	R\$4,99	R\$4,99	R\$4,79	R\$5,99	R\$4,49	R\$4,99	R\$4,99	R\$5,00			R\$5,00	R\$4,50	R\$5,00	R\$4,00	R\$4,99	R\$5,00	R\$5,99	R\$3,79	R\$2,20	58,05%	
71	BETERRABA	1 KG	R\$8,49	R\$5,19	R\$7,99		R\$8,59	R\$5,26	R\$8,49	R\$7,99	R\$7,00			R\$6,99	R\$5,00	R\$6,00	R\$7,00	R\$7,99		R\$8,59	R\$5,00	R\$3,59	71,80%	
72	CEBOLA	1 KG	R\$5,79	R\$5,49	R\$4,49	R\$5,39	R\$4,99	R\$4,99	R\$4,99	R\$5,99	R\$7,00			R\$6,99	R\$5,00	R\$6,00	R\$5,00	R\$5,99		R\$7,00	R\$4,49	R\$2,51	55,90%	
73	BATATA DOCE	1 KG	R\$5,49	R\$4,49	R\$5,99	R\$5,99	R\$6,49	R\$5,59	R\$5,99	R\$5,99	R\$6,00			R\$5,99	R\$5,00	R\$7,00	R\$5,00	R\$5,99	R\$5,00	R\$7,00	R\$4,49	R\$2,51	55,90%	
74	BATATA DOCE BRANCA	1 KG			R\$6,99						R\$7,99					R\$5,99	R\$5,00	R\$7,00		R\$5,00	R\$7,99	R\$5,00	R\$2,99	59,80%
75	BATATA INGLESA	1 KG	R\$5,99	R\$8,99	R\$8,99	R\$6,99	R\$8,99	R\$9,59	R\$7,99	R\$7,99	R\$7,00			R\$6,99	R\$5,00	R\$7,00	R\$7,00	R\$7,99		R\$9,59	R\$5,00	R\$4,59	91,80%	
76	CENOURA	1 KG	R\$9,49	R\$7,99	R\$7,99	R\$8,29	R\$9,89	R\$6,99	R\$9,99	R\$8,99	R\$7,00			R\$6,99	R\$5,00	R\$7,00	R\$7,00	R\$7,99		R\$9,99	R\$5,00	R\$4,99	99,80%	
77	CARÁ	1 KG	R\$6,99	R\$6,99	R\$7,99	R\$6,79	R\$8,99	R\$6,99	R\$6,99	R\$8,99	R\$10,00			R\$8,00	R\$6,00	R\$8,00	R\$8,00	R\$8,99	R\$9,00	R\$10,00	R\$6,00	R\$4,00	66,67%	

Total de estabelecimentos pesquisados: 16

Total de itens pesquisados: 77

(-) Menor variação: ALHO-PORÓ, 1 KG	6,67%
(+) Maior variação: QUIABO, MOLHO	301,65%

Endereços pesquisados:	
Estabelecimentos	endereço
ASSAÍ ATACADISTA	AVENIDA PRESIDENTE EPITÁCIO PESSOA - BAIRRO DOS ESTADOS
BEMAIS SUPERMERCADOS	RUA EMPRESÁRIO JOÃO RODRIGUES ALVES, 750 - BANCÁRIOS
GALEGO DAS FRUTAS	RUA JOSEFA TAVEIRA - 42 - MANGABEIRA
MANOEL DAS FRUTAS	AVENIDA DOM PEDRO II - SN - CENTRO
MARCOS HORTIFRUTI	RUA JOSEFA TAVEIRA - 1250 - MANGABEIRA I
MUNDO DAS VERDURAS	RUA MARECHAL ALMEIDA BARRETO- 446 - CENTRO
REDE COMPRAS	FRANCISCO LEOCARDIO RIBEIRO COUTINHO, 601 - AEROCULUBE
REDE MENOR PREÇO	RUA JOAQUIM PIRES FERREIRA - BAIRRO DOS ESTADOS
SUP. CARREFOUR	RUA EMPRESÁRIO JOÃO RODRIGUES ALVES, 100 - BANCÁRIOS
SUPERFÁCIL ATACADO	RUA DIÓGENES CHIANCA, 1443 - ÁGUA FRIA

SUPERMERCADO LATORRE	RUA BARÃO DE MAMANGUAPE, 610 - TORRE
SUPERMERCADO MANAÍRA	AVENIDA JOÃO CÂNCIO DA SILVA, 493 - MANAÍRA
TONY DA VERDURA	MERCADO CENTRAL
VAL E RANY FRUTAS E VERDURAS	BAIRRO DOS ESTADOS
ZÉ DAS FRUTAS	RUA CARNEIRO DA CUNHA - 466 - TORRE
ZUCA DA MACAXEIRA	RUA CARNEIRO DA CUNHA - TORRE

Pesquisa realizada no dia 18 de março de 2026

Coordenador de Pesquisa: Alex Carvalho Filho

Avenida Dom Pedro I, 382 - Centro

Telefones: 0800-083 2015 - 3213-4702

Pesquisadores: Júnior, Roberval, Israel, Júnior, Francisco e Otávio.

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