

PESQUISA DE PREÇOS - PRODUTOS DE HIGIENE (CESTA BÁSICA)
REALIZADA NO DIA 27 DE MAIO DE 2026



Nº	PRODUTO	MARCA	PESO/ QTD.	ASSAI ATACADISTA	ATACADÃO	BEMAIS SUP.	HIPER MATEUS	O CESTÃO	REDE COMPRAS	REDE MENOR PREÇO	SUPER BOX BRASIL	SUPERFÁCIL ATACADO	SUP. LATORRE	SUP. MANAÍRA	SUP. MENDONÇA	SUP. SÃO JOÃO	VAREJÃO SUP.	MAIOR VALOR	MENOR VALOR	DIFERENÇA	DIFERENÇA PERCENTUAL %	
HIGIENE PESSOAL																						
1	ALCOOL EM GEL 70%	COPERACOOOL	400 G	R\$16,90					R\$16,49				R\$17,79			R\$9,99		R\$17,79	R\$9,99	R\$7,80	78,08%	
2	ALCOOL EM GEL 70%	GIOVANNA BABY	500 ML	R\$22,39					R\$25,99				R\$25,79	R\$26,99				R\$26,99	R\$22,39	R\$4,60	20,54%	
3	CREME DENTAL	EVEN	70 G	R\$3,75		R\$2,79	R\$2,35	R\$2,49	R\$2,49	R\$2,19	R\$2,45	R\$2,49	R\$3,05			R\$2,25	R\$2,99	R\$3,75	R\$2,19	R\$1,56	71,23%	
4	CREME DENTAL	CLOSEUP	90 G	R\$5,95	R\$6,19	R\$7,09	R\$4,29		R\$3,49	R\$5,99	R\$5,80	R\$5,99	R\$6,05	R\$4,99	R\$5,49	R\$3,25		R\$7,09	R\$3,25	R\$3,84	118,15%	
5	CREME DENTAL	SORRISO	90 G	R\$4,59	R\$4,69	R\$3,69	R\$3,99	R\$5,49	R\$7,49	R\$5,29	R\$5,15	R\$4,59	R\$5,45	R\$4,59	R\$6,49	R\$4,99	R\$2,99	R\$7,49	R\$2,99	R\$4,50	150,50%	
6	CREME DENTAL	COLGATE	90 G	R\$6,19	R\$5,49		R\$4,99	R\$6,99	R\$5,99	R\$6,49	R\$4,99	R\$5,79	R\$6,89	R\$5,99	R\$5,49	R\$6,49		R\$6,99	R\$4,99	R\$2,00	40,08%	
7	CREME DENTAL (DENTES BRANCOS)	ORAL B	70 G	R\$4,75	R\$3,30	R\$5,39	R\$5,19		R\$5,39	R\$4,99	R\$3,29	R\$4,79	R\$3,65	R\$3,49	R\$3,49	R\$4,25	R\$4,29	R\$5,39	R\$3,29	R\$2,10	63,83%	
8	CREME DENTAL SENSITIVE	COLGATE	90 G	R\$16,90	R\$15,50		R\$19,98	R\$18,99	R\$19,99	R\$21,99	R\$19,90	R\$24,49	R\$20,19	R\$19,99	R\$16,99	R\$10,49	R\$14,49	R\$24,49	R\$10,49	R\$14,00	133,46%	
9	PAPEL HIGIÊNICO	FLORAL	PACOTE C/ 4 ROLOS	R\$4,49	R\$4,20		R\$4,65		R\$4,39	R\$4,49		R\$4,49	R\$4,75	R\$4,49	R\$4,59	R\$4,25		R\$4,75	R\$4,20	R\$0,55	13,10%	
10	PAPEL HIGIÊNICO	PERSONAL VIP	PACOTE C/ 16 ROLOS	R\$22,19	R\$29,83						R\$ 15,50				R\$29,99			R\$29,99	R\$ 15,50	R\$14,49	93,48%	
11	PAPEL HIGIÊNICO	MILI	PACOTE C/ 4 ROLOS					R\$8,99	R\$7,69			R\$7,69	R\$7,99			R\$7,99	R\$7,25	R\$7,79	R\$8,99	R\$7,25	R\$1,74	24%
12	PAPEL HIGIÊNICO	NEVE	PACOTE C/ 12 ROLOS	R\$24,39	R\$19,62			R\$27,99	R\$25,99	R\$23,99		R\$28,99	R\$26,05	R\$26,99				R\$28,99	R\$19,62	R\$9,37	47,76%	
13	PAPEL HIGIÊNICO	NEVE	PACOTE C/ 4 ROLOS	R\$9,59					R\$8,99			R\$9,39	R\$8,49	R\$8,99		R\$9,99		R\$9,99	R\$8,49	R\$1,50	17,67%	
14	PAPEL HIGIÊNICO	FLORAL	PACOTE C/ 12 ROLOS					R\$12,99	R\$12,39	R\$12,99	R\$10,99	R\$11,79	R\$13,15		R\$12,49			R\$13,15	R\$10,99	R\$2,16	19,65%	
15	PAPEL HIGIÊNICO	PERSONAL	PACOTE C/ 4 ROLOS		R\$5,60						R\$6,90		R\$9,09	R\$7,99	R\$6,99			R\$9,09	R\$5,60	R\$3,49	62,32%	
16	PAPEL HIGIÊNICO VIP	VELUD	PACOTE C/ 4 ROLOS					R\$7,99			R\$6,90		R\$7,59		R\$6,99	R\$7,99		R\$7,99	R\$6,90	R\$1,09	15,80%	
17	PAPEL HIGIÊNICO VIP	VELUD	PACOTE C/ 12 ROLOS	R\$23,90				R\$20,99			R\$18,90		R\$20,19	R\$15,99	R\$12,49			R\$23,90	R\$12,49	R\$11,41	91,35%	
18	PAPEL HIGIÊNICO VIP	FLORAL	PACOTE C/ 16 ROLOS						R\$16,79			R\$16,99		R\$16,99	R\$16,99			R\$16,99	R\$16,79	R\$0,20	1,19%	
19	SABONETE	EVEN PRO	85 G		R\$1,99	R\$3,09	R\$2,59		R\$2,99	R\$3,29	R\$3,20	R\$1,79	R\$3,19	R\$2,99	R\$2,75	R\$2,59	R\$2,99	R\$3,29	R\$1,79	R\$1,50	83,80%	
20	SABONETE	LUX	85 G	R\$2,69	R\$2,89	R\$3,59	R\$2,75	R\$2,99	R\$2,99	R\$3,29	R\$3,30	R\$2,09	R\$2,99	R\$2,99	R\$2,39	R\$2,79		R\$3,59	R\$2,09	R\$1,50	71,77%	
21	SABONETE	PROTEX	85 G	R\$2,55	R\$3,59	R\$3,29	R\$3,55	R\$3,99	R\$2,79	R\$2,79	R\$2,99	R\$2,59	R\$3,79	R\$2,99	R\$2,99	R\$3,25	R\$3,29	R\$3,99	R\$2,55	R\$1,44	56,47%	
22	SABONETE	FRANCIS	90 G	R\$3,99	R\$4,59	R\$4,59	R\$2,69	R\$4,49	R\$4,69	R\$4,89	R\$4,15		R\$4,59	R\$2,99			R\$4,15	R\$4,89	R\$2,69	R\$2,20	81,78%	
23	SABONETE	PALMOLIVE	85 G	R\$2,14	R\$2,49	R\$2,59	R\$2,58	R\$2,99	R\$2,89	R\$1,99	R\$2,50	R\$3,49	R\$2,99		R\$2,29		R\$2,99	R\$3,49	R\$1,99	R\$1,50	75,38%	
24	SABONETE	JOHNSONS	80 G	R\$2,95			R\$2,49	R\$2,69	R\$2,59	R\$2,89	R\$2,30		R\$2,79	R\$2,79	R\$2,99		R\$2,99	R\$2,99	R\$2,30	R\$4,79	30,00%	
LAVANDERIA																						
25	AMACIANTE DE ROUPA	FOFO	500 ML	R\$7,69	R\$9,90			R\$6,99		R\$11,99		R\$14,49	R\$10,99				R\$9,99	R\$14,49	R\$6,99	R\$7,50	107,30%	
26	AMACIANTE DE ROUPA	DOWNY	500 ML	R\$13,25	R\$13,50		R\$13,48	R\$13,99	R\$14,29	R\$13,99	R\$12,70		R\$12,99	R\$12,99	R\$13,99			R\$14,29	R\$12,70	R\$1,59	12,52%	
27	AMACIANTE DE ROUPA	FOFO	1.5 L		R\$25,90							R\$27,90						R\$27,90	R\$25,90	R\$2,00	7,72%	
28	AMACIANTE DE ROUPA	COMFORT	1.8 ML													R\$24,99		R\$24,99	R\$24,99	R\$0,00		
29	SABÃO EM BARRA	BEM-TE-VI	PACOTE C/ 5 UND				R\$11,35	R\$10,99	R\$7,99	R\$9,99		R\$10,49	R\$9,49	R\$8,99			R\$11,99	R\$11,99	R\$7,99	R\$4,00	50%	
30	SABÃO EM BARRA	MINUANO	PACOTE C/ 5 UND	R\$12,65			R\$10,99		R\$12,69	R\$14,99	R\$13,50	R\$12,39	R\$12,99	R\$13,99				R\$14,99	R\$10,99	R\$4,00	36,40%	
31	SABÃO EM BARRA	YPÉ	PACOTE C/ 5 UND	R\$11,69			R\$8,98	R\$12,99	R\$11,69	R\$13,99	R\$13,50		R\$12,99	R\$11,99				R\$13,99	R\$8,98	R\$5,01	55,79%	
32	SABÃO EM BARRA	GUARANI	PACOTE C/ 5 UND	R\$8,65					R\$8,49		R\$9,50	R\$9,59						R\$9,59	R\$8,49	R\$1,10	12,96%	
33	SABÃO EM PÓ (SACO)	OMO	400 G		R\$8,99				R\$11,99	R\$10,99		R\$9,79	R\$9,99	R\$7,99	R\$8,99	R\$9,49		R\$11,99	R\$7,99	R\$4,00	50,06%	
34	SABÃO EM PÓ (SACO)	BRILHANTE	800 G		R\$12,49	R\$11,99	R\$13,25		R\$8,99		R\$13,60	R\$15,79	R\$14,99	R\$14,99	R\$10,49	R\$11,99	R\$15,99	R\$15,99	R\$8,99	R\$7,00	77,86%	
35	SABÃO EM PÓ (SACO)	TIXAN YPÉ	800 G		R\$18,20		R\$15,15		R\$10,99	R\$11,99		R\$11,29	R\$11,59	R\$10,99				R\$18,20	R\$10,99	R\$7,21	65,61%	
36	SABÃO EM PÓ (SACO)	ALA	1 KG									R\$5,49			R\$5,99	R\$7,99		R\$7,99	R\$5,49	R\$2,50	45,54%	
37	SABÃO EM PÓ (SACO)	OMO	1.6 KG		R\$30,90	R\$34,90	R\$18,98	R\$34,99	R\$32,99	R\$23,99	R\$35,90		R\$39,99	R\$33,99	R\$30,99	R\$24,99	R\$33,95	R\$39,99	R\$18,98	R\$21,01	110,70%	
38	SABÃO EM PÓ (SACO)	BRILHANTE	1.6 KG		R\$19,90		R\$21,98		R\$27,99	R\$20,99	R\$21,50	R\$20,99	R\$22,99	R\$24,99	R\$16,99			R\$27,99	R\$16,99	R\$11,00	64,74%	
39	SABÃO EM PÓ (CAIXA)	OMO	800 G				R\$9,99	R\$19,99	R\$18,99	R\$9,20	R\$18,99	R\$17,99	R\$16,99	R\$16,99	R\$16,99	R\$16,99	R\$18,99	R\$19,99	R\$9,20	R\$10,79	117,28%	
40	SABÃO EM PÓ (CAIXA)	TIXAN YPÉ	1.6 KG		R\$20,90		R\$18,49	R\$23,99	R\$19,90			R\$31,49	R\$19,99	R\$19,99				R\$31,49	R\$18,49	R\$13,00	70,31%	
41	SABÃO LÍQUIDO	TIXAN IPÉ	3 L	R\$36,69	R\$35,90		R\$23,49			R\$34,99			R\$38,49				R\$35,99	R\$38,49	R\$23,49	R\$15,00	63,86%	
42	SABÃO LÍQUIDO	BRILUX	3 L	R\$22,39	R\$28,90	R\$33,99	R\$23,48		R\$31,99	R\$26,99	R\$31,50	R\$26,89	R\$31,49	R\$29,99	R\$31,99			R\$33,99	R\$22,39	R\$11,60	51,81%	
43	SABÃO LÍQUIDO	OMO	3 L	R\$40,99	R\$46,90	R\$41,99		R\$46,99	R\$46,99	R\$29,99	R\$47,80	R\$50,99	R\$38,99	R\$44,99	R\$36,99	R\$44,99	R\$39,90	R\$50,99	R\$29,99	R\$21,00	70,02%	
44	SABÃO LÍQUIDO	ARIEL	3 L						R\$58,99	R\$59,99	R\$52,50		R\$59,99	R\$49,99	R\$48,99	R\$49,99		R\$59,99	R\$48,99	R\$11,00	22,45%	
45	SABÃO LÍQUIDO	OMO	5 L		R\$61,90										R\$69,99			R\$69,99	R\$61,90	R\$8,09	13,07%	

Nº	PRODUTO	MARCA	PESO/ QTD.	ASSAI ATACADISTA	ATACADÃO	BEMAI SUP.	HIPER MATEUS	O CESTÃO	REDE COMPRAS	REDE MENOR PREÇO	SUPER BOX BRASIL	SUPERFÁCIL ATACADO	SUP. LATORRE	SUP. MANAÍRA	SUP. MENDONÇA	SUP. SÃO JOÃO	VAREJÃO SUP.	MAIOR VALOR	MINOR VALOR	DIFERENÇA	DIFERENÇA PERCENTUAL %
LIMPEZA																					
46	ÁGUA SANITÁRIA	OLIMPO	1 L	R\$2,19	R\$2,29	R\$2,19	R\$2,29	R\$2,49	R\$2,49	R\$2,29	R\$2,60	R\$2,19	R\$2,49	R\$2,79		R\$2,29		R\$2,79	R\$2,19	R\$0,60	27,40%
47	ÁGUA SANITÁRIA	BRILUX	1 L	R\$3,29		R\$3,69	R\$2,99	R\$3,49	R\$2,99	R\$3,39	R\$2,99	R\$3,79	R\$3,09	R\$3,49	R\$3,75	R\$3,59	R\$3,39	R\$3,79	R\$2,99	R\$0,80	26,76%
48	ÁGUA SANITÁRIA	DRAGÃO	1 L	R\$2,89	R\$2,99	R\$2,59	R\$1,98	R\$2,69		R\$2,59	R\$2,79	R\$2,29	R\$2,69	R\$2,49	R\$2,69			R\$2,99	R\$1,98	R\$1,01	51,01%
49	ÁGUA SANITÁRIA	TUBARÃO	1 L	R\$2,45		R\$2,79	R\$2,49		R\$2,79	R\$2,59	R\$2,79	R\$2,29	R\$2,59	R\$2,99	R\$2,79			R\$2,99	R\$2,29	R\$0,70	30,57%
50	ÁGUA SANITÁRIA	DRAGÃO	2 L	R\$5,49	R\$5,69	R\$4,99		R\$5,19			R\$5,45	R\$4,59	R\$4,99	R\$4,99	R\$4,99	R\$4,99		R\$5,69	R\$4,59	R\$1,10	23,97%
51	ÁGUA SANITÁRIA	TUBARÃO	2 L	R\$4,89					R\$5,19	R\$4,99	R\$5,35	R\$4,59	R\$4,99	R\$5,79	R\$4,99	R\$4,99		R\$5,79	R\$4,59	R\$1,20	26,14%
52	ÁGUA SANITÁRIA	BRILUX	2 L	R\$6,40				R\$6,99	R\$5,15	R\$6,59	R\$6,99		R\$7,99	R\$5,99		R\$6,49	R\$7,29	R\$7,99	R\$5,15	R\$2,84	55,15%
53	DESINFETANTE	AJAX	500 ML		R\$10,50	R\$7,69			R\$8,99	R\$10,90					R\$6,99	R\$7,99		R\$10,90	R\$6,99	R\$3,91	55,94%
54	DESINFETANTE	PINHO SOL	500 ML		R\$9,30	R\$9,39	R\$10,25		R\$8,99	R\$9,99	R\$9,64	R\$8,79	R\$9,39	R\$8,49	R\$7,49	R\$8,99		R\$10,25	R\$7,49	R\$2,76	36,85%
55	DESINFETANTE	YPÊ PINHO	1 L							R\$10,49								R\$10,49	R\$10,49	R\$0,00	
56	DESINFETANTE	KALIPTO	2 L		R\$9,78	R\$10,69				R\$9,99			R\$9,49	R\$8,99	R\$9,49			R\$10,69	R\$8,99	R\$1,70	18,91%
57	DESINFETANTE	URCA	2L		R\$4,79	R\$5,99	R\$5,99	R\$6,99	R\$6,29	R\$6,99	R\$6,65	R\$6,78	R\$6,89	R\$6,99				R\$6,99	R\$4,79	R\$2,20	45,93%
58	LAVA LOUÇAS (DETERGENTE)	MINUANO	500 ML	R\$1,79	R\$2,45		R\$1,65		R\$2,49	R\$2,39	R\$2,75		R\$2,69	R\$2,29		R\$2,49		R\$2,75	R\$1,65	R\$1,10	66,67%
59	LAVA LOUÇAS (DETERGENTE)	YPÊ	500 ML	R\$2,39	R\$2,29		R\$1,85		R\$2,59	R\$2,19			R\$2,59	R\$2,59	R\$2,39	R\$2,25		R\$2,59	R\$1,85	R\$0,74	40%
60	LAVA LOUÇAS (DETERGENTE)	INVICTO	500 ML				R\$2,15			R\$2,09			R\$2,49				R\$2,39	R\$2,49	R\$2,09	R\$0,40	19,14%
61	LAVA LOUÇAS (DETERGENTE)	LIMPOL	500 ML	R\$2,29	R\$2,29			R\$2,49	R\$2,39	R\$2,49	R\$2,39		R\$2,69	R\$2,29	R\$2,39		R\$2,49	R\$2,69	R\$2,29	R\$0,40	17,47%
62	LAVA LOUÇAS (DETERGENTE)	BRILUX	500 ML				R\$1,99		R\$2,09	R\$2,19	R\$2,45		R\$2,49	R\$2,19	R\$1,99		R\$2,19	R\$2,49	R\$1,99	R\$0,50	25,13%

Total de estabelecimentos pesquisados: 14

Total de itens pesquisados: 62

(-) Menor variação: PAPEL HIGIÊNICO VIP, FLORAL, PACOTE C/ 16 ROLOS	1,19%
(+) Maior variação: CREME DENTAL, SORRISO, 90 G	150,50%

Endereços pesquisados:	
Estabelecimentos	Endereço
ASSAI ATACADISTA	AVENIDA PRESIDENTE EPITÁCIO PESSOA - BAIRRO DOS ESTADOS
ATACADÃO	RUA DOUTOR MANOEL LOPES DE CARVALHO, 200 - ERNESTO GEISEL
BEMAI SUPERMERCADO	RUA EMPRESÁRIO JOÃO RODRIGUES ALVES, 750 - BANCÁRIOS
HIPER MATEUS	AVENIDA JOÃO CIRILO DA SILVA, 1360 - ALTIPLANO CABO BRANCO
O CESTÃO	RUA VALDEMAR NAZIAZENO, 774 - JOÃO PAULO II
REDE COMPRAS	RUA FRANCISCO LEOCARDIO RIBEIRO COUTINHO, 601 - AEROCLOUB
REDE MENOR PREÇO	RUA JOAQUIM PIRES FERREIRA - BAIRRO DOS ESTADOS
SUPER BOX BRASIL	RUA ANTÔNIO ARANTES - ERNESTO GEISEL
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
SUPERMERCADO MENDONÇA	RUA DOUTOR VALDEVINO GREGORIO DE ANDRADE, 730 - VALENTIN
SUPERMERCADO SÃO JOÃO	AVENIDA PRINCESA ISABEL, 590 - CENTRO
VAREJÃO SUPERMERCADO	AVENIDA QUATORZE DE JULHO, 1141 - VARJÃO

Pesquisa realizada no dia 27 de maio de 2026

pesquisador: Alex Carvalho Filho

Pedro I, 382 - Centro

083 2015 - 3213-4702

Pesquisadores: Israel, Lucianno, Hericson, Albeni, Marcus e Fábio.

s nos preços ocorridos entre a realização da pesquisa e sua publicação.