

PESQUISA DE PREÇOS - PRODUTOS DE HIGIENE (CESTA BÁSICA)
REALIZADA NO DIA 04 DE MAIO DE 2026



Nº	PRODUTO	MARCA	PESO/ QTD.	AQUARIUS SUP.	ASSAÍ ATACADISTA	ATACADÃO	BEMAIS SUP.	HIPER MATEUS	O CESTÃO	REDE COMPRAS	REDE MENOR PREÇO	SUPER BOX BRASIL	SUPERFÁCIL ATACADO	SUP. ASSIS MANGABEIRA	SUP. LATORRE	SUP. MANAIRA	SUP. MENDONÇA	SUP. SÃO JOÃO	VAREJÃO SUP.	MAIOR VALOR	MINOR VALOR	DIFERENÇA	DIFERENÇA PERCENTUAL %										
HIGIENE PESSOAL																																	
1	ALCOOL EM GEL 70%	COPERACOOOL	400 ML			R\$14,90				R\$16,49										R\$17,79				R\$17,79	R\$14,90	R\$2,89	19,40%						
2	ALCOOL EM GEL 70%	GIOVANNA BABY	500 ML		R\$18,90															R\$25,79	R\$26,99	R\$22,99			R\$26,99	R\$18,90	R\$8,09	42,80%					
3	ALCOOL EM GEL 70%	SANTA CRUZ	500 ML																					R\$8,39	R\$8,39	R\$8,39	R\$0,00						
4	CREME DENTAL	CLOSEUP	90 G	R\$4,29	R\$5,65	R\$5,99	R\$6,99	R\$5,58					R\$4,59							R\$5,99	R\$4,99	R\$5,49	R\$5,99	R\$5,39	R\$6,99	R\$4,29	R\$2,70	62,94%					
5	CREME DENTAL	COLGATE	90 G	R\$4,89	R\$5,49	R\$5,99	R\$5,79	R\$4,99	R\$5,99	R\$5,99	R\$5,49		R\$5,79	R\$5,89	R\$5,99	R\$5,99	R\$5,99	R\$5,75	R\$5,59	R\$5,99	R\$4,89	R\$1,10					R\$1,10	22,49%					
6	CREME DENTAL	EVEN	70 G	R\$2,49		R\$4,09	R\$2,59	R\$2,45		R\$2,49	R\$2,19				R\$2,19	R\$2,99				R\$2,25					R\$4,09	R\$2,19	R\$1,90	86,76%					
7	CREME DENTAL	SORRISO	90 G	R\$4,15	R\$4,59	R\$4,49	R\$4,99	R\$4,99	R\$4,49	R\$6,89	R\$5,29			R\$6,99						R\$5,39	R\$4,59	R\$4,49	R\$6,19	R\$6,99	R\$4,15	R\$2,84	68,43%						
8	CREME DENTAL (DENTES BRANCOS)	ORAL B	70 G	R\$5,75	R\$4,75	R\$4,75	R\$4,09	R\$4,99	R\$9,99	R\$5,39	R\$2,99			R\$10,79	R\$7,49	R\$4,99	R\$3,49	R\$7,99	R\$5,99	R\$6,99	R\$10,79	R\$2,99					R\$7,80	260,87%					
9	CREME DENTAL SENSITIVE	COLGATE	90 G	R\$16,65	R\$16,90	R\$15,90	R\$21,29	R\$17,89	R\$17,99	R\$19,99	R\$21,99			R\$16,79						R\$19,99	R\$19,99	R\$16,99	R\$16,99			R\$21,99	R\$15,90	R\$6,09	38,30%				
10	PAPEL HIGIÊNICO	FLORAL	PACOTE C/ 12 ROLOS	R\$12,59			R\$13,99		R\$12,99	R\$12,39	R\$12,99	R\$9,35	R\$11,79	R\$12,99	R\$12,99					R\$12,49	R\$12,99				R\$13,99	R\$9,35	R\$4,64	49,63%					
11	PAPEL HIGIÊNICO	FLORAL	PACOTE C/ 4 ROLOS	R\$4,35	R\$4,39					R\$4,39	R\$4,49			R\$3,59	R\$4,49	R\$4,69	R\$4,49			R\$4,25	R\$4,19				R\$4,69	R\$3,59	R\$1,10	30,64%					
12	PAPEL HIGIÊNICO	MILI	PACOTE C/ 4 ROLOS							R\$6,79				R\$6,89	R\$6,99	R\$7,69				R\$7,49	R\$6,25	R\$7,59	R\$7,69	R\$6,25	R\$1,44			23,04%					
13	PAPEL HIGIÊNICO	NEVE	PACOTE C/ 12 ROLOS		R\$23,99	R\$24,48	R\$27,39		R\$27,99	R\$25,99	R\$23,99			R\$20,49		R\$25,79	R\$26,99	R\$25,99			R\$22,25	R\$27,99	R\$20,49			R\$7,50			36,60%				
14	PAPEL HIGIÊNICO	NEVE	PACOTE C/ 4 ROLOS		R\$7,95		R\$9,09	R\$9,45		R\$8,99	R\$8,99			R\$9,39		R\$8,39	R\$8,99	R\$7,99			R\$7,69	R\$9,45	R\$7,69			R\$1,76			22,89%				
15	PAPEL HIGIÊNICO	PERSONAL	PACOTE C/ 4 ROLOS		R\$7,95	R\$7,97														R\$9,35	R\$5,99	R\$5,99				R\$9,35	R\$5,99	R\$3,36	56,09%				
16	PAPEL HIGIÊNICO	PERSONAL VIP	PACOTE C/ 16 ROLOS		R\$27,29	R\$29,85															R\$29,99					R\$29,99	R\$27,29	R\$2,70	9,89%				
17	PAPEL HIGIÊNICO VIP	FLORAL	PACOTE C/ 16 ROLOS	R\$17,19								R\$16,99		R\$16,99	R\$16,99						R\$15,99	R\$16,99				R\$17,19	R\$15,99	R\$1,20	7,50%				
18	PAPEL HIGIÊNICO VIP	VELUD	PACOTE C/ 12 ROLOS	R\$17,90	R\$21,90				R\$20,99												R\$15,99					R\$21,90	R\$15,99	R\$5,91	36,96%				
19	PAPEL HIGIÊNICO VIP	VELUD	PACOTE C/ 4 ROLOS						R\$7,99												R\$7,49	R\$6,99	R\$6,39	R\$7,99		R\$7,99	R\$6,39	R\$1,60	25,04%				
20	SABONETE	EVEN PRO	85 G	R\$2,59		R\$2,49	R\$3,09	R\$2,59		R\$2,99	R\$2,99			R\$2,49						R\$3,19	R\$2,99	R\$2,75	R\$2,59	R\$1,89	R\$3,19	R\$1,89	R\$1,30	68,78%					
21	SABONETE	FRANCIS	90 G	R\$4,19	R\$4,55	R\$4,59	R\$4,59		R\$4,49	R\$4,69	R\$4,89	R\$4,15	R\$4,99							R\$4,29	R\$4,49	R\$3,99	R\$3,99	R\$2,15	R\$4,99	R\$2,15	R\$2,84	132,09%					
22	SABONETE	JOHNSON'S	80 G	R\$2,19	R\$2,55	R\$2,89		R\$2,49	R\$2,69	R\$2,59	R\$2,89	R\$2,99								R\$2,79	R\$2,79	R\$2,99	R\$2,75	R\$2,39	R\$2,99	R\$2,19	R\$0,80	36,53%					
23	SABONETE	LUX	85 G	R\$2,39	R\$2,85	R\$2,85	R\$3,29	R\$2,75	R\$2,99	R\$2,99	R\$2,99	R\$3,30	R\$2,49	R\$2,79	R\$4,39	R\$2,99					R\$2,79	R\$2,89	R\$4,39	R\$2,39		R\$2,39	R\$2,00		83,68%				
24	SABONETE	PALMOLIVE	85 G	R\$2,35	R\$2,65	R\$2,65	R\$2,59	R\$2,58	R\$2,99	R\$2,89	R\$2,79	R\$2,50	R\$2,09	R\$2,69	R\$2,99						R\$2,59	R\$2,25	R\$2,99	R\$2,09		R\$0,90			43,06%				
25	SABONETE	PROTEX	85 G	R\$3,19	R\$3,49	R\$3,29	R\$3,39	R\$3,55	R\$3,99	R\$3,79	R\$3,49	R\$3,39	R\$2,59	R\$3,69	R\$3,79	R\$3,99					R\$2,99	R\$3,25	R\$2,89	R\$3,99	R\$2,59	R\$1,40			54,05%				
LAVANDERIA																																	
26	AMACIANTE DE ROUPA	DOWNY	500 ML	R\$13,99		R\$12,99	R\$13,99	R\$14,69	R\$12,99	R\$11,99	R\$13,99	R\$12,70	R\$12,99	R\$11,79						R\$12,99	R\$13,99	R\$12,49	R\$9,99	R\$14,69	R\$9,99	R\$4,70			47,05%				
27	AMACIANTE DE ROUPA	FOFO	1.5 L			R\$25,90																		R\$24,59	R\$25,90	R\$24,59	R\$1,31			5,33%			
28	AMACIANTE DE ROUPA	FOFO	500 ML	R\$8,89	R\$6,99	R\$9,50	R\$12,49	R\$6,99			R\$11,99	R\$9,55	R\$9,39	R\$9,99	R\$10,99						R\$10,49			R\$8,69	R\$12,49	R\$6,99	R\$5,50			78,68%			
29	SABÃO EM BARRA	BEM-TE-VI	PACOTE C/ 5 UND	R\$9,99	R\$11,35	R\$7,70		R\$11,35	R\$10,99					R\$9,99							R\$8,99	R\$10,79	R\$7,75	R\$9,39	R\$11,35	R\$7,70	R\$3,65			47,40%			
30	SABÃO EM BARRA	GUARANI	PACOTE C/ 5 UND		R\$8,65																R\$8,79					R\$8,79	R\$8,65	R\$0,14			1,62%		
31	SABÃO EM BARRA	MINUANO	PACOTE C/ 5 UND	R\$11,99	R\$10,99	R\$9,90	R\$14,99						R\$13,50	R\$14,49							R\$14,99	R\$11,99			R\$11,25	R\$14,99	R\$9,90	R\$5,09			51,41%		
32	SABÃO EM BARRA	YPÊ	PACOTE C/ 5 UND	R\$10,99	R\$11,69	R\$11,70		R\$8,98						R\$13,99	R\$12,95	R\$11,99					R\$12,99	R\$11,99	R\$12,99			R\$13,99	R\$8,98	R\$5,01			55,79%		
33	SABÃO EM PÓ (CAIXA)	OMO	800 G	R\$15,59	R\$16,19		R\$17,99		R\$17,99					R\$18,99	R\$17,99						R\$16,25	R\$18,99	R\$15,59			R\$16,25	R\$15,59	R\$3,40			21,81%		
34	SABÃO EM PÓ (CAIXA)	TIXAN YPÊ	1.6 KG		R\$19,65	R\$29,90		R\$18,49						R\$19,90							R\$22,49	R\$34,99				R\$17,19	R\$34,99	R\$17,19	R\$17,80			103,55%	
35	SABÃO EM PÓ (SACO)	BRILHANTE	1.6 KG			R\$28,90		R\$21,98						R\$29,79	R\$20,99						R\$22,99	R\$24,99	R\$16,99	R\$19,99		R\$29,79	R\$16,99	R\$12,80			75,34%		
36	SABÃO EM PÓ (SACO)	BRILHANTE	800 G	R\$10,49	R\$12,20			R\$13,25						R\$13,99							R\$14,99	R\$14,99	R\$11,99	R\$11,99		R\$14,99	R\$10,49	R\$4,50			42,90%		
37	SABÃO EM PÓ (SACO)	OMO	1.6 KG	R\$27,99	R\$31,35		R\$38,99	R\$29,98						R\$23,99							R\$30,99	R\$24,99	R\$30,99	R\$23,99	R\$29,65	R\$30,99	R\$23,99	R\$16,00			66,69%		
38	SABÃO EM PÓ (SACO)	OMO	400 G	R\$8,55	R\$6,95	R\$8,99		R\$7,99	R\$9,99	R\$11,99	R\$10,99										R\$9,79	R\$9,99	R\$8,99	R\$9,49	R\$8,99	R\$11,99	R\$7,99	R\$4,00			50,06%		
39	SABÃO EM PÓ (SACO)	TIXAN YPÊ	800 G	R\$8,45				R\$15,15	R\$10,99	R\$9,99	R\$10,99			R\$17,49							R\$11,99	R\$10,99				R\$17,49	R\$8,45	R\$9,04				106,98%	
40	SABÃO LÍQUIDO	ARIEL	3L				R\$52,99			R\$54,99	R\$58,99	R\$59,99									R\$59,99	R\$49,99	R\$48,99			R\$59,99	R\$48,99	R\$11,00			22,45%		
41	SABÃO LÍQUIDO	BRILUX	3L	R\$25,89			R\$33,99	R\$29,98			R\$31,99			R\$26,89							R\$31,49	R\$31,99				R\$33,99	R\$25,89	R\$8,10				31,29%	
42	SABÃO LÍQUIDO	OMO	3L	R\$38,99	R\$58,59	R\$46,90	R\$41,99	R\$39,95	R\$46,99	R\$46,99	R\$46,99	R\$47,80	R\$50,99	R\$48,99	R\$49,99	R\$44,99										R\$58,59	R\$36,49	R\$22,10				60,56%	
43	SABÃO LÍQUIDO	OMO	5L			R\$59,90																				R\$59,90	R\$59,90	R\$0,00					
44	SABÃO LÍQUIDO	TIXAN IPÊ	3L		R\$32,89	R\$35,90			R\$23,49																	R\$35,90	R\$23,49	R\$12,41					52,83%
LIMPEZA																																	
45	ÁGUA SANITÁRIA	BRILUX	1 L	R\$3,15	R\$2,99		R\$3,59	R\$3,29	R\$3,49	R\$3,19	R\$3,39	R\$3,50	R\$4,19	R\$3,29	R\$3,09	R\$3,49	R\$3,49	R\$3,59							R\$4,19	R\$2,99	R\$1,20					40,13%	
46	ÁGUA																																

49	ÁGUA SANITÁRIA	OLIMPO	1 L		R\$2,09	R\$2,19	R\$2,29	R\$2,29		R\$2,49			R\$2,19	R\$2,59	R\$2,49	R\$2,79		R\$2,29		R\$2,79	R\$2,09	R\$0,70	33,49%	
50	ÁGUA SANITÁRIA	TUBARÃO	1 L	R\$2,79	R\$2,35	R\$2,39		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%	
51	ÁGUA SANITÁRIA	TUBARÃO	2 L		R\$4,29		R\$5,49			R\$5,19	R\$4,99		R\$4,59	R\$5,99	R\$4,99	R\$5,79		R\$4,99		R\$5,99	R\$4,29	R\$1,70	39,63%	
52	DESINFETANTE	AJAX	500 ML														R\$6,49			R\$6,49	R\$6,49	R\$0,00		
53	DESINFETANTE	KALIPTO	2L		R\$8,99		R\$10,69		R\$10,99	R\$9,29	R\$9,99		R\$9,39		R\$9,99	R\$8,99	R\$9,49			R\$10,99	R\$8,99	R\$2,00	22,25%	
54	DESINFETANTE	PINHO SOL	500 L	R\$7,35	R\$9,49		R\$8,99		R\$7,49	R\$6,99	R\$8,99	R\$8,70	R\$7,89	R\$8,99	R\$9,39	R\$8,49	R\$8,99	R\$8,99	R\$7,89	R\$9,49	R\$6,99	R\$2,50	35,77%	
55	DESINFETANTE	URCA	2L	R\$6,25	R\$5,95	R\$10,20	R\$6,99		R\$6,99	R\$6,29	R\$11,99	R\$6,90		R\$6,99	R\$6,89	R\$6,99			R\$6,29	R\$11,99	R\$5,95	R\$6,04	101,51%	
56	DESINFETANTE	YPÊ PINHO	1L		R\$8,99	R\$9,29		R\$9,95						R\$9,99	R\$5,39					R\$10,99	R\$5,39	R\$5,60	103,90%	
57	LAVA LOUÇAS (DETERGENTE)	BRILUX	500 ML				R\$2,29	R\$1,99		R\$2,09	R\$2,09	R\$2,45	R\$2,29	R\$2,19	R\$2,49	R\$2,19	R\$1,89			R\$2,49	R\$1,89	R\$0,60	31,75%	
58	LAVA LOUÇAS (DETERGENTE)	INVICTO	500 ML					R\$2,15					R\$2,49		R\$1,99				R\$2,15	R\$2,49	R\$1,99	R\$0,50	25,13%	
59	LAVA LOUÇAS (DETERGENTE)	LIMPOL	500 ML	R\$2,09	R\$2,29	R\$2,29	R\$2,49	R\$2,19	R\$2,29	R\$2,39	R\$2,49	R\$2,55	R\$2,19	R\$2,69	R\$2,69	R\$2,29	R\$2,39	R\$2,29	R\$1,99	R\$2,69	R\$1,99	R\$0,70	35,18%	
60	LAVA LOUÇAS (DETERGENTE)	MINUANO	500 ML		R\$2,29	R\$2,39	R\$2,49	R\$2,19		R\$2,49			R\$2,39	R\$2,29	R\$2,69	R\$2,29			R\$2,49	R\$2,15	R\$2,69	R\$2,15	R\$0,54	25,12%
61	LAVA LOUÇAS (DETERGENTE)	YPÊ	500 ML	R\$1,85	R\$2,29	R\$2,29	R\$2,39	R\$2,38	R\$2,49	R\$2,59	R\$2,49	R\$2,49			R\$2,59	R\$2,99	R\$2,39	R\$2,39	R\$2,25	R\$2,99	R\$1,85	R\$1,14	61,62%	

Total de estabelecimentos pesquisados: 16

Total de itens pesquisados: 61

(-) Menor variação: SABÃO EM BARRA, GUARANI, PACOTE C/ 5 UND	1,62%
(+) Maior variação: CREME DENTAL (DENTES BRANCOS), ORAL B, 70 G	260,87%

Endereços pesquisados:	
Estabelecimentos	Endereço
AQUARIUS SUP.	RUA ADERBAL PIRAGIBE, 352 - JAGUARIBE
ASSAI ATACADISTA	AVENIDA PRESIDENTE EPITÁCIO PESSOA - BAIRRO DOS ESTADOS
ATACADÃO	RUA DOUTOR MANOEL LOPES DE CARVALHO, 200 - ERNESTO GEISEL
BEMAIS 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 - AEROCULUBE
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
SUP. ASSIS MANGABEIRA	RUA DIOGENES GOMES DA SILVA, 147 - MANGABEIRA
SUPERMERCADO LATORRE	RUA BARÃO DE MAMANGUAPE, 610 - TORRE
SUPERMERCADO MANÁIRA	AVENIDA JOÃO CÂNCIO DA SILVA, 493 - MANÁIRA
SUPERMERCADO MENDONÇA	RUA DOUTOR VALDEVINO GREGORIO DE ANDRADE, 730 - VALENTINA DE FIGUEIREDO
SUPERMERCADO SÃO JOÃO	AVENIDA PRINCESA ISABEL, 590 - CENTRO
VAREJÃO SUPERMERCADO	AVENIDA QUATORZE DE JULHO, 1141 - VARJÃO

Pesquisa realizada no dia 04 de maio de 2026

Coordenador de Pesquisa: Alex Carvalho Filho

Avenida Dom Pedro I, 382 - Centro

Telefones: 0800-083 2015 - 3213-4702

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

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