

PESQUISA ITENS DE PRIMEIRA NECESSIDADE – JANEIRO 2025

SUPERMERCADOS														VARIACÃO DE PREÇO			
ITEM	PRODUTO	ESPECIFICAÇÃO	QUANTIDADE	MARCA	CARONE	SUPERMERCADOS BH	EXTRABOM	MULTISHOW	ATACADÃO	OVELHA	PERIM	RB SUPERMERCADOS	SÃO JOSÉ	MAIOR PREÇO	MENOR PREÇO	VARIAÇÃO (%)	PRODUTO MAIS BARATO
ALIMENTAÇÃO																	
1	Arroz	Tipo 1 - Branco	8 KG	SEPE	RS25.98	RS23.98	RS25.98	RS23.99	RS25.98	RS33.99	RS26.90	RS28.99	RS25.98	RS 33.99	RS 23.98	41.74%	CARONE / SUPERMERCADOS BH
2	Folho	Tipo 1 - Preto	1 KG	COMBRASIL	RS6.99	RS7.98	RS6.98	RS9.99	RS7.89	RS10.99	RS6.75	RS9.75	RS 10.99	RS 6.99	57.22%	CARONE	
3	Açúcar	Cristal	2 KG	ALCON	RS8.49	RS7.90	-	RS8.99	RS8.39	-	RS7.78	-	RS 8.99	RS 7.78	15.55%	PERIM	
4	Macarrão	Massa com ovos - Espaguete	500 G	SARLONI	-	-	RS1.99	RS4.59	-	RS3.99	RS3.49	-	RS5.98	RS 3.49	71.35%	PERIM	
5	Farinha de Mandioca	Tipo 1 - Branca	1 KG	LESTEE	RS5.78	RS5.69	RS7.79	-	-	RS6.98	RS3.64	RS7.49	RS 7.79	RS 3.68	37.15%	SUPERMERCADOS BH	
6	Biscoito Balaço	Água e Sal	1440	ATMORÉ	RS1.49	RS1.49	RS1.29	RS3.99	RS3.79	RS3.99	RS3.29	RS3.39	RS 3.29	RS 3.29	86.85%	PERIM	
7	Biscoito Doce	Maisena	179G	PIRAQUÊ	RS3.59	RS3.68	-	RS2.89	RS3.69	RS5.99	RS4.45	RS4.45	RS 5.99	RS 2.89	107.27%	ATACADÃO	
8	Café	Pó - Pacote	250 G	N° UM	-	RS9.90	RS11.99	RS10.99	RS11.49	RS11.99	RS10.64	RS9.98	RS 11.99	RS 9.90	21.11%	SUPERMERCADOS BH	
9	Leite	Integral UHT Tipo A CX	1 L	SELITA	RS4.98	-	RS4.89	RS4.99	-	RS4.28	RS4.79	RS4.99	RS 4.99	RS 4.28	16.59%	PERIM	
10	Azeite de Oliva	Extra Virgem - Vidro	500 ML	GAO	RS4.90	RS4.90	RS4.90	RS5.98	-	RS4.90	RS4.98	RS4.90	RS 4.98	RS 4.90	14.48%	CARONE	
11	Óleo	de Soja	900 ML	LIZA	RS8.28	RS7.98	RS8.48	-	RS8.99	RS8.58	RS8.99	RS8.68	RS 8.99	RS 7.98	12.65%	SUPERMERCADOS BH	
12	Óleo	de Canola	900 ML	LIZA	-	-	-	-	RS14.98	-	-	RS20.99	RS 20.99	RS 9.98	40.12%	PERIM	
13	Ovos	Médios - Brancos	30 Unid.	-	RS19.90	RS15.80	RS19.90	RS13.99	RS15.50	RS19.90	RS16.95	RS12.90	RS 19.99	RS 19.99	12.90	54.98%	RB SUPERMERCADOS
14	Leite em pó	Integral - Lata	380 G	NINHO	RS17.79	RS17.80	RS22.90	RS34.99	RS22.99	RS20.98	RS27.99	RS27.99	RS 27.99	RS 17.79	57.34%	CARONE	
15	Molho de Tomate	Tradicional - Sachê	1 KG	QUERO	RS2.99	-	-	RS2.99	RS3.90	RS3.79	RS2.49	-	RS 2.99	RS 2.49	89.47%	ATACADÃO	
16	Sardinha enlatada	Com óleo	125 G	COQUEIRO	-	RS5.48	-	RS6.99	RS5.69	RS5.78	RS6.49	RS6.99	RS 6.99	RS 5.48	27.55%	SUPERMERCADOS BH	
17	Atum enlatado	Sólido óleo	170 G	COQUEIRO	RS10.68	RS11.99	-	RS9.98	-	-	-	RS12.69	RS 12.69	RS 9.98	27.15%	ATACADÃO	
CARNES E AVES																	
18	Carne Bovina	Acém sem osso	1 KG	-	RS38.98	RS29.98	RS31.90	RS32.99	RS27.90	RS39.99	RS35.48	RS38.90	RS 39.99	RS 27.90	43.33%	ATACADÃO	
19	Carne Suína	Carne	1 KG	-	RS22.99	RS18.98	RS19.99	RS24.99	RS19.90	RS20.99	RS24.99	RS24.99	RS 29.99	RS 18.98	58.01%	ATACADÃO / RB SUPERMERCADOS BH	
20	Frango	Inteiro - Congelado	1 KG	JO FRANGO	RS11.99	-	-	RS12.99	RS12.98	RS15.99	RS12.98	RS11.99	RS 11.99	RS 11.99	33.80%	CARONE	
21	Frango	File de Peito - Congelado	1 KG	SADIA	RS19.79	-	RS25.90	RS20.99	RS25.90	-	RS19.98	RS25.98	-	RS 29.99	RS 19.79	51.54%	CARONE
PADARIA																	
22	Pão	Francês	1 KG	-	RS18.90	RS12.98	RS14.90	RS14.99	-	RS15.99	RS16.80	RS15.98	RS 19.90	RS 19.90	12.50	59.20%	EXTRABOM
23	Margarina	Com sal	500 G	QUALY	RS9.99	RS8.48	RS9.94	RS7.99	RS10.39	RS9.99	RS8.48	RS7.99	RS 10.39	RS 8.94	74.92%	EXTRABOM	
24	Queijo Muçarela	Fatado	1 KG	-	RS41.99	RS41.90	RS47.90	RS55.90	-	RS59.99	RS48.90	RS52.98	RS 59.99	RS	43.17%	SUPERMERCADOS BH	
25	Agrinho	Fatado	1 KG	-	RS21.90	RS21.90	RS15.94	RS20.99	RS20.99	RS20.99	RS15.94	RS15.94	RS 20.99	RS 15.94	88.80%	EXTRABOM	
26	Mortadela	Bologna Fatada	1 KG	-	RS19.99	RS24.90	RS19.99	RS27.90	-	RS19.99	RS25.90	RS27.99	RS 33.99	RS 19.99	70.44%	CARONE / OVELHA / EXTRABOM	
BEBIDAS																	
27	Suco Pronto para Beber	Premium - CX	1 L	MAGUARY	RS4.99	RS6.18	RS6.79	-	-	-	-	RS7.99	-	RS 7.99	RS 4.99	60.12%	CARONE
28	Refrigerante	Cola	2 L	COCA COLA	RS9.49	RS9.49	RS9.79	RS9.99	RS9.99	RS11.99	RS9.49	RS8.99	-	RS 11.99	RS 8.99	33.37%	ATACADÃO / RB SUPERMERCADOS
29	Refrigerante	Guaraná	2 L	COROA	RS4.29	RS4.58	-	RS4.49	RS4.09	RS5.79	RS3.39	RS4.79	RS4.99	RS 5.79	RS 3.39	70.80%	PERIM
FRUTAS E VERDEURAS																	
30	Tomate	Rasteiro	1 KG	-	RS6.99	RS6.99	RS6.97	RS6.79	-	RS7.99	RS7.60	RS7.98	RS7.29	RS 6.99	RS 6.97	26.98%	EXTRABOM
31	Cebola	-	1 KG	-	RS3.49	RS3.68	RS4.99	RS4.79	-	RS4.99	RS3.98	RS3.98	RS 4.99	RS 3.68	27.45%	SÃO JOSÉ	
32	Batata	Inglês	1 KG	-	RS4.99	RS3.98	RS4.90	RS3.99	RS4.99	RS4.99	RS5.12	RS3.99	RS3.98	RS 5.12	RS 3.98	28.64%	SUPERMERCADOS BH / SÃO JOSÉ
33	Cenoura	-	1 KG	-	RS9.99	RS7.97	RS8.99	RS8.99	RS9.99	RS8.99	RS10.78	RS7.97	RS 10.78	RS 7.97	35.26%	EXTRABOM	
34	Laranja	Pêra	1 KG	-	RS6.99	RS6.97	RS6.79	RS7.89	RS6.49	RS11.98	RS4.99	RS6.59	RS 11.98	RS 4.99	140.08%	RB SUPERMERCADOS	
35	Mamão	Havai	1 KG	-	RS7.99	RS7.99	RS7.99	RS7.99	RS7.99	RS6.99	RS6.99	RS6.99	RS 7.99	RS 6.99	30.10%	OVELHA	
36	Banana	Prata	1 KG	-	RS8.99	RS8.97	RS4.99	RS6.79	RS6.99	RS2.99	RS4.98	RS7.99	RS 7.99	RS 2.99	167.22%	RB SUPERMERCADOS	
37	Banana	da Terra	1 KG	-	RS6.99	RS6.48	RS6.99	RS6.99	RS7.99	RS6.99	RS6.24	RS6.99	RS7.99	RS 7.99	33.39%	MULTISHOW / OVELHA / RB SUPERMERCADOS	
38	Salma	Unidade	-	RS2.99	RS3.48	RS3.99	RS1.99	RS1.79	RS2.49	RS2.98	RS9.90	RS3.20	RS 3.48	RS 0.99	251.52%	RB SUPERMERCADOS	
39	Cebolinha	Unidade	-	RS2.99	RS3.48	RS3.99	RS1.99	RS1.79	RS2.49	RS2.98	RS9.90	RS3.20	RS 3.48	RS 0.99	251.52%	RB SUPERMERCADOS	
40	Alho	Unidade	1 KG	-	RS29.90	RS29.90	RS29.90	RS29.90	RS29.90	RS29.90	RS29.90	RS29.90	RS 29.90	RS 29.90	24.40%	RB SUPERMERCADOS	
41	Pimentão	Verde	1 KG	-	RS7.99	RS7.48	RS9.99	RS7.99	RS7.99	RS6.99	RS4.80	RS8.99	RS 9.90	RS 4.80	108.25%	PERIM	
HIGIENE PESSOAL																	
42	Sabonete	Em barra	85 G	LUX	RS2.49	RS2.29	RS2.29	RS2.99	RS2.59	RS2.29	RS2.59	RS2.79	RS2.99	RS 2.99	RS 2.29	30.57%	SUPERMERCADOS BH / EXTRABOM / OVELHA
43	Shampoo	-	325 ML	SEDA	RS12.59	RS11.99	RS13.99	RS12.99	-	RS12.99	RS12.85	RS11.99	RS 13.99	RS 12.99	29.54%	SUPERMERCADOS BH	
44	Creme Dental	Triple	75 G	CLOSE UP	RS3.49	RS3.30	RS3.59	-	-	RS4.99	RS3.39	RS3.79	RS 4.99	RS 3.39	108.79%	SUPERMERCADOS BH	
45	Desodorante Masculino	Rollon	60 ML	REXONA	RS10.99	RS10.99	RS11.99	RS10.99	-	RS11.99	RS10.99	RS11.99	RS 11.99	RS 10.99	25.54%	SUPERMERCADOS BH	
46	Desodorante Feminino	Rollon	50 ML	REXONA	RS10.99	RS10.80	-	RS11.99	-	RS13.99	RS10.98	RS11.98	RS 12.90	RS 13.99	29.54%	SUPERMERCADOS BH	
47	Papel Higiênico	30 metros - Folha Dupla	12 Rolos	MIMMO	RS13.98	-	RS16.99	RS19.99	-	RS21.98	RS16.99	RS21.98	RS 21.98	RS 16.80	48.51%	PERIM	
48	Fio Dental	100 metros	Unidade	HILLO	RS5.99	RS5.70	RS6.39	-	-	RS7.99	RS6.98	RS6.79	RS 7.99	RS 6.70	40.18%	SUPERMERCADOS BH	
49	Condicionador	SEDA	325 ML	SEDA	RS19.99	RS19.99	RS19.99	RS14.98	-	RS14.98	RS14.98	RS14.98	RS 19.99	RS 12.90	55.71%	SUPERMERCADOS BH	
50	Absorvente	Com abas	8 Unid.	SEMPRE LIVRE - ADAPT	RS5.99	RS5.99	RS5.99	RS5.99	RS4.99	RS5.99	RS4.83	RS6.99	RS 6.99	RS 4.83	44.72%	PERIM	
LIMPEZA DOMÉSTICA																	
51	Sabão	Em Pó - Caixa	1,6 KG	TXKAN	RS12.49	RS14.90	RS16.99	RS18.99	RS18.99	RS19.99	RS18.90	RS21.98	-	RS 21.98	RS 12.49	75.98%	CARONE
52	Sabão	Em Barra - Sunid.	900 G	-	RS12.95	RS12.99	RS11.99	RS17.99	RS13.90	RS17.99	RS9.89	RS10.98	RS 17.99	RS 9.89	81.99%	PERIM	
53	Amaciante	-	2 L	MON BUQU	RS9.99	RS9.99	RS9.99	RS7.98	RS12.99	RS9.98	RS11.98	RS11.90	RS 12.99	RS 7.98	62.78%	ATACADÃO	
54	Espumaço de Aço	8 unid.	60 G	ASSOLAN	RS3.09	RS1.79	RS2.99	RS2.99	RS1.15	-	RS3.22	RS3.22	RS 1.15	RS 3.22	180.00%	ATACADÃO	
55	Espumaço de Cozinha	Multissol	4 Unid.	ESFREBOM	RS5.95	RS7.30	-	-	-	RS8.99	RS5.45	RS7.55	-	RS 9.99	RS 5.45	64.05%	PERIM
56	Água Sanitária	-	1 L	Q-BOA	RS4.19	RS4.38	RS5.99	RS5.99	RS6.49	RS4.98	RS4.98	RS4.68	RS 6.49	RS 4.68	80.78%	ATACADÃO	
57	Detergente Líquido	-	500 ML	LIMPOL	RS2.99	RS2.58	RS2.89	RS2.45	RS2.45	RS2.45	RS2.45	RS2.98	RS 2.29	RS 2.45	34.29%	ATACADÃO	
58	Alvejante sem Cloro	-	2 L	Q-BOA	RS22.99	-	-	RS34.99	RS13.50	RS22.00	RS27.90	RS27.90	RS 27.90	RS 19.50	43.08%	ATACADÃO	
59	Toualhinhas Unedecidas	Roupas Brancas e Coloridas	3 L	BRLHIANTE	RS22.90	RS22.90	-	-	-	RS29.80	RS39.90	RS29.80	RS 39.90	RS 22.90	46.10%	CARONE	
60	Inseticida Multi Base Água	Com óleo de Citronela	420 ML / 385 G	RAID	RS16.40	RS16.00	RS21.90	RS21.90	RS14.58	RS19.99	RS13.98	RS19.98	RS25.90	RS 25.90	13.98	85.26%	PERIM
HIGIENE E CUIDADOS INFANTIS																	
61	Shampoo Infantil	Baby	200 ML	JOHNSON'S	RS19.99	RS15.80	-	-	RS19.90	RS24.99	RS15.90	RS27.90	-	RS 27.90	RS 15.80	76.58%	SUPERMERCADOS BH
62	Sabonete Infantil	Em Barra	75 G	HUGGIES	RS4.29	RS4.29	RS4.29	RS4.29	RS4.99	RS3.85	RS5.98	RS5.98	RS 5.98	RS 3.85	55.32%	PERIM	
63	Tálico para Bebê	-	280 G	POM POM	RS11.99	RS18.90	-	-	-	RS24.80	RS24.99	-	RS 31.99	RS 18.90	69.26%	SUPERMERCADOS BH	
64	Toualhinhas Unedecidas	Pacote	44 Unid.	JOHNSON'S	-	RS17.90	RS17.90	-	-	RS14.99	-	-	RS 21.90	RS 14.99	46.10%	ATACADÃO	
65	Pomada de Assaduras	Bianega - Transparente	30 G	HIPOGLÓS	-	RS27.90	-	-	-	RS33.80	-	-	RS 33.80	RS 26.99	25.23%	ATACADÃO	

*Os itens pesquisados se referem apenas a disponibilidade de estoque da unidade visitada por este Órgão.
Pesquisa realizada pelo Núcleo de Pesquisa e Dados do Procon Vitória entre os dias 7 e 10 de janeiro de 2025.
Planilha Procon/Economia.