

**PESQUISA BLACK FRIDAY - 2021  
CELULAR**

| PRODUTOS   | IPHONE 12 APPLE 64GB PRETO TELA DE 6,1", CÂMERA DUPLA DE 12MP, IOS |             |             |             |                |              | VARIÇÃO DE PREÇO |              |             | SITE COM MENOR PREÇO                |
|------------|--|-------------|-------------|-------------|----------------|--------------|------------------|--------------|-------------|-------------------------------------|
|            | SITES  |             |             |             |                |              | MAIOR PREÇO      | MENOR PREÇO  | VARIÇÃO (%) |                                     |
| DATA       | AMAZON   | AMERICANAS  | SUBMARINO   | CASAS BAHIA | MAGAZINE LUIZA | PONTO FRIO   |                  |              |             |                                     |
| 25/10/2022 | R\$3.959,10  | R\$3.779,10 | R\$3.779,10 | R\$4.035,27 | R\$4.091,07    | R\$ 4.035,27 | R\$ 4.091,07     | R\$ 3.779,10 | 8,26%       | AMERICANAS / SUBMARINO              |
| 26/10/2022 | R\$4.318,00  | R\$3.779,10 | R\$3.905,07 | R\$4.035,27 | R\$3.869,10    | R\$ 4.035,27 | R\$ 4.318,00     | R\$ 3.779,10 | 14,26%      | AMERICANAS                          |
| 27/10/2022 | R\$4.318,00  | R\$3.779,10 | R\$3.905,07 | R\$4.035,27 | R\$3.869,10    | R\$ 4.035,27 | R\$ 4.318,00     | R\$ 3.779,10 | 14,26%      | AMERICANAS                          |
| 31/10/2022 | R\$4.339,00  | R\$3.779,10 | R\$4.199,00 | R\$4.035,27 | R\$3.869,10    | R\$ 4.035,27 | R\$ 4.339,00     | R\$ 3.779,10 | 14,82%      | AMERICANAS                          |
| 01/11/2022 | R\$3.979,55  | R\$3.905,07 | R\$4.199,00 | R\$3.979,55 | R\$3.779,10    | R\$ 3.979,55 | R\$ 4.199,00     | R\$ 3.779,10 | 11,11%      | MAGAZINE LUIZA                      |
| 03/11/2022 | R\$3.895,77  | R\$3.905,07 | R\$3.905,07 | R\$3.895,77 | R\$3.869,10    | R\$3.895,77  | R\$ 3.905,07     | R\$ 3.869,10 | 0,93%       | MAGAZINE LUIZA                      |
| 04/11/2022 | R\$3.895,77  | R\$3.905,07 | R\$3.905,07 | R\$3.895,77 | R\$3.812,07    | R\$3.895,77  | R\$ 3.905,07     | R\$ 3.812,07 | 2,44%       | MAGAZINE LUIZA                      |
| 07/11/2022 | R\$3.895,77  | R\$3.905,07 | R\$3.905,07 | R\$3.895,77 | -              | R\$3.895,77  | R\$ 3.905,07     | R\$ 3.895,77 | 0,24%       | AMAZON / CASAS BAHIA / PONTO FRIO   |
| 08/11/2022 | R\$3.895,77  | R\$3.905,07 | R\$3.812,07 | R\$3.895,77 | R\$4.184,07    | R\$3.895,77  | R\$ 4.184,07     | R\$ 3.812,07 | 9,76%       | AMAZON / CASAS BAHIA / PONTO FRIO   |
| 09/11/2022 | -  | R\$3.894,05 | R\$3.894,05 | R\$3.895,77 | R\$4.534,92    | R\$3.895,77  | R\$ 4.534,92     | R\$ 3.894,05 | 16,46%      | AMERICANAS / SUBMARINO              |
| 10/11/2022 | R\$3.789,55  | R\$3.905,07 | R\$3.812,07 | R\$3.789,55 | R\$4.184,07    | R\$ 3.789,55 | R\$ 4.184,07     | R\$ 3.789,55 | 10,41%      | AMAZON / CASAS BAHIA / PONTO FRIO   |
| 11/11/2022 | R\$3.789,55  | R\$3.905,07 | R\$3.812,07 | R\$4.084,05 | R\$4.184,07    | R\$4.084,05  | R\$ 4.184,07     | R\$ 3.789,55 | 10,41%      | AMAZON                              |
| 16/11/2022 | R\$3.812,07  | R\$3.905,07 | R\$3.812,07 | R\$4.453,77 | R\$4.534,92    | R\$4.453,77  | R\$ 4.534,92     | R\$ 3.812,07 | 18,96%      | AMAZON / SUBMARINO                  |
| 17/11/2022 | R\$3.812,07  | R\$3.905,07 | R\$3.812,07 | R\$4.084,05 | R\$3.812,07    | R\$4.084,05  | R\$ 4.084,05     | R\$ 3.812,07 | 7,13%       | AMAZON / SUBMARINO / MAGAZINE LUIZA |
| 18/11/2022 | R\$3.812,07  | R\$3.905,07 | R\$3.812,07 | R\$4.084,05 | R\$3.869,10    | R\$4.084,05  | R\$ 4.084,05     | R\$ 3.812,07 | 7,13%       | AMAZON / SUBMARINO                  |
| 21/11/2022 | R\$4.099,00  | R\$4.305,20 | R\$3.894,05 | R\$4.084,05 | R\$3.869,10    | R\$4.084,05  | R\$ 4.305,20     | R\$ 3.869,10 | 11,27%      | MAGAZINE LUIZA                      |
| 22/11/2022 | R\$4.084,05  | R\$4.091,07 | R\$4.091,07 | R\$4.084,05 | R\$3.869,10    | R\$4.084,05  | R\$ 4.091,07     | R\$ 3.869,10 | 5,74%       | MAGAZINE LUIZA                      |
| 23/11/2022 | R\$4.084,04  | R\$4.091,07 | R\$4.091,07 | R\$4.084,05 | R\$3.869,10    | R\$4.084,05  | R\$ 4.091,07     | R\$ 3.869,10 | 5,74%       | MAGAZINE LUIZA                      |
| 24/11/2022 | -  | R\$3.799,00 | R\$3.799,00 | R\$4.084,05 | R\$3.812,07    | R\$4.084,05  | R\$ 4.084,05     | R\$ 3.799,00 | 7,50%       | AMERICANAS / SUBMARINO              |
| 25/11/2022 | -  | R\$3.799,00 | R\$3.799,00 | R\$4.084,05 | R\$3.869,10    | R\$4.084,05  | R\$ 4.084,05     | R\$ 3.799,00 | 7,50%       | AMERICANAS / SUBMARINO              |

\*\*Os itens pesquisados nas lojas online não incluem o preço do frete.

Planilha Procon/Economia.

Pesquisa realizada pelo Núcleo de Pesquisa e Dados do Procon Vitória entre os dias 25 de outubro de 2022 a 25 de Novembro de 2022