

**PESQUISA BLACK FRIDAY - 2022
SMART TV**

PRODUTOS	SMART 55" TV UHD 4K SAMSUNG 55AU7700, PROCESSADOR CRYSTAL 4K, TELA SEM LIMITES, VISUAL LIVRE DE CABOS, ALEXA BUILT IN, CONTROLE ÚNICO						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\$3.084,32	R\$2.799,99	R\$3.167,12	R\$2.793,00	R\$2.798,70	R\$ 2.946,00	R\$ 3.167,12	R\$ 2.793,00	13,39%	CASAS BAHIA
26/10/2022	R\$2.959,00	R\$2.799,99	R\$2.799,99	R\$2.799,99	R\$2.798,70	R\$ 2.798,70	R\$ 2.959,00	R\$ 2.798,70	5,73%	MAGAZINE LUIZA
27/10/2022	R\$2.959,00	R\$2.799,99	R\$2.799,99	R\$2.799,99	R\$2.798,70	R\$ 2.798,70	R\$ 2.959,00	R\$ 2.798,70	5,73%	MAGAZINE LUIZA
31/10/2022	R\$3.050,00	R\$2.799,99	R\$2.799,99	R\$2.799,99	R\$2.754,05	R\$ 2.793,00	R\$ 3.050,00	R\$ 2.754,05	10,75%	MAGAZINE LUIZA
01/11/2022	R\$3.050,91	R\$2.799,99	R\$2.799,99	R\$2.799,99	R\$2.754,05	R\$ 2.696,07	R\$ 3.050,91	R\$ 2.696,07	13,16%	PONTO FRIO
03/11/2022	R\$3.029,00	R\$2.799,99	R\$2.799,99	R\$2.899,99	R\$2.754,05	R\$2.696,07	R\$ 3.029,00	R\$ 2.696,07	12,35%	PONTO FRIO
04/11/2022	R\$3.029,00	R\$2.799,99	R\$2.799,99	R\$2.899,99	R\$2.849,05	R\$2.696,07	R\$ 3.029,00	R\$ 2.696,07	12,35%	PONTO FRIO
07/11/2022	R\$3.050,91	R\$2.899,99	R\$2.899,99	R\$2.899,99	R\$2.849,05	R\$2.754,05	R\$ 3.050,91	R\$ 2.754,05	10,78%	PONTO FRIO
08/11/2022	R\$3.115,69	R\$2.899,99	R\$2.849,04	R\$2.899,00	R\$2.849,05	R\$2.899,00	R\$ 3.115,69	R\$ 2.849,04	9,36%	SUBMARINO
09/11/2022	R\$3.083,55	R\$2.899,99	R\$2.849,04	R\$2.899,00	R\$3.009,00	R\$2.899,00	R\$ 3.083,55	R\$ 2.849,04	8,23%	SUBMARINO
10/11/2022	R\$2.899,00	R\$2.799,99	R\$2.799,99	R\$3.572,88	R\$2.798,70	R\$ 2.899,00	R\$ 3.572,88	R\$ 2.798,70	27,66%	MAGAZINE LUIZA
11/11/2022	R\$3.115,00	R\$2.799,99	R\$2.799,99	R\$3.572,88	R\$2.798,70	R\$2.899,00	R\$ 3.572,88	R\$ 2.798,70	27,66%	MAGAZINE LUIZA
16/11/2022	R\$2.799,00	R\$2.954,00	R\$2.954,00	R\$2.940,00	R\$3.099,00	R\$2.899,00	R\$ 3.099,00	R\$ 2.799,00	10,72%	AMAZON
17/11/2022	R\$2.799,00	R\$2.954,00	R\$2.954,00	R\$2.940,00	R\$2.849,00	R\$2.899,00	R\$ 2.954,00	R\$ 2.799,00	5,54%	AMAZON
18/11/2022	R\$2.771,12	R\$2.848,99	R\$2.848,99	R\$2.849,00	R\$2.849,00	R\$2.849,00	R\$ 2.849,00	R\$ 2.771,12	2,81%	AMAZON
21/11/2022	R\$2.771,72	R\$3.078,90	R\$3.078,90	R\$2.849,00	R\$2.849,00	R\$2.849,00	R\$ 3.078,90	R\$ 2.771,72	11,08%	AMAZON
22/11/2022	R\$2.749,00	R\$2.899,99	R\$2.848,99	R\$2.849,00	R\$2.849,00	R\$2.849,00	R\$ 2.899,99	R\$ 2.749,00	5,49%	AMAZON
23/11/2022	R\$2.749,00	R\$3.078,90	R\$3.078,90	R\$2.745,10	R\$2.849,00	R\$2.849,00	R\$ 3.078,90	R\$ 2.745,10	12,16%	CASAS BAHIA
24/11/2022	R\$2.749,00	R\$2.799,99	R\$2.799,99	R\$2.641,00	R\$3.009,00	R\$2.659,05	R\$ 3.009,00	R\$ 2.641,00	13,93%	CASAS BAHIA
25/11/2022	R\$2.749,00	R\$3.078,90	R\$3.078,90	R\$2.641,00	R\$2.949,00	R\$2.659,05	R\$ 3.078,90	R\$ 2.641,00	16,58%	CASAS BAHIA

**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