

# Pesquisa de Páscoa - 2018

| Itens                         | Angeloni | Atacadão | Bistek | Comper | De Angelina | Fort  | Koch  | Maxxi | Mais barato | Mais caro | %     | Mais barato 2017 | Mais barato 2018 | %      |
|-------------------------------|----------|----------|--------|--------|-------------|-------|-------|-------|-------------|-----------|-------|------------------|------------------|--------|
| <b>Lacta</b>                  |          |          |        |        |             |       |       |       |             |           |       |                  |                  |        |
| Sonho de Valsa 270g           | 28,97    | 35,50    | 32,89  | 33,99  | 41,29       | 31,90 | 31,90 | 31,29 | 28,97       | 41,29     | 42,5% | 26,90            | 28,97            | 7,7%   |
| Bis 318g                      | 42,55    | 44,20    | 46,90  | 44,79  | 54,60       | 41,90 | 41,90 | 39,98 | 39,98       | 54,60     | 36,6% | 36,49            | 39,98            | 9,6%   |
| Hotwheels 170g                | 42,39    | 43,90    | 46,90  | 44,79  | 54,60       | 41,90 | 41,79 | 39,55 | 39,55       | 54,60     | 38,1% | 36,49            | 39,55            | 8,4%   |
| Shot 223g                     | 29,27    | 33,50    | 32,89  | 33,99  | 41,29       | 32,90 | 31,90 | 31,29 | 29,27       | 41,29     | 41,1% |                  |                  |        |
| Diamante Negro 202g           | 29,97    | 33,50    | 29,89  | 33,99  | 41,29       | 32,90 | 31,90 | 31,39 | 29,89       | 41,29     | 38,1% |                  |                  |        |
| Lacta Ao Leite 183g           | 35,39    | 26,90    | 26,89  | 27,49  | 41,29       | 26,90 | 25,90 | 24,85 | 24,85       | 41,29     | 66,2% |                  |                  |        |
| Lacta Oreo 305g               | 51,89    | n/d      | 51,89  | 53,99  | 84,65       | n/d   | 49,90 | n/d   | 49,90       | 84,65     | 69,6% |                  |                  |        |
| Laka 183g                     | 36,39    | 27,39    | 26,89  | 27,49  | 41,39       | 26,90 | 25,90 | 24,85 | 24,85       | 41,39     | 66,6% |                  |                  |        |
| Transformers 170g             | 43,75    | 43,90    | 42,89  | n/d    | 54,60       | 42,90 | 42,90 | n/d   | 42,89       | 54,60     | 27,3% |                  |                  |        |
| Barbie 170g                   | 42,39    | 43,90    | 42,89  | 44,79  | 54,60       | 41,90 | 41,90 | 39,98 | 39,98       | 54,60     | 36,6% | 36,49            | 39,98            | 9,6%   |
| Hora da Aventura 104g         | 35,39    | n/d      | 36,90  | 35,99  | 42,78       | n/d   | 33,90 | n/d   | 33,90       | 42,78     | 26,2% |                  |                  |        |
| Caixa de bombom 289,2g        | 10,55    | 7,89     | 8,97   | 11,99  | 13,90       | n/d   | 7,99  | 8,79  | 7,89        | 13,90     | 76,2% | 7,89             | 7,89             | 0,0%   |
| <b>Nestlé</b>                 |          |          |        |        |             |       |       |       |             |           |       |                  |                  |        |
| Prestigio 195g                | 32,15    | 29,90    | 30,89  | n/d    | 30,99       | 31,79 | 26,90 | n/d   | 26,90       | 32,15     | 19,5% |                  |                  |        |
| Galak 185g                    | 32,15    | 29,90    | 30,89  | 30,79  | 30,99       | 30,79 | 26,90 | 31,49 | 26,90       | 32,15     | 19,5% |                  |                  |        |
| Alpino 350g                   | 39,79    | 39,90    | 39,89  | n/d    | 39,90       | 39,70 | 39,90 | n/d   | 39,70       | 39,90     | 0,5%  | 41,50            | 39,70            | -4,3%  |
| Classic ao Leite 185g         | 32,15    | 29,90    | n/d    | n/d    | 30,99       | 30,79 | 26,90 | n/d   | 26,90       | 32,15     | 19,5% |                  |                  |        |
| Kit Kat 313g                  | 38,65    | 39,90    | 39,89  | 39,99  | n/d         | 40,79 | 39,90 | n/d   | 38,65       | 40,79     | 5,5%  |                  |                  |        |
| Princesa 150g                 | 39,69    | 39,90    | n/d    | n/d    | 39,90       | 39,90 | 42,90 | n/d   | 39,69       | 42,90     | 8,1%  | 39,97            | 39,69            | -0,7%  |
| Spiderman 150g                | 37,49    | 39,90    | 39,89  | n/d    | 39,90       | 39,90 | 42,90 | n/d   | 37,49       | 42,90     | 14,4% | 35,90            | 37,49            | 4,4%   |
| Surpresa 150g                 | 32,49    | 39,90    | 35,89  | 24,99  | 35,48       | 38,90 | 35,90 | 36,65 | 24,99       | 39,90     | 59,7% | 37,30            | 24,99            | -33,0% |
| Caixa de bombom 300g          | 8,95     | 7,39     | 7,49   | 9,99   | 7,99        | 6,75  | 6,99  | 7,85  | 6,75        | 9,99      | 48,0% | 6,39             | 6,75             | 5,6%   |
| <b>Garoto</b>                 |          |          |        |        |             |       |       |       |             |           |       |                  |                  |        |
| Baton Ao Leite 186g           | 29,97    | 28,90    | 28,89  | 30,99  | n/d         | 30,90 | 30,90 | n/d   | 28,89       | 30,99     | 7,3%  |                  |                  |        |
| Crocante 215g                 | 31,15    | n/d      | 31,89  | 30,99  | n/d         | n/d   | 30,90 | n/d   | 30,90       | 31,89     | 3,2%  | 26,50            | 30,90            | 16,6%  |
| Serenata do Amor 190g         | 31,15    | 28,90    | 31,89  | 30,99  | n/d         | 30,79 | 30,90 | 31,49 | 28,90       | 31,89     | 10,3% |                  |                  |        |
| Minnie 150g                   | 35,97    | 36,90    | 39,89  | 37,99  | n/d         | 39,80 | 39,90 | n/d   | 35,97       | 39,90     | 10,9% | 35,99            | 35,97            | -0,1%  |
| Vingadores 150g               | 35,97    | 37,90    | 39,89  | 42,39  | 39,76       | 39,80 | 39,90 | n/d   | 35,97       | 42,39     | 17,8% | 35,99            | 35,97            | -0,1%  |
| Talento Castanha do Pará 350g | 41,15    | 37,90    | 36,89  | 42,39  | 39,76       | 36,90 | 36,90 | 38,85 | 36,89       | 42,39     | 14,9% |                  |                  |        |
| Caixa de bombom 300g          | 6,97     | 6,79     | 7,99   | 6,79   | 9,19        | 6,79  | 6,99  | 7,85  | 6,79        | 9,19      | 35,3% | 6,39             | 6,79             | 6,3%   |

| <b>Ferrero</b>             |       |       |       |       |       |       |       |      |
|----------------------------|-------|-------|-------|-------|-------|-------|-------|------|
| Kinder Ovo 150g            | 51,89 | 45,80 | 46,89 | 46,99 | 49,90 | 48,90 | 48,49 | n/d  |
| Ferrero Rocher 225g        | 55,65 | 51,45 | 57,89 | 55,99 | 55,90 | 55,90 | 54,90 | n/d  |
| Kinder Ovo 100g            | 39,99 | 36,35 | 39,89 | 38,99 | n/d   | 38,50 | 36,90 | n/d  |
| Caixa de Bombom 150g       | 22,49 | n/d   | 21,97 | 28,99 | 27,19 | 21,90 | 23,90 | n/d  |
| <b>Barras de Chocolate</b> |       |       |       |       |       |       |       |      |
| Garoto 100g                | 2,97  | 3,59  | 3,49  | 3,49  | 4,46  | 2,95  | 3,59  | n/d  |
| Hershey's 110g             | 3,59  | 3,49  | n/d   | 3,99  | 3,92  | n/d   | n/d   | 3,65 |
| Lacta 135g                 | 5,39  | 4,99  | 5,47  | 6,99  | 7,89  | 5,29  | 5,39  | 5,39 |
| Nestlé 98g                 | 5,19  | 5,39  | 4,97  | 5,99  | 4,94  | 4,79  | 4,59  | 3,98 |
| Neugebauer 115g            | 3,65  | 3,49  | 3,49  | n/d   | n/d   | 3,69  | 2,95  | 3,28 |

|       |       |       |       |       |       |
|-------|-------|-------|-------|-------|-------|
| 45,80 | 51,89 | 13,3% | 35,90 | 45,80 | 27,6% |
| 51,45 | 57,89 | 12,5% | 40,50 | 51,45 | 27,0% |
| 36,35 | 39,99 | 10,0% | 28,50 | 36,35 | 27,5% |
| 21,90 | 28,99 | 32,4% | 17,90 | 21,90 | 22,3% |

|      |      |       |      |      |        |
|------|------|-------|------|------|--------|
| 2,95 | 4,46 | 51,2% |      |      |        |
| 3,49 | 3,99 | 14,3% |      |      |        |
| 4,99 | 7,89 | 58,1% |      |      |        |
| 3,98 | 5,99 | 50,5% |      |      |        |
| 2,95 | 3,69 | 25,1% | 3,37 | 2,95 | -12,5% |

Pesquisa realizada no dia 19 de março de 2018

\* n/d: Não disponível.



Procon Itajaí