



SECRETARIA DE ESTADO DA JUSTIÇA, CIDADANIA E DIREITOS HUMANOS
DEPARTAMENTO DE PROTEÇÃO E DEFESA DO CONSUMIDOR

PESQUISA DE PREÇOS DE PRODUTOS DE PÁSCOA
COLETA DE 27/02 a 05/03/2013

O PROCON INFORMA: OS PREÇOS PODEM SOFRER ALTERAÇÃO

PRODUTO	Nº	PESO	AMERI CANAS	ANGE LONI	BIG	CONDOR	EXTRA	HAVAN	MERCA DORAMA	PÃO DE AÇÚCAR	SUPER MUFFATC	WAL MART	COMPARAÇÃO PREÇOS			COMPARAÇÃO PREÇO MÉDIO		
													MAIOR	MINOR	VARIAÇÃO	2013	2012	VARIAÇÃO
ARCOR																		
BOMBOM SORTIDO - CAIXA		200G					3,99					2,94	3,99	2,94	35,71%	3,47	3,03	14,36%
OVO AO LEITE	15	245G		19,99		19,15							19,99	19,15	4,39%	19,57		
OVO BRANCO	15	245G		19,99		20,49							20,49	19,99	2,50%	20,24		
OVO MARVEL SUPER HERO SQUAD C/ BRINQUEDO	14	150G		17,89		17,09							17,89	17,09	4,68%	17,49	14,34	21,97%
OVO MICKEY C/ BRINQUEDO	14	150G		17,69		17,84							17,84	17,69	0,85%	17,77		
OVO MINNIE C/ BRINQUEDO	14	150G		15,59		17,84							17,84	15,59	14,43%	16,72		
OVO NEMO C/ BRINQUEDO	14	150G		17,69		17,84							17,84	17,69	0,85%	17,77		
OVO PATATI PATATÁ C/ COPO	12	120G		14,19		12,15							14,19	12,15	16,79%	13,17	12,02	9,57%
OVO RAPUNZEL C/ BRINQUEDO	14	150G		16,97		14,48							16,97	14,48	17,20%	15,73	14,41	9,13%
OVO TORTUGUITA CHOCOVINHOS	6	50G		4,70		3,65							4,70	3,65	28,77%	4,18	4,11	1,58%
OVO TORTUGUITA C/ GRAVADOR	14	170G		28,90		23,25							28,90	23,25	24,30%	26,08	22,70	14,87%
OVO TORTUGUITA C/ MEGAFONE	14	170G		28,90		25,59							28,90	25,59	12,93%	27,25		
TABLETE ARCOR AO LEITE		160G	2,99		3,05	2,85	4,19					2,86	4,19	2,85	47,02%	3,19		
TABLETE ARCOR AO LEITE COM AMENDOIM		160G				2,85	4,19					2,86	4,19	2,85	47,02%	3,30		
TABLETE ARCOR BRANCO		160G				2,85	4,19						4,19	2,85	47,02%	3,52		
TABLETE ARCOR BRANCO E AMARGO		160G				2,85	4,19						4,19	2,85	47,02%	3,52		
TABLETE ARCOR BRIGADEIRO		160G				2,85	4,19						4,19	2,85	47,02%	3,52		
TABLETE ARCOR AMARGO		160G				2,85	4,19					2,86	4,19	2,85	47,02%	3,30		
TABLETE ARCOR MEIO AMARGO		160G	2,99			2,85	4,19						4,19	2,85	47,02%	3,34		
FERRERO ROCHER																		
BOMBOM FERRERO ROCHER C/ 3 UNID.		37,5G	3,99			3,08							3,99	3,08	29,55%	3,54		
BOMBOM FERRERO ROCHER C/ 8 UNID - CAIXA		100G	12,99	11,25	9,68	9,20	15,50	12,90	9,68				15,50	9,20	68,48%	11,60	10,96	5,84%
BOMBOM FERRERO ROCHER C/ 15 UNID - CAIXA		187G	22,99	21,15	15,70	17,29	25,50	22,90		25,90	19,90	17,48	25,90	15,70	64,97%	20,98	18,27	14,83%
BOMBOM FERRERO ROCHER - LATA		187G	36,99				34,90			35,50			36,99	34,90	5,99%	35,80	26,45	35,34%
BOMBOM FERRERO COLLECTION C/ 9 UNID - CAIXA		97G	16,99	15,65		14,03							16,99	14,03	21,10%	15,56		
BOMBOM FERRERO COLLECTION C/ 15 UNID - CAIXA		156G		25,19	15,70		29,90		17,86	27,50		19,88	29,90	15,70	90,45%	22,67	22,17	2,26%
BOMBOM FERRERO COLLECTION C/ 15 UNID - CAIXA		162G	24,99			18,98					22,89		24,99	18,98	31,66%	22,29		
BOMBOM FERRERO COLLECTION C/ 21 UNID - CAIXA		227G	32,99	34,37		26,68		32,90			32,15		34,37	26,68	28,82%	31,82		
BOMBOM FERRERO ROCHER DIAMANTE C/ 24 UNID - CAIXA		300G	36,99	35,55	26,98	30,27		35,90		41,90	34,09	29,88	41,90	26,98	55,30%	33,95	28,85	17,66%
BOMBOM FERRERO RAFFAELLO C/ 8 UNID - CAIXA		80G	9,99	8,65		7,78	10,50	9,90		9,90		7,98	10,50	7,78	34,96%	9,24		
BOMBOM FERRERO RAFFAELLO C/ 15 UNID - CAIXA		150G	14,99	10,99		11,25	15,50						15,50	10,99	41,04%	13,18		
COELHO PÁSCOA FERRERO AO LEITE E AVELÃS		100G	19,99	17,35		18,13				21,99	17,85	23,57	23,57	17,35	35,85%	19,81		
OVO FERRERO EGGS AVELÃ - PCTE		100G	14,99			12,84		14,90		15,99	11,98		15,99	11,98	33,47%	14,14	13,10	7,94%
OVO FERRERO EGGS CACAU - PCTE		100G	14,99	13,25		12,84		14,90		15,99	11,98		15,99	11,98	33,47%	13,99	12,16	15,06%
OVO FERRERO ROCHER ACRÍLICO		200G	32,99	25,77			34,99	29,90			28,65	29,98	34,99	25,77	35,78%	30,38	25,74	18,03%
OVO FERRERO ROCHER CONE		212G								40,50	24,09		40,50	24,09	68,12%	32,30		
OVO FERRERO ROCHER		250G	42,99	31,99		31,90	45,49	37,90		42,99	32,89	38,98	45,49	31,90	42,60%	38,14	31,46	21,24%
OVO GRAN FERRERO ROCHER		390G	52,99	49,99		39,90	57,99	49,90		49,99	45,45	49,98	57,99	39,90	45,34%	49,52		
OVO FERRERO ROCHER COLLECTION		260G	42,99	35,69		32,44	45,49	37,90			33,35	51,40	51,40	32,44	58,45%	39,89		
OVO GRAN FERRERO COLLECTION		370G	52,99	45,89		39,90		49,90		55,49	45,45	62,34	62,34	39,90	56,24%	50,28		
KINDER OVO																		
CHOCOLATE AO LEITE C/ SURPRESA KINDER NATOONS - 1 UNID		20G	3,49	2,89		2,70	3,89	3,99		4,19	3,45	3,98	4,19	2,70	55,19%	3,57	3,35	6,64%
OVO CHOCOLATE AO LEITE C/ SURPRESA KINDER NATOONS - 2 UNID		40G	5,99	6,85		5,50					5,99		6,85	5,50	24,55%	6,08		
OVO KINDER MAXI PUCCA		100G	24,99	22,45		20,38	28,49			26,99	19,99	30,50	30,50	19,99	52,58%	24,83		
OVO KINDER MENINAS C/ BRINQUEDO		150G	34,99	26,95		26,80	38,99	29,90		36,49	26,90	33,68	38,99	26,80	45,49%	31,84		
OVO KINDER MENINOS C/BRINQUEDO		150G	34,99	26,95		26,80	35,90	29,90		36,49	27,89	33,68	36,49	26,80	36,16%	31,58		
OVO KINDER NATOONS C/ FILHOTE DE PELÚCIA		125G	34,99	26,95		26,80	38,99	29,90		36,99	27,79	33,68	38,99	26,80	45,49%	32,01	22,46	42,53%

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													MAIOR	MEIOR	VARIAÇÃO	2013	2012	VARIAÇÃO
GAROTO																		
BOMBOM MUNDY COLECTION - CAIXA		250G		17,87	14,28	14,25	16,90		14,98			14,37	17,87	14,25	25,40%	15,44	13,94	10,77%
BOMBOM MUNDY DESCOBERTAS - CAIXA		250G				14,25						17,16	17,16	14,25	20,42%	15,71		
BOMBOM SERENATA DE AMOR CORAÇÃO - CAIXA		126G			8,98	9,72	13,90		8,98	11,90			13,90	8,98	54,79%	10,70	9,59	11,53%
BOMBONS SORTIDOS - CAIXA		400G	6,99	8,29	6,78	5,98	5,89		6,78	7,49	5,99	6,18	8,29	5,89	40,75%	6,71	6,59	1,79%
COELHO DE CHOCOLATE AO LEITE	12	50G	4,99	4,15	4,38	3,98	5,19		4,38	4,39	3,89		5,19	3,89	33,42%	4,42	4,25	3,97%
MINI OVOS BATON - LATA	4	110G	9,99	7,95	6,98	7,90	9,89			8,49	7,59		9,99	6,98	43,12%	8,40	6,97	20,50%
MINI OVOS SERENATA DE AMOR - CAIXA		110G		9,97	9,64		12,29				9,49		12,29	9,49	29,50%	10,35	9,35	10,67%
MINI OVOS SERENATA DE AMOR - CAIXA		220G	11,99			9,65				9,99			11,99	9,65	24,25%	10,54		
MINI OVOS TALENTO	4	120G	13,99	11,67	11,44	11,45	14,69			12,49	10,99		14,69	10,99	33,67%	12,39	11,60	6,80%
OVO BATON AO LEITE	15	212G	24,99	19,75	18,58	17,98	25,99		18,58	22,49	19,99		25,99	17,98	44,55%	21,04		
OVO BATON AO LEITE C/ LANÇA BOLHAS	12	120G		9,25	7,06	7,90	9,99			9,99	7,89		9,99	7,06	41,50%	8,68	8,91	-2,58%
OVO BATON BRANCO	15	212G	24,99	19,99	18,58	17,98	25,99			22,49	18,89		25,99	17,98	44,55%	21,27		
OVO BATON MALETA	12	152G	24,99	19,99	18,57	18,58	25,99			22,49	18,49		25,99	18,49	40,56%	21,30		
OVO CHOCOLATE AO LEITE	9	50G	4,99	7,95	3,58	3,59	5,19		4,38		3,89		7,95	3,58	122,07%	4,80	4,03	19,00%
OVO CLASSICOS	15	215G	24,99		18,58	17,98			18,58		19,99		24,99	17,98	38,99%	20,02	18,95	5,67%
OVO CLASSICOS	23	750G	59,99		48,18	45,50			48,18	58,49	49,90		59,99	45,50	31,85%	51,71	50,40	2,59%
OVO CROCANTE	15	225G	24,99	21,27	18,58	18,59	25,99		18,57		19,99		25,99	18,57	39,96%	21,14	18,87	12,03%
OVO JOLIE 12 C/ BRINDE	12	135G	24,99	19,69	18,57	18,58	25,99			23,49	18,49		25,99	18,49	40,56%	21,40		
OVO JUMBO	25	800G	59,99	57,57	48,18	48,21	67,99		48,18	58,49	52,90		67,99	48,18	41,12%	55,19	52,72	4,68%
OVO MARVEL THE AVENGERS C/ LANÇADOR	15	180G	24,99	21,97	21,28	19,50	29,99			23,49	20,99		29,99	19,50	53,79%	23,17	19,59	18,29%
OVO MONSTROS S.A. C/ BRINQUEDO	15	180G	24,99	21,15	19,21	17,80	29,99		19,21	23,49	20,99		29,99	17,80	68,48%	22,10		
OVO MUNDY DESCOBERTAS	15	350G	36,99	32,15	34,98	27,98	40,99		29,13	35,49	31,99		40,99	27,98	46,50%	33,71		
OVO OPERETA	15	225G	24,99	20,95	18,57	18,58	25,99		18,57	22,49	19,99		25,99	18,57	39,96%	21,27	18,41	15,51%
OVO PUCCA C/ BRINDE	15	180G	24,99	21,97	19,21	18,50	26,99		19,21	23,49	20,99		26,99	18,50	45,89%	21,92	19,78	10,81%
OVO SERENATA DE AMOR	15	240G	19,99	20,95	18,58	17,98	25,99		18,58	22,49	18,59		25,99	17,98	44,55%	20,39	17,25	18,22%
OVO SERENATA DE AMOR	20	375G	27,99	31,89	27,41	26,40	38,49		27,38		29,99		38,49	26,40	45,80%	29,94	26,48	13,05%
OVO SERENATA DE AMOR BRANCO	15	240G	19,99	20,95	18,58	18,58	25,99		18,58		19,99		25,99	18,58	39,88%	20,38	19,22	6,04%
OVO SERENATA DE AMOR CORAÇÃO	20	360G	29,99	33,59	32,28	29,98	40,99			31,99			40,99	29,98	36,72%	33,14	28,90	14,66%
OVO SERENATINHA DE AMOR	12	130G	10,99	9,57	9,18	8,90	11,69		9,18		8,89		11,69	8,89	31,50%	9,77	9,61	1,68%
OVO SUPER TALENTO SORTIDOS	25	1KG	69,99	67,15	53,82	57,83	81,49				59,99		81,49	53,82	51,41%	65,05	58,34	11,49%
OVO TALENTO AMÊNDOAS E PASSAS	20	375G	34,99	31,87	27,38	25,70	38,49		27,38	26,69	27,98		38,49	25,70	49,77%	30,06	27,05	11,13%
OVO TALENTO AVELÃS	20	375G	34,99	31,87	27,38	25,70	38,49		27,38	26,69	27,98		38,49	25,70	49,77%	30,06	27,05	11,13%
OVO TALENTO AVELÃS DIET	15	240G	29,99	26,77	23,07	23,08	32,49		23,07		22,98		32,49	22,98	41,38%	25,92	23,72	9,28%
OVO TALENTO BRANCO CEREALIS E PASSAS	20	375G	34,99	31,87	27,38	27,41	38,49		27,38	26,69	27,98		38,49	26,69	44,21%	30,27	27,05	11,92%
OVO TALENTO BRANCO FRUTAS VERMELHAS	20	375G	34,99	31,87	27,38	25,70	38,49		27,38		27,98		38,49	25,70	49,77%	30,54	27,56	10,82%
OVO TALENTO CASTANHA DO PARÁ	20	375G	34,99	31,87	27,38	25,70	38,49		27,38	26,69	27,98		38,49	25,70	49,77%	30,06	27,05	11,13%
OVO TALENTO CASTANHA DO PARÁ E COCO	20	375G	34,99	29,99		25,25	40,99		27,38		29,90		40,99	25,25	62,34%	31,42		
OVO TALENTO INTENSE	20	375G	34,99	31,87	27,38	25,70	38,49		27,38		27,98		38,49	25,70	49,77%	30,54	26,82	13,88%
OVO TALENTO NOZES	20	375G		31,87	27,38	25,70	38,49		27,38	26,69	27,98		38,49	25,70	49,77%	29,36	27,53	6,63%
OVO VELOZES E FURIOSOS C/BRINQUEDO	15	180G	24,99	21,15	19,21	19,22	25,99		19,21	23,49	20,99		25,99	19,21	35,29%	21,78		
TABLETES CLASSICOS BRANCO		180G		3,79	3,78	3,15			3,78		3,59	3,88	3,88	3,15	23,17%	3,66		
TABLETES CLASSICOS CASTANHA DE CAJU E PASSAS		180G		3,79	3,78	3,15			3,78	3,45	3,59	3,58	3,79	3,15	20,32%	3,59		
TABLETES CLASSICOS CROCANTE		180G		3,79	3,78	3,15			3,78		3,59	3,58	3,79	3,15	20,32%	3,61		
TABLETES CLASSICOS MEIO AMARGO		180G		3,79	3,78	3,15			3,78		3,59	3,88	3,88	3,15	23,17%	3,66		
TABLETES OPERETA		180G		3,79						3,45		3,88	3,88	3,45	12,46%	3,71		
TABLETES TALENTO		100G		3,57	2,63	2,49			2,78	3,49	2,99	2,68	3,57	2,49	43,37%	2,95		

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É PERMITIDA A REPRODUÇÃO DESDE QUE CITADA A FONTE

PROCON-PR

PRODUTO	Nº	PESO	AMERI CANAS	ANGE LONI	BIG	CONDOR	EXTRA	HAVAN	MERCA DORAMA	PÃO DE AÇÚCAR	SUPER MUFFATC	WAL MART	COMPARAÇÃO PREÇOS			COMPARAÇÃO PREÇO MÉDIO		
													MAIOR	MEIOR	VARIAÇÃO	2013	2012	VARIAÇÃO
LACTA																		
BOMBOM AO LEITE C/ RECHEIO CREMOSO - CAIXA		180G							12,38		11,45	12,84	12,84	11,45	12,14%	12,22		
BOMBOM SONHO DE VALSA - CAIXA CORAÇÃO		215G	12,99	13,15	12,38	9,75		16,90	12,38				16,90	9,75	73,33%	12,93	13,74	-5,93%
BOMBOM SONHO DE VALSA - PCTE		250G			6,68		8,99			10,90	6,79	6,88	10,90	6,68	63,17%	8,05	7,02	14,64%
BOMBOM SONHO DE VALSA - PCTE		1KG				23,30		27,90			25,15		27,90	23,30	19,74%	25,45		
BOMBOM SONHO DE VALSA - LATA		236G	12,99	12,69	12,38	10,40	18,90	16,90	12,38	18,90	11,89	11,18	18,90	10,40	81,73%	13,86	12,91	7,37%
BOMBOM SONHO DE VALSA C/ 5 UNID - PCTE		105G				2,60	3,99			5,15	2,85	2,88	5,15	2,60	98,08%	3,49	2,95	18,44%
BOMBOM SONHO DE VALSA TRUFA - CAIXA CORAÇÃO		236G							11,78	14,90	11,85		14,90	11,78	26,49%	12,84		
BOMBOM OURO BRANCO C/ 5 UNID - PCTE		105G			2,84	2,60			2,88	5,15	2,85		5,15	2,60	98,08%	3,26	3,17	2,97%
BOMBOM OURO BRANCO - PCTE		1KG		25,29		25,42							25,42	25,29	0,51%	25,36		
BOMBOM GRANDES SUCESSOS - CAIXA		400G	7,99	6,39	6,98	6,65	8,49		6,98		6,98	6,68	8,49	6,39	32,86%	7,14	6,49	10,05%
COELHO PASCOAL AO LEITE	12	90G		6,57	5,97	5,69	8,49	7,90	5,97	8,49	5,99	6,98	8,49	5,69	49,21%	6,89	6,13	12,47%
OVO AMANDITA	20	280G	31,99	29,77	30,78	27,03	38,49	34,90		38,49	29,49	29,98	38,49	27,03	42,40%	32,32	24,42	32,37%
OVO AMARO	15	196G	19,99	19,99	21,18	18,57	26,49	23,90	18,56	24,49	19,99	20,58	26,49	18,56	42,73%	21,37	18,78	13,81%
OVO ANGRY BIRDS C/ BRINQUEDO	15	170G	25,99	23,15	23,98	21,98		26,90	23,27	29,99	22,89	23,97	29,99	21,98	36,44%	24,68		
OVO BARBIE C/ CANECA	12	110G	18,99	16,19		15,20	20,99	19,90	16,28	19,49	15,99		20,99	15,20	38,09%	17,88		
OVO BARBIE C/ BARBIE BAILARINA	15	170G	25,99	23,15	20,98	20,50	29,99	23,90	20,98	27,99	22,99	20,99	29,99	20,50	46,29%	23,75	20,58	15,38%
OVO BEN 10 C/ BONECO	15	170G	25,99	23,15	22,12	21,95	29,99	23,90	22,12		22,89	23,97	29,99	21,95	36,63%	24,01	20,38	17,81%
OVO BEN 10 CHAMA C/ BONECO	15	170G	25,99	23,15	22,12	21,95	29,99	26,90	22,12	29,99	22,89	23,97	29,99	21,95	36,63%	24,91		
OVO BEN 10 QUATRO BRAÇOS C/ BONECO	15	170G	25,99	23,15	22,12	21,95	29,99	27,90	22,12	29,99	22,89	23,97	29,99	21,95	36,63%	25,01		
OVO BEN 10 ULTIMATE ALIEN C/ BONECO	20	250G	39,99	35,65	36,88	35,91	45,99	39,90	35,88	42,49	34,79	35,97	45,99	34,79	32,19%	38,35		
OVO BIS AO LEITE	15	230G	23,99	19,99	21,18	17,98	26,49	23,99	18,57		19,99	20,58	26,49	17,98	47,33%	21,42	17,54	22,11%
OVO BIS AO LEITE	21	530G	42,99	39,89	36,24	36,26	51,49	41,90		47,49	38,99	39,97	51,49	36,24	42,08%	41,69	36,26	14,98%
OVO BIS MEIO A MEIO	20	325G	29,99	27,69	28,93	27,94	36,99	33,90	28,93	36,99	28,49	28,98	36,99	27,69	33,59%	30,88		
OVO BIS LAKA	15	240G		19,99	18,56	18,57	25,99	23,99	18,56	24,49	19,99	20,58	25,99	18,56	40,03%	21,19	17,80	19,05%
OVO CAPRICHO C/ BOLSA DE MAQUIAGEM	15	170G	25,99	20,99	20,98	20,50	29,99	23,90	20,98	29,99	22,99	22,98	29,99	20,50	46,29%	23,93	20,59	16,22%
OVO CONFETI	15	220G	19,99	18,39	18,57	17,98	26,49	23,99	18,57	24,49	19,99	20,58	26,49	17,98	47,33%	20,90	18,46	13,24%
OVO DIAMANTE NEGRO	15	215G	19,99	19,99	18,28	17,98	25,99	22,90	18,28	24,49	19,99	20,58	25,99	17,98	44,55%	20,85	17,45	19,47%
OVO DIAMANTE NEGRO	20	320G		28,47	25,86	24,98	36,99	29,90		36,49	27,99	29,98	36,99	24,98	48,08%	30,08	24,26	24,00%
OVO DIAMANTE NEGRO	21	500G	44,99	35,99	39,98	36,25	51,49	41,90	36,24	47,49	39,49	39,97	51,49	35,99	43,07%	41,38	35,47	16,66%
OVO DIAMANTE NEGRO	23	750G	59,99	55,17	50,11	50,12	70,99	57,90	50,11	65,99	49,99	55,97	70,99	49,99	42,01%	56,63	50,47	12,21%
OVO DIAMANTE NEGRO FORMATO - CAIXA		350G		52,27	47,46	47,47	67,49	59,90	41,44	62,49	51,90	52,98	67,49	41,44	62,86%	53,71		
OVO GRANDES SUCESSOS	20	345G	31,99	29,99	28,27	27,26		34,90	27,24	38,49	27,99	35,47	38,49	27,24	41,30%	31,29	26,61	17,58%
OVO GRANDES SUCESSOS	23	750G		55,17		48,50	70,99	54,90		65,99	54,90		70,99	48,50	46,37%	58,41	47,29	23,51%
OVO HELLO KITTY C/ BRINQUEDO	15	170G	23,99	20,99	20,98	21,00		23,90	20,98		22,99	22,98	23,99	20,98	14,35%	22,23	19,77	12,42%
OVO HELLO KITTY ONÇA PINTADA	20	250G	39,99	35,65	35,88	35,91	45,99	41,90	35,88	42,49	34,99	35,97	45,99	34,99	31,44%	38,47		
OVO HELLO KITTY MICO LEÃO	20	250G	39,99	35,65	35,88	35,91	45,99	41,90	35,88	42,49	34,99	35,97	45,99	34,99	31,44%	38,47		
OVO HOT WHEELS C/ CARRINHO DRIFT TWISTER	12	100G	18,99	16,17	13,58	16,29		19,90		19,49	14,99	16,98	19,90	13,58	46,54%	17,05		
OVO HOT WHEELS ARRANCADA	15	170G	25,99	21,99	23,27	21,00	29,99	23,90	20,98	27,99	22,89	22,98	29,99	20,98	42,95%	24,10		
OVO LACTA AO LEITE	15	196G	19,99	16,85	17,08		21,99	18,90	15,28	19,99	16,99	16,98	21,99	15,28	43,91%	18,23	17,81	2,35%
OVO LACTA AO LEITE	21	500G	44,99	35,99	36,11	34,80	51,49	41,90		47,49	36,99	39,97	51,49	34,80	47,96%	41,08	33,98	20,90%
OVO LACTA AO LEITE DIET	15	225G	29,99	27,15	24,63	24,64	34,99	31,90	24,63	34,99	26,89	27,97	34,99	24,63	42,06%	28,78	24,16	19,11%
OVO LACTA BOMBOM	20	330G	49,99	45,19	45,51	45,52	58,49	51,90	45,51	53,49	44,90	45,98	58,49	44,90	30,27%	48,65		
OVO LACTA TRUFADO COM AVELÃ	15	350G		37,99	41,44		52,99	47,90	41,44	48,99	44,90		52,99	37,99	39,48%	45,09		
OVO LAKA CHOCOLATE BRANCO	15	196G	19,99	19,99	18,26	17,98	25,99	22,90	18,26	23,99	19,99	20,58	25,99	17,98	44,55%	20,79	17,82	16,68%
OVO LAKA CHOCOLATE BRANCO	20	300G	29,99	28,89	29,08	29,11	36,99	31,90	29,08	36,99	26,99	28,98	36,99	26,99	37,05%	30,80		
OVO LAKA CHOCOLATE BRANCO	21	500G	44,99	39,75	36,11	36,12	50,99	41,90	36,11	47,49	39,89	39,97	50,99	36,11	41,21%	41,33	35,94	15,00%
OVO LAKA CHOCOLATE BRANCO	23	730G	59,99	55,15	50,07	50,08	70,99	63,90	50,07	65,99	49,99	55,97	70,99	49,99	42,01%	57,22	51,57	10,96%
OVO MEIO LAKA MEIO DIAMANTE NEGRO	15	205G	19,99	19,97	20,26	20,27	25,99	22,90	20,26	23,99	19,89	20,26	25,99	19,89	30,67%	21,38	18,18	17,59%
OVO MEIO LAKA MEIO DIAMANTE NEGRO	21	500G	44,99	39,79	38,98	36,14		39,90	36,24	47,49	36,99	39,97	47,49	36,14	31,41%	40,05	34,11	17,43%
OVO MONSTER HIGH C/ RELÓGIO	15	170G	25,99	23,15	23,37	21,98	29,99	24,90	23,27	27,99	22,89	23,97	29,99	21,98	36,44%	24,75		
OVO MUTANTE GENERATOR REX C/ CANECA	15	170G		23,15	23,98	21,98	29,99	23,90		27,99	22,89	23,97	29,99	21,98	36,44%	24,73	21,67	14,13%
OVO OURO BRANCO	20	375G	29,99	26,99	27,24	26,40	38,49	34,90	27,27	38,49	29,99		38,49	26,40	45,80%	31,08	26,87	15,68%

PRODUTO	Nº	PESO	AMERI CANAS	ANGE LONI	BIG	CONDOR	EXTRA	HAVAN	MERCA DORAMA	PÃO DE AÇÚCAR	SUPER MUFFATC	WAL MART	COMPARAÇÃO PREÇOS			COMPARAÇÃO PREÇO MÉDIO		
													MAIOR	MEIOR	VARIAÇÃO	2013	2012	VARIAÇÃO
LACTA																		
OVO PASCOAL C/ BRINQUEDO	12	100G	9,99	11,45	11,48	11,50	14,64	12,90	11,48	13,69	10,29	11,97	14,64	9,99	46,55%	11,94		
OVO POLLY POCKET C/ MICROFONE	15	170G	25,99	23,15	23,98	23,28	29,99	23,90	23,98	27,99	22,98	23,97	29,99	22,98	30,50%	24,92	20,89	19,30%
OVO SHREK C/ BRINQUEDO	15	170G	25,99	23,15	22,98	23,28	29,99	23,90	22,98	27,99	22,89	23,97	29,99	22,89	31,02%	24,71		
OVO SHOT	15	236G	22,99	19,99	18,57	18,58	26,49	23,90		24,49	18,99	20,58	26,49	18,57	42,65%	21,62	18,30	18,14%
OVO SONHO DE VALSA	15	270G	21,99	19,67	20,52	20,53	26,49	23,90		26,49	18,99	20,98	26,49	18,99	39,49%	22,17		
OVO SONHO DE VALSA	20	350G	32,99	26,99	26,46	26,47	37,49	32,90	26,46	37,49	28,99	29,98	37,49	26,46	41,69%	30,62	25,73	19,01%
OVO SONHO DE VALSA	21	530G	42,99	37,67	35,44	33,98	49,99	39,90	35,44	46,49	38,89	38,98	49,99	33,98	47,12%	39,98	34,31	16,52%
OVO SONHO DE VALSA FORMATO BOMBOM	20	400G	39,99	45,19	33,21	33,22	46,99	39,90	33,21	43,49	33,99	36,98	46,99	33,21	41,49%	38,62	32,51	18,78%
OVO SONHO DE VALSA MEIO A MEIO	15	270G	21,99	19,67		18,58	26,49	23,90	20,52	24,49	18,99		26,49	18,58	42,57%	21,83	18,60	17,36%
OVO SONHO DE VALSA TRIPLA CAMADA		337G		37,99	41,44	41,45		47,90		48,99	40,90	41,98	48,99	37,99	28,95%	42,95		
OVO SPIDER-MAN C/ RELOGIO	15	170G		21,99			29,99				19,99	23,97	29,99	19,99	50,03%	23,99		
OVO SPIDER-MAN C/ CANECA	15	170G	23,99	21,99		19,98	29,99			27,99	19,99	23,97	29,99	19,98	50,10%	23,99		
OVO TRAKINAS MEIO A MEIO C/ BRINQUEDO	12	120G		11,39	10,34	10,35	14,69	11,90	10,34	13,69	10,29	11,97	14,69	10,29	42,76%	11,66	12,27	-4,95%
TABLETE DELICE AVELÃ		170G		3,65				4,99				3,88	4,99	3,65	36,71%	4,17		
TABLETE DELICE CHOCOLATE		170G			4,18			4,99					4,99	4,18	19,38%	4,59		
TABLETE DIAMANTE NEGRO		170G	3,99	3,65	4,18	3,79	4,59	4,99	4,18	4,59	3,99	3,88	4,99	3,65	36,71%	4,18		
TABLETE LACTA AMARO		170G		3,65	4,18		4,59	4,99	4,18		3,99		4,99	3,65	36,71%	4,26		
TABLETE LACTA AO LEITE		170G	3,99	3,65	4,18	3,79	4,59	4,99	4,18	4,59	3,99	3,88	4,99	3,65	36,71%	4,18		
TABLETE LACTA AVELÃ		170G				3,79	4,59	4,99		4,59			4,99	3,79	31,66%	4,49		
TABLETE LACTA BUBBLY		110G		3,65		3,79	4,59	4,99				3,88	4,99	3,65	36,71%	4,18		
TABLETE LACTA COOKIE		170G		3,65		3,79							3,79	3,65	3,84%	3,72		
TABLETE LACTA CROCANTE		170G		3,65		3,79							3,79	3,65	3,84%	3,72		
TABLETE LACTA MEIO AMARGO E BRANCO		170G		3,65	4,18	3,79	4,59	4,99					4,99	3,65	36,71%	4,24		
TABLETE LAKA		170G	3,99	3,65	4,18	3,79		4,99	4,18	4,59		3,88	4,99	3,65	36,71%	4,16		
TABLETE MILKA AO LEITE		170G				3,79	4,59						4,59	3,79	21,11%	4,19		
TABLETE SHOT		170G	3,99	3,65	4,18	3,79	4,59	4,99			3,99	3,88	4,99	3,65	36,71%	4,13		
TABLETE SHOT BRANCO		170G				3,79		4,99			3,99		4,99	3,79	31,66%	4,26		
NESTLÉ																		
BOMBOM ESPECIALIDADES - CAIXA		400G	6,99	6,69	6,67	6,18	7,99	7,99	6,48	7,99	5,99	6,38	7,99	5,99	33,39%	6,94	6,05	14,63%
MINI OVOS ESPECIALIDADES - CAIXA		236G		13,79	12,61	12,62		15,90			13,99		15,90	12,61	26,09%	13,78	14,11	-2,32%
OVO ALPINO	20	375G	34,99	26,99	28,27	24,90	37,90	34,90		36,99	30,99		37,90	24,90	52,21%	31,99	28,08	13,93%
OVO ALPINO	21	500G	46,99	39,99	37,83	36,20	52,99			49,99	40,99		52,99	36,20	46,38%	43,57	36,84	18,26%
OVO ALPINO	23	700G	59,99	46,99	47,22	44,90	65,99	59,90		65,99	51,99		65,99	44,90	46,97%	55,37		
OVO ALPINO COMBO - CAIXA C/ 3 OVOS	20	330G		46,49	42,48	42,26	59,49	52,90			46,05		59,49	42,26	40,77%	48,28	43,11	11,99%
OVO ALPINO DARK	20	350G			30,38	28,13	39,49	34,90					39,49	28,13	40,38%	33,23	28,68	15,85%
OVO ALPINO COLHER	20	355G			48,58	40,30	56,99						56,99	40,30	41,41%	48,62		
OVO ALPINO FORMATO ALPINO	20	350G			44,68	44,77		56,90			40,99		56,90	40,99	38,81%	46,84		
OVO CHARGE	20	375G	35,99	31,15	28,27	28,14	39,49	34,90		36,99	30,89		39,49	28,14	40,33%	33,23	28,47	16,71%
OVO CHOKITO	15	240G		18,99	19,78	18,98	27,99	24,90		25,99	19,98		27,99	18,98	47,47%	22,37	18,68	19,77%
OVO CLASSIC AO LEITE	15	240G	24,99	21,69	15,03	18,98	27,99			25,99	19,98		27,99	15,03	86,23%	22,09	18,86	17,14%
OVO CLASSIC AO LEITE	21	480G		41,45	40,68	35,98	52,99	47,90		49,99	40,99		52,99	35,98	47,28%	44,28	37,49	18,12%
OVO CLASSIC BRANCO	21	480G	47,99	41,39	40,68	37,62	52,49				40,99		52,49	37,62	39,53%	43,53	36,73	18,50%
OVO CLASSIC RECHEADOS	20	360G				36,62	51,99	45,90			40,99		51,99	36,62	41,97%	43,88	35,44	23,80%
OVO CLASSIC BRANCO C/ COOKIES	21	375G	35,99	31,15	28,27	28,12	39,49	45,90			28,98		45,90	28,12	63,23%	33,99		
OVO CLASSIC DIET	15	240G		29,57	26,98	25,98		33,90			28,99		33,90	25,98	30,48%	29,08	27,54	5,61%
OVO CLASSIC DUO	21	480G	47,99	41,49	40,68	35,98	52,99	46,90			40,99		52,99	35,98	47,28%	43,86	37,68	16,40%
OVO CLASSIC TRILOGIA	21	480G		51,67	52,02	46,94		57,90			51,99		57,90	46,94	23,35%	52,10	50,46	3,26%
OVO CRUNCH	15	240G	24,99	18,99	19,78	18,98	27,99	24,90		25,99	19,98		27,99	18,98	47,47%	22,70	18,46	22,97%
OVO ESPECIALIDADES	20	375G		31,15	28,27	26,98	39,49	34,90		36,99	30,99		39,49	26,98	46,37%	32,68	28,47	14,79%
OVO ESPECIALIDADES	23	750G	59,99	46,99	51,98	46,50	70,99	59,90		63,49	52,99		70,99	46,50	52,67%	56,60	47,14	20,08%
OVO GALAK	15	240G	24,99	21,69	19,78	18,98		24,90		25,99	19,98		25,99	18,98	36,93%	22,33	19,17	16,48%

PRODUTO	Nº	PESO	AMERI CANAS	ANGE LONI	BIG	CONDOR	EXTRA	HAVAN	MERCA DORAMA	PÃO DE AÇÚCAR	SUPER MUFFATC	WAL MART	COMPARAÇÃO PREÇOS			COMPARAÇÃO PREÇO MÉDIO		
NESTLÉ													MAIOR	MINOR	VARIAÇÃO	2013	2012	VARIAÇÃO
OVO KIT KAT - CAIXA	20	340G		36,59	41,88	38,98	52,99	46,90	37,98	49,99	40,99		52,99	36,59	44,82%	43,29	40,64	6,51%
OVO LOLLO	15	260G		18,99	19,81	19,71	27,99	24,90	21,98	25,99	21,59		27,99	18,99	47,39%	22,62		
OVO PRESTIGIO	20	375G	35,99	31,15	28,27	26,98	39,49	34,90		36,99	30,89		39,49	26,98	46,37%	33,08	27,81	18,96%
OVO SENSACÃO MORANGO	20	375G		31,15	28,27	28,14	39,49	34,90		36,99	30,99		39,49	28,14	40,33%	32,85	28,16	16,64%
OVO SOLLYS	15	190G			28,98	26,85	37,99		31,98				37,99	26,85	41,49%	31,45	27,52	14,28%
OVO SUFLAIR	20	400G		31,15	31,34	28,14		34,90			23,98		34,90	28,14	24,02%	30,90	28,54	8,28%
OVO SUFLAIR BRANCO	20	400G		31,15		28,12		35,90			23,98		35,90	28,12	27,67%	31,04		
OVO SUFLAIR DE COLHER - CAIXA	20	320G		36,59	41,88	37,61	52,99	46,90			49,90		52,99	36,59	44,82%	44,31	40,21	10,20%
OVO SUFLAIR DUO	20	400G		31,15	31,24	28,14		34,90			23,98		34,90	28,14	24,02%	30,88	28,75	7,42%
OVO SURPRESA DISNEY ARIEL C/ BONECA	15	180G	25,99	20,99	22,94	20,59	32,99	25,90		27,49	22,49		32,99	20,59	60,22%	24,92	20,83	19,65%
OVO SURPRESA DISNEY CARROS C/ RELOGIO	15	180G	25,99	22,67	20,68	20,59	28,99	25,90		27,49	22,49		28,99	20,59	40,80%	24,35	20,73	17,46%
OVO SURPRESA DISNEY PRINCESAS C/ BONECA	12	150G	24,99	21,15	21,98	18,80	26,49	29,90		24,99	20,99		29,90	18,80	59,04%	23,66		
OVO SURPRESA DISNEY PRINCESAS C/ BONECA	15	200G	29,99	25,69	27,48	22,70	32,99	29,90		30,99	25,69		32,99	22,70	45,33%	28,18		
OVO SURPRESA DISNEY TOY STORY C/ CAIXA SEGREDO	15	180G	25,99	20,99	20,68	19,98	28,99	25,90		27,49	22,49		28,99	19,98	45,10%	24,06	20,22	19,01%
OVO SURPRESA MORANGUINHO C/ PROJETO	15	180G	25,99	20,99	20,68	19,98	28,99	25,90		27,49	22,49		28,99	19,98	45,10%	24,06	20,74	16,03%
OVO SURPRESA PASSATEMPO C/ COPO	12	120G		15,47	14,12	14,05	19,99	17,90			15,39		19,99	14,05	42,28%	16,15		
OVO SURPRESA THUNDERCATS C/ BRACELETE	15	180G		22,67	24,98	19,98	32,99	25,90			22,49		32,99	19,98	65,12%	24,84		
TABLETE ALPINO		170G	3,99	2,99	3,98	3,95	3,99	4,99	3,98	4,25	3,98		4,99	2,99	66,89%	4,01		
TABLETE CLASSIC AO LEITE		170 G	3,99		3,98	3,95	3,99	4,99	3,98	4,25	3,98	3,98	4,99	3,95	26,33%	4,12		
TABLETE CLASSIC BRANCO		170G	3,99		3,98	3,95	3,99	4,99	3,98		3,98	3,98	4,99	3,95	26,33%	4,11		
TABLETE CLASSIC COOKIES		170G	3,99			3,95		4,99	3,98		3,98		4,99	3,95	26,33%	4,18		
TABLETE CLASSIC DUO		170G		2,99	3,98	3,95	3,99		3,98	4,25	3,98	3,98	4,25	2,99	42,14%	3,89		
TABLETE CLASSIC MEIO AMARGO		170G		2,99		3,95	3,99		3,98	4,25	3,98	3,98	4,25	2,99	42,14%	3,87		
TABLETE CLASSIC CAJU		160G		2,99		3,95					3,98	3,98	3,98	2,99	33,11%	3,73		
TABLETE CRUNCH		160G		2,99	3,98	3,95		4,99	3,98	4,25	3,98		4,99	2,99	66,89%	4,02		
TABLETE DIPLOMATA		160G		2,99				4,99			3,98	3,98	4,99	2,99	66,89%	3,99		
TABLETE GALAK		170G		2,99					3,98		3,98	3,98	3,98	2,99	33,11%	3,73		
TABLETE SUFLAIR		130G	3,99	2,99		3,95		4,99		4,25	3,98	3,98	4,99	2,99	66,89%	4,02		
TABLETE SUFLAIR BRANCO		130G				3,95					4,29		4,29	3,95	8,61%	4,12		
TABLETE SUFLAIR DARK		130G			3,98	3,95					4,29	3,98	4,29	3,95	8,61%	4,05		
TABLETE SUFLAIR DUO		130G		2,99	3,98	3,95			3,98		4,29	3,98	4,29	2,99	43,48%	3,86		

É VEDADA A UTILIZAÇÃO DESTE MATERIAL PARA FINS PUBLICITÁRIOS
É PERMITIDA A REPRODUÇÃO DESDE QUE CITADA A FONTE

Estabelecimentos pesquisados:

Americanas: Av. Cândido de Abreu, 127, Loja 14 - Shopping Mueller
Angeloni: Av. República Argentina, 900 - Água Verde
Big: Av. Canada, 1889 - Boa Vista
Condor: Av. Comendador Franco, 6005 - Uberaba
Extra: Av. Mal. Humberto Alencar Castelo Branco, 230 - Cristo Rei

Havan: R. Orestes Camilli, 91 - Parolin
Mercadorama: Av. República Argentina, 4917 - Novo Mundo
Pão de Açúcar: R. Coronel Dulcídio, 915 - Batel
Super Muffato: R. Eduardo Carlos Pereira, 3605 - Portão
Wal Mart: Av. Pres. Arthur da Silva Bernardes, 1250 - V. Izabel

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