ESTADO DA PARAÍBA
PREFEITURA MUNICIPAL DE JOÃO PESSOA
Sistema Municipal de Orientação e Defesa do Consumidor
Avenida Pedro I, 382 - Centro
Telefones: 0800-83 2015 - 3214 3040 – 3046

Pesquisa realizada no dia 29 de Julho de 2025
Coordenador de Pesquisa: Martha Guimarães
Pesquisadores: Albani, Francisco, Israel, Anadecia, Jefferson, Fabricio, Diogo, Júnior e Otavio

PESQUISA DE CARNES, FRANGO E OVOS

PRODUTO	MARCA	PESO	AÇOUGUE CARNE CERTA - BOX 06 - MERCADO BAIRRO DOS ESTADOS	AÇOUGUE CENTRAL - BOX 36 - MERCADO CENTRAL	AÇOUGUE DO VANDO BOX 19B- MERCADO CENTRAL	AÇOUGUE LAMPIÃO BOX D27- MERCADO DA TORRE	AÇOUGUE VALEU O BOI BOX10 - BAIRRO DOS ESTADOS	ASSAÍ ATACADISTA	BEMAIS SUP.	BOX DO CHINA OVOS D 44 173 - MERCADO DA TORRE	BOX DO GUARA	CIAM CARNES - MERCADO DA TORRE	CONFICARNES - BOX 23/24 - MERCADO DE MANGABEIRA	DUDU DA GALINHA BOX 21A- MERCADO CENTRAL	FRIGOLITO BOX 18B- MERCADO CENTRAL	FRIGORÍFICO DO TÔ - BOX 36 - MERCADO DA TORRE	JUNIOR AVES	KIFRANGO	MATEUS SUP.	NETO AVES	REDE COMPRAS	REDE MENOR PREÇO	RÓ AVES MERCADO BAIRRO DOS ESTADOS BOX 11	SONHO MEU - BOX 25/26 - MERCADO DE MANGABEIRA	SUP. CARREFOUR	SUP. LATORRE	SUP. MANAÍRA	Maior Valor	Menor Valor	Diferença	Diferença Percentual
ACÉM C/ OSSO		KG	R$25,00	R$25,00	R$25,00		R$24,00	R$23,90	R$25,00			R$29,90	R$27,90		R$25,00	R$23,00			R$22,90		R$32,99	R$26,99		R$24,90	R$37,99	R$31,99	R$34,99	R$37,99	R$22,90	R$15,09	65,9%
ACÉM S/ OSSO		KG	R$33,00	R$30,00	R$32,00		R$29,00	R$45,90				R$37,90	R$34,90		R$32,00	R$25,00					R$43,99	R$44,00		R$33,90	R$39,04			R$45,90	R$25,00	R$20,90	83,6%
ALCATRA		KG	R$40,00	R$38,00	R$38,00	R$43,00	R$39,00		R$51,99			R$49,90	R$44,90		R$38,00	R$35,00			R$49,90		R$57,99	R$50,00		R$45,00	R$68,00	R$49,90	R$59,99	R$68,00	R$35,00	R$33,00	94,29%
ASA DE FRANGO	FEIRA LIVRE	KG												R$12,00			R$15,00	R$16,00		R$14,00			R$16,00					R$16,00	R$12,00	R$4,00	33,33%
ASA DE FRANGO	MAURICÉA	KG																	R$27,15									R$27,15	R$27,15	R$0,00	
ASA DE FRANGO	SADIA	KG						R$19,98											R$26,35							R$17,49	R$19,99	R$26,35	R$17,49	R$8,86	50,66%
BACON	AURORA	KG						R$42,90	R$45,99			R$39,90												R$22,90		R$46,99	R$48,99	R$48,99	R$22,90	R$26,09	113,93%
BACON	PERDIGÃO	KG							R$43,99			R$39,90									R$39,99					R$39,99	R$59,99	R$59,99	R$39,90	R$20,09	50,35%
BACON	SADIA	KG							R$41,99			R$39,90	R$35,90						R$38,48		R$31,99	R$39,90			R$39,99	R$38,99		R$41,99	R$31,99	R$10,00	31,26%
BISTECA BOVINA		KG	R$30,00	R$30,00			R$28,00	R$34,90	R$34,99			R$34,50	R$33,90			R$26,00			R$36,90		R$44,99	R$42,00		R$34,90		R$42,50	R$35,99	R$44,99	R$26,00	R$18,99	73,04%
BISTECA SUÍNA		KG		R$20,00					R$17,90	R$20,50		R$23,90	R$21,90						R$17,90		R$18,99			R$23,90	R$25,90	R$21,99	R$23,99	R$25,90	R$17,90	R$8,00	44,69%
BRAÇO C/ OSSO		KG	R$24,00	R$22,00	R$20,00	R$25,00	R$22,00	R$23,90	R$26,99			R$25,49	R$25,90		R$20,00	R$20,00			R$22,90		R$30,99	R$30,00		R$24,90	R$38,99	R$29,90	R$29,99	R$38,99	R$20,00	R$18,99	94,95%
CARNE BOVINA/MÚSCULO		KG	R$30,00	R$27,00	R$30,00	R$30,00	R$27,00	R$45,90	R$36,99			R$39,90	R$34,90		R$30,00	R$25,00			R$40,90		R$31,99	R$42,90		R$33,90	R$36,90	R$41,99	R$39,99	R$45,90	R$25,00	R$20,90	83,6%
CARNE DE SOL		KG	R$40,00	R$37,00		R$40,00	R$40,00	R$45,90	R$52,94			R$49,90	R$42,90			R$35,00			R$48,90		R$44,99	R$50,00		R$45,00	R$58,99	R$54,90		R$58,99	R$35,00	R$23,99	68,54%
CARNE MOÍDA		KG	R$28,00	R$25,00	R$25,00	R$30,00	R$25,00	R$56,90	R$24,99			R$23,90	R$25,90		R$25,00	R$23,00			R$38,90		R$29,99	R$42,90		R$29,90	R$43,00	R$43,99		R$56,90	R$23,00	R$33,90	147,39%
CHÃ DE DENTRO		KG	R$40,00	R$38,00	R$38,00	R$43,00	R$38,00	R$56,90	R$45,99			R$49,90	R$42,90		R$38,00	R$35,00			R$47,90		R$46,99	R$52,90		R$44,00	R$53,99	R$48,90	R$54,99	R$56,90	R$35,00	R$21,90	62,57%
CHÃ DE FORA		KG	R$38,00	R$37,00	R$35,00	R$35,00	R$35,00	R$52,90	R$36,99			R$49,90	R$39,90		R$35,00	R$30,00			R$42,90		R$44,99	R$50,00		R$39,90	R$49,39	R$43,99	R$47,99	R$52,90	R$30,00	R$22,90	76,33%
CHAROUE DIANTEIRA		KG						R$49,90	R$41,00			R$55,90							R$33,90		R$59,99	R$54,90			R$59,84	R$49,99	R$54,99	R$59,99	R$33,90	R$26,09	76,96%
CHAROUE PONTA DE AGULHA		KG						R$49,90					R$44,90								R$39,98	R$44,90		R$46,90	R$22,94	R$47,99	R$49,99	R$49,99	R$22,94	R$27,05	117,92%
CHAROUE TRASEIRO		KG	R$30,00					R$59,90	R$52,00			R$55,90									R$49,99	R$44,90			R$59,89	R$67,99	R$49,99	R$67,99	R$30,00	R$37,99	126,63%
CONTRA FILÉ		KG	R$40,00	R$40,00	R$38,00	R$43,00	R$38,00	R$57,90	R$48,49			R$49,90	R$44,90		R$38,00	R$35,00			R$52,90		R$66,99	R$50,00		R$45,00	R$68,89	R$49,99	R$59,99	R$68,89	R$35,00	R$33,89	96,83%
CORAÇÃO DE FRANGO	FEIRA LIVRE	KG												R$35,00			R$30,00	R$37,00		R$30,00			R$30,00					R$37,00	R$30,00	R$7,00	23,33%
CORAÇÃO DE FRANGO	BOM TODO	KG						R$31,60													R$40,00	R$47,00					R$25,99	R$47,00	R$25,99	R$21,01	80,84%
CORAÇÃO DE FRANGO	SADIA	KG						R$37,50													R$41,99	R$38,90					R$38,99	R$41,99	R$37,50	R$4,49	11,97%
CORAÇÃO DE FRANGO	PERDIGÃO	KG																	R$41,99		R$27,99	R$47,00						R$47,00	R$27,99	R$19,01	67,92%
COSTELA BOV. DIANTEIRA		KG	R$24,00	R$23,00	R$23,00	R$25,00	R$22,00		R$26,99			R$29,90	R$28,90		R$23,00	R$35,00			R$28,99		R$33,99	R$30,00		R$26,90		R$29,48	R$29,99	R$35,00	R$22,00	R$13,00	59,09%
COXA DE FRANGO	SADIA	KG						R$15,90	R$16,84										R$19,89		R$16,99	R$18,69			R$16,94	R$16,99	R$15,99	R$19,89	R$15,90	R$3,99	25,09%
COXA DE FRANGO	SEARA	KG																									R$14,99	R$14,99	R$14,99	R$0,00	
COXA DE FRANGO	BOM TODO	KG						R$16,90											R$14,99		R$15,99	R$16,90				R$16,99	R$16,99	R$16,99	R$14,99	R$2,00	13,34%
COXA E SOBRECOXA	BOM TODO	KG						R$10,55	R$13,85										R$13,55			R$19,90			R$13,55	R$16,99	R$16,99	R$19,90	R$10,55	R$9,35	88,63%
COXA E SOBRECOXA	SADIA	KG						R$17,70											R$19,09							R$16,99		R$19,09	R$16,99	R$2,10	12,36%
COXA E SOBRECOXA	MAURICÉA	KG																								R$16,99		R$16,99	R$16,99	R$0,00	
COXA E SOBRECOXA	FEIRA LIVRE	KG															R$11,00	R$12,00		R$10,90			R$16,00					R$16,00	R$10,90	R$5,10	46,79%
COXINHA DE FRANGO	SADIA	KG																	R$19,18		R$17,79	R$23,49				R$22,59	R$20,99	R$23,49	R$17,79	R$5,70	32,04%
COXINHA DE FRANGO	PERDIGÃO	KG																								R$23,99		R$23,99	R$23,99	R$0,00	
COXINHA DE FRANGO	BOM TODO	KG						R$20,90											R$20,35			R$26,90						R$26,90	R$20,35	R$6,55	32,19%
CUPIM		KG	R$33,00	R$35,00	R$30,00	R$35,00	R$32,00	R$44,90	R$40,94			R$39,90	R$41,90		R$30,00	R$30,00			R$38,90		R$34,99	R$40,00		R$39,90		R$43,99		R$44,90	R$30,00	R$14,90	49,67%
FÍGADO BOVINO		KG	R$20,00					R$17,50	R$13,99			R$19,90	R$19,90			R$18,00			R$20,90		R$13,99	R$16,90		R$19,90	R$17,89	R$15,99	R$15,99	R$20,90	R$13,99	R$6,91	49,39%
FILÉ BOV. COM CORDÃO		KG	R$60,00	R$50,00	R$55,00	R$60,00			R$84,99			R$69,90			R$55,00							Não tem o						R$89,99	R$100,00	R$50,00	R$50,00	100%
FILÉ BOV. SEM CORDÃO		KG	R$70,00			R$70,00	R$70,00					R$87,90	R$59,90			R$55,00			R$95,99		R$99,99			R$59,90		R$95,99		R$99,99	R$55,00	R$44,99	81,8%
FILÉ DE PEITO DE FRANGO	FEIRA LIVRE	KG												R$20,00			R$20,00	R$20,00										R$20,00	R$20,00	R$0,00	
FILÉ DE PEITO DE FRANGO	BOM TODO	KG						R$20,90											R$27,89		R$27,99	R$27,90			R$24,95		R$25,99	R$27,99	R$20,90	R$7,09	33,92%
FILÉ DE PEITO DE FRANGO	PERDIGÃO	KG						R$25,90	R$26,99										R$25,89									R$26,99	R$25,89	R$1,10	4,25%
FILÉ DE PEITO DE FRANGO	SADIA	KG							R$21,85										R$26,65		R$27,99	R$27,49			R$27,99		R$26,99	R$27,99	R$21,85	R$6,14	28,1%
FILÉ DE PEITO DE FRANGO	SEARA	KG						R$23,90											R$23,88		R$27,99	R$28,90			R$24,94		R$25,99	R$28,90	R$23,88	R$5,02	21,02%
FILEZINHO DE FRANGO	SADIA	KG						R$24,95											R$31,65			R$26,90				R$26,59	R$34,99	R$34,99	R$24,95	R$10,04	40,24%
FILEZINHO DE FRANGO	PERDIGÃO	KG						R$20,95													R$27,99	R$23,99						R$27,99	R$20,95	R$7,04	33,6%
FILEZINHO DE FRANGO	SEARA	KG																				R$26,90						R$26,90	R$26,90	R$0,00	
FRALDINHA		KG	R$33,00	R$35,00	R$32,00	R$32,00	R$35,00	R$43,90	R$47,99			R$39,90	R$38,90		R$32,00	R$28,00			R$30,90		R$60,99	R$52,90		R$37,90	R$48,99	R$43,99	R$48,99	R$60,99	R$28,00	R$32,99	117,82%
FRANGO À PASSARINHO	BOM TODO	KG																				R$16,90					R$17,99	R$17,99	R$16,90	R$1,09	6,45%
FRANGO À PASSARINHO	SADIA	KG						R$14,90											R$19,55		R$20,99	R$22,90				R$19,99	R$18,99	R$22,90	R$14,90	R$8,00	53,69%
FRANGO CONGELADO	SOMAVE	KG						R$9,90													R$10,99							R$10,99	R$9,90	R$1,09	11,01%
FRANGO CONGELADO	**BOM TODO**	**KG**						**R$11,90**														**R$14,99**					**R$14,99**	**R$14,99**	**R$11,90**	**R$3,09**	**25,97%**
FRANGO CONGELADO	MAURICÉA	KG						R$11,90														R$14,99					R$14,99	R$14,99	R$11,90	R$3,09	25,97%
FRANGO CONGELADO	SADIA	KG						R$15,90																				R$15,90	R$15,90	R$0,00	
FRANGO INTEIRO		KG												R$11,00			R$11,00	R$12,00		R$10,00			R$12,00					R$12,00	R$10,00	R$2,00	20%
LINGUIÇA TOSCANA	SEARA	KG							R$26,99			R$22,90									R$34,27						R$27,99	R$34,27	R$22,90	R$11,37	49,65%
LINGUIÇA TOSCANA	PERDIGÃO	KG							R$29,99			R$39,90									R$33,90	R$31,90				R$29,99	R$32,88	R$39,90	R$30,99	R$8,91	28,75%
LINGUIÇA TOSCANA	SADIA	KG							R$30,99			R$39,90														R$33,99	R$31,98	R$39,90	R$29,99	R$9,91	33,04%
LOMBO PALLISTA		KG	R$38,00	R$37,00	R$35,00	R$37,00	R$35,00	R$45,50	R$36,99			R$49,90	R$39,90		R$35,00	R$33,00			R$42,90		R$44,90	R$53,90		R$39,90	R$45,84	R$49,99		R$53,90	R$33,00	R$20,90	63,33%
MAMINHA		KG	R$40,00	R$40,00	R$38,00	R$43,00	R$35,00	R$46,90	R$57,99			R$49,90	R$44,90		R$38,00	R$35,00			R$49,90		R$63,99	R$64,90		R$45,00	R$56,99	R$68,59		R$68,59	R$35,00	R$33,59	95,97%
MEIO DE ASA DE FRANGO	SADIA	KG																	R$31,99			R$33,90					R$31,99	R$33,90	R$31,99	R$1,91	5,97%
MOELA DE FRANGO	FEIRA LIVRE	KG												R$10,00				R$12,00		R$8,00			R$15,00					R$15,00	R$8,00	R$7,00	87,5%
MOELA DE FRANGO	PERDIGÃO	KG																			R$15,99						R$14,99	R$15,99	R$14,99	R$1,00	6,67%
MOELA DE FRANGO	SADIA	KG																			R$19,99						R$16,99	R$19,99	R$16,99	R$3,00	17,66%
PALETA C/ OSSO		KG	R$25,00	R$25,00	R$25,00	R$28,00	R$25,00	R$23,90	R$27,99			R$29,90	R$27,90		R$25,00	R$23,00			R$28,99		R$32,99	R$33,00		R$24,90	R$38,94	R$32,50	R$34,99	R$38,94	R$23,00	R$15,94	69,3%
PALETA S/ OSSO		KG	R$35,00	R$30,00	R$32,00	R$35,00	R$32,00	R$45,90				R$37,90	R$28,90		R$32,00	R$25,00					R$39,99	R$46,00		R$33,90	R$45,99			R$46,00	R$25,00	R$21,00	84%
PATINHO		KG	R$38,00	R$37,00	R$35,00	R$38,00	R$35,00	R$57,50	R$44,99			R$49,90	R$42,90		R$35,00	R$33,00			R$36,90		R$49,99	R$55,00		R$44,00	R$54,81	R$51,99	R$54,99	R$57,50	R$33,00	R$24,50	74,24%
PEITO DE FRANGO	FEIRA LIVRE	KG												R$16,00			R$16,00			R$14,00			R$18,00					R$18,00	R$14,00	R$4,00	28,57%
PEITO BOVINO COM OSSO		KG	R$24,00	R$23,00	R$23,00		R$23,00	R$23,90	R$27,99			R$25,49	R$25,90		R$23,00	R$20,00			R$22,90		R$24,99	R$30,00		R$24,90	R$38,99	R$31,50	R$29,99	R$38,99	R$20,00	R$18,99	94,95%
PEITO DE FRANGO	MAURICÉA	KG						R$18,90													R$18,90							R$18,90	R$18,90	R$0,00	
PEITO DE FRANGO	BOM TODO	KG						R$20,90													R$18,99						R$21,99	R$21,99	R$18,99	R$3,00	15,8%
PICANHA NACIONAL		KG	R$45,00	R$45,00	R$45,00	R$50,00	R$45,00	R$73,90	R$47,99			R$58,90	R$55,00		R$45,00	R$45,00					R$89,99	R$64,90		R$49,90	R$88,99	R$63,86	R$69,99	R$89,99	R$45,00	R$44,99	99,98%
OVOS BRANCOS	FEIRA LIVRE	30								R$17,00	R$18,00												R$17,00					R$18,00	R$17,00	R$1,00	5,88%
OVOS BRANCOS	FEIRA LIVRE	12								R$7,50	R$8,00																	R$8,00	R$7,50	R$0,50	6,67%
OVOS BRANCOS	SOUZA	30																			R$20,99	R$13,99						R$20,99	R$13,99	R$7,00	50,04%
OVOS BRANCOS	SOUZA	12																				R$8,49						R$8,49	R$8,49	R$0,00	
OVOS BRANCOS	AVINE	20																			R$18,99	R$11,99				R$18,99	R$14,99	R$18,99	R$11,99	R$7,00	58,38%
OVOS BRANCOS	AVINE	30																			R$19,99	R$19,90			R$23,44	R$20,99	R$19,99	R$23,44	R$19,90	R$3,54	17,79%
OVOS BRANCOS	AVINE	12																				R$9,49					R$9,99	R$9,99	R$9,49	R$0,50	5,27%
OVOS BRANCOS	DA GEMA	18																									R$15,99	R$15,99	R$15,99	R$0,00	
OVOS BRANCOS	DA GEMA	20																	R$13,78									R$13,78	R$13,78	R$0,00	
OVOS BRANCOS	DA GEMA	12							R$8,99																R$8,99			R$8,99	R$8,99	R$0,00	
OVOS BRANCOS	DA GEMA	30							R$18,80													R$18,90			R$18,55	R$20,99	R$19,99	R$20,99	R$18,55	R$2,44	13,15%
OVOS VERMELHOS	FEIRA LIVRE	30								R$19,00	R$20,00																	R$20,00	R$19,00	R$1,00	5,26%
OVOS VERMELHOS	AVINE	30							R$25,99																			R$25,99	R$25,99	R$0,00	
OVOS VERMELHOS	AVINE	12																									R$10,99	R$10,99	R$10,99	R$0,00	
OVOS VERMELHOS	FEIRA LIVRE	12								R$8,00	R$9,00																	R$9,00	R$8,00	R$1,00	12,5%
OVOS VERMELHOS	DA GEMA	30						R$16,90																				R$16,90	R$16,90	R$0,00	
OVOS VERMELHOS	AVINE	20																	R$13,38		R$13,99	R$15,90				R$20,99	R$19,99	R$20,99	R$13,38	R$7,61	56,88%
OVOS VERMELHOS	SOUZA	30																			R$21,99							R$21,99	R$21,99	R$0,00	

Total de estabelecimentos pesquisados: 25
Total de itens pesquisados: 91

	MENOR VARIAÇÃO		MAIOR VARIAÇÃO	
CARNE	LINGUIÇA TOSCANA, PERDIGÃO, KG	28,75%	CARNE MOÍDA, KG	147,39%
FRANGO	FILÉ DE PEITO DE FRANGO, PERDIGÃO, KG	4,25%	COXA E SOBRECOXA, BOM TODO, KG	88,63%
OVOS	OVOS VERMELHOS, FEIRA LIVRE, 30 UND	5,26%	OVOS VERMELHOS, AVINE, 20 UND	56,88%

ESTABELECIMENTOS PESQUISADOS:

AÇOUGUE CARNE CERTA - BOX C6 - BAIRRO DOS ESTADOS
AÇOUGUE DO VANDO - BOX 19B -MERCADO CENTRAL
AÇOUGUE VALEU O BOI - BOX10- BAIRRO DOS ESTADOS
ASSAÍ ATACADISTA - AVENIDA PRESIDENTE EPITÁCIO PESSOA, 1227 - BAIRRO DOS ESTADOS
BOX DO CHINA OVOS - BOX D 44 173 - MERCADO DA TORRE
CIAM CARNES - MERCADO DA TORRE
CONFICARNES - MERCADO DE MANGABEIRA - BOX 23/24
SUP. BEMAIS - RUA EMPRESÁRIO JOÃO RODRIGUES ALVES, 750 - BANCÁRIOS
DUDU DA GALINHA - BOX 21A - MERCADO CENTRAL
FRIGORÍFICO DO TÔ - MERCADO DA TORRE- BOX 36
JÚNIOR AVES - MERCADO DA TORRE - BOX D 35
REDE COMPRAS - FRANCISCO LEOCARDIO RIBEIRO COUTINHO, 601 - AEROCLUBE
REDE MENOR PREÇO - RUA JOAQUIM PIRES FERREIRA 432, BAIRRO DOS ESTADOS
RÓ AVES - MERCADO BAIRRO DOS ESTADOS - BOX 11
SUP. CARREFOUR - RUA EMPRESÁRIO JOÃO RODRIGUES ALVES, 100 - BANCÁRIOS
SUPERMERCADO LATORRE - RUA BARÃO DE MAMANGUAPE 602, TORRE
SUPERMERCADO MANAÍRA - AVENIDA JOÃO CÂNCIO DA SILVA, 493 - MANAÍRA
AÇOUGUE CENTRAL - BOX 36 - MERCADO CENTRAL - CENTRO
AÇOUGUE LAMPIÃO BOX D27- MERCADO DA TORRE - TORRE
BOX DO GUARA - MERCADO CENTRAL BOX 5 - CENTRO
KIFRANGO - MARIA JOSE M AMARAL 206, 58084160
NETO AVES - JOSEFA TAVEIRA 00, 58055000 - MANGABEIRA
SONHO MEU - MERCADO DE MANGABEIRA, BOX 25/26 - MANGABEIRA
MATEUS SUPERMERCADO - AVENIDA JOÃO CIRILO DA SILVA, 1360 - ALTIPLANO
FRIGOLITO - MERCADO CENTRAL, BOX 18B - CENTRO