



GOVERNO DO ESTADO
Mato Grosso do Sul



Black Friday - E-Commerce

| Os produtos mais procurados Black Friday | Americanas.com | Casas Bahia | City Lar | Carrefour | Ricardo Eletro | Magazine Luiza | Extra.com | Walmart | Submarino | Shoptime | Menor | Maior | Média | Variação |
|--|----------------|--------------|--------------|--------------|----------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------|
| LINHA BRANCA | | | | | | | | | | | | | | |
| Refrigerador duplex 437 LT | R\$ 2.413,90 | R\$ 2.499,90 | R\$ 2.279,90 | R\$ 2.399,20 | R\$ 2.279,90 | R\$ 2.429,00 | R\$ 2.499,90 | R\$ 2.498,00 | R\$ 2.501,09 | 2,185,90 | R\$ 2.279,90 | R\$ 2.501,09 | R\$ 2.422,31 | 9,70% |
| Máquina de Lavar 11kg Brastemp bws | R\$ 1.199,00 | R\$ 1.399,00 | R\$ 1.399,00 | | R\$ 1.329,00 | R\$ 1.369,00 | R\$ 1.399,00 | R\$ 1.259,00 | R\$ 1.366,99 | R\$ 1.199,00 | R\$ 1.199,00 | R\$ 1.399,00 | R\$ 1.324,33 | 16,68% |
| Fogão 4 bocas acendedor aut Esmaltec | R\$ 389,00 | R\$ 349,00 | R\$ 379,90 | R\$ 349,00 | R\$ 379,90 | R\$ 407,95 | R\$ 398,88 | R\$ 439,00 | R\$ 389,00 | R\$ 389,00 | R\$ 349,00 | R\$ 439,00 | R\$ 387,06 | 25,79% |
| Ar condicionado 12000 BTUS | R\$ 1.496,00 | R\$ 1.497,89 | R\$ 1.466,35 | | R\$ 1.497,89 | R\$ 1.556,55 | R\$ 1.186,55 | R\$ 1.497,87 | R\$ 1.499,90 | R\$ 1.499,00 | R\$ 1.186,55 | R\$ 1.556,55 | R\$ 1.466,44 | 31,18% |
| ELETROPORTÁTEIS | | | | | | | | | | | | | | |
| Multiprocessador Walita 600w | R\$ 175,99 | R\$ 210,80 | R\$ 189,90 | R\$ 299,92 | R\$ 189,90 | R\$ 189,90 | R\$ 210,77 | R\$ 189,77 | R\$ 179,89 | R\$ 193,59 | R\$ 175,99 | R\$ 299,92 | R\$ 203,04 | 70,42% |
| Fritadeira elétrica Mondial 1270w | R\$ 499,99 | R\$ 448,90 | R\$ 599,90 | R\$ 424,96 | R\$ 599,90 | R\$ 399,90 | R\$ 269,91 | R\$ 319,90 | R\$ 310,99 | R\$ 439,99 | R\$ 269,91 | R\$ 599,90 | R\$ 431,43 | 122,26% |
| Panela de Arroz Britânia 12 1k 900w | R\$ 133,99 | R\$ 129,90 | R\$ 129,90 | | R\$ 129,90 | R\$ 125,91 | R\$ 116,91 | R\$ 223,90 | R\$ 133,99 | R\$ 219,91 | R\$ 116,91 | R\$ 223,90 | R\$ 149,37 | 91,51% |
| Aspirador de Pó Mondial 1200 w | R\$ 152,99 | R\$ 140,98 | R\$ 179,91 | R\$ 139,90 | R\$ 179,91 | R\$ 143,91 | R\$ 141,00 | R\$ 149,90 | R\$ 152,59 | R\$ 151,99 | R\$ 139,90 | R\$ 179,91 | R\$ 153,31 | 28,60% |
| Cafeteira Expresso Arno Dolce Gusto Piccolo EX | R\$ 388,99 | R\$ 299,90 | R\$ 314,91 | R\$ 409,00 | R\$ 314,91 | R\$ 329,90 | R\$ 269,41 | R\$ 386,54 | R\$ 450,91 | R\$ 549,90 | R\$ 269,41 | R\$ 549,90 | R\$ 371,44 | 104,11% |
| Cafeteira Expresso Três Corações SO4 | R\$ 449,99 | R\$ 499,00 | R\$ 539,91 | R\$ 489,87 | R\$ 539,91 | R\$ 449,00 | R\$ 499,00 | R\$ 569,00 | R\$ 449,99 | R\$ 449,99 | R\$ 449,00 | R\$ 569,00 | R\$ 493,57 | 26,73% |
| ELETRÔNICOS | | | | | | | | | | | | | | |
| Notebook DELL intel core i3 1024GB | R\$ 1.599,99 | R\$ 1.709,10 | | R\$ 1.899,00 | | R\$ 2.099,00 | R\$ 1.709,04 | R\$ 1.949,00 | R\$ 1.538,14 | R\$ 1.979,99 | R\$ 1.538,14 | R\$ 2.099,00 | R\$ 1.810,41 | 36,46% |
| Notebook ACER intel core i3 1024GB | R\$ 1.999,00 | R\$ 1.889,90 | | R\$ 1.899,00 | | R\$ 2.184,05 | R\$ 1.889,10 | 2,118,95 | R\$ 2.031,99 | | R\$ 1.889,10 | R\$ 2.184,05 | R\$ 1.982,17 | 15,61% |
| Notebook Samsung intel core i3 1024GB | R\$ 1.664,99 | R\$ 2.439,00 | | | | R\$ 1.804,05 | 2,089,05 | R\$ 2.149,00 | R\$ 1.889,89 | R\$ 1.889,89 | R\$ 1.664,99 | R\$ 2.439,00 | R\$ 1.972,80 | 46,49% |
| PlayStation 4/ 500 GB | R\$ 1.904,39 | R\$ 1.799,00 | | R\$ 2.198,00 | | R\$ 2.099,00 | R\$ 1.799,00 | R\$ 1.399,00 | R\$ 2.010,19 | R\$ 1.904,39 | R\$ 1.399,00 | R\$ 2.198,00 | R\$ 1.889,12 | 57,11% |
| X BOX ONE 500GB | R\$ 1.439,99 | R\$ 1.424,05 | | R\$ 1.488,00 | | R\$ 1.720,41 | R\$ 1.599,00 | R\$ 1.499,00 | R\$ 1.495,99 | R\$ 1.619,09 | R\$ 1.424,05 | R\$ 1.720,41 | R\$ 1.535,69 | 20,81% |
| Tablet Samsung Galaxy e70 8gb | R\$ 515,69 | R\$ 570,34 | R\$ 699,00 | R\$ 599,00 | R\$ 699,00 | R\$ 579,90 | R\$ 542,76 | R\$ 679,00 | R\$ 532,34 | R\$ 516,59 | R\$ 515,69 | R\$ 699,00 | R\$ 593,36 | 35,55% |
| Smart TV LED 32" LG | R\$ 1.349,99 | R\$ 1.281,55 | | R\$ 1.349,00 | | R\$ 1.299,00 | R\$ 1.349,00 | R\$ 1.899,00 | R\$ 1.234,99 | R\$ 1.349,99 | R\$ 1.234,99 | R\$ 1.899,00 | R\$ 1.389,07 | 53,77% |
| Smart TV LED 32" Samsung | R\$ 1.299,99 | R\$ 1.368,00 | R\$ 1.286,88 | R\$ 1.199,00 | R\$ 1.286,88 | R\$ 1.379,00 | R\$ 1.368,00 | R\$ 1.279,00 | R\$ 1.299,99 | R\$ 1.399,99 | R\$ 1.199,00 | R\$ 1.399,99 | R\$ 1.316,67 | 16,76% |
| Smart TV LED 40" Samsung | R\$ 1.833,49 | R\$ 2.199,00 | | R\$ 1.899,00 | | R\$ 1.979,10 | R\$ 2.199,00 | R\$ 2.676,00 | R\$ 1.843,49 | R\$ 1.836,34 | R\$ 1.833,49 | R\$ 2.676,00 | R\$ 2.058,18 | 45,95% |
| CELULARES | | | | | | | | | | | | | | |
| Moto G4 16gb | R\$ 1.043,12 | R\$ 1.143,12 | R\$ 1.004,15 | R\$ 1.249,00 | R\$ 1.004,15 | R\$ 1.104,92 | R\$ 1.143,12 | R\$ 1.299,00 | R\$ 1.043,12 | R\$ 1.043,12 | R\$ 1.004,15 | R\$ 1.299,00 | R\$ 1.107,68 | 29,36% |
| iPhone 6s 16gb | R\$ 2.849,05 | R\$ 2.999,00 | R\$ 3.599,10 | R\$ 3.499,00 | R\$ 3.599,10 | R\$ 2.639,90 | R\$ 2.699,10 | R\$ 2.999,00 | R\$ 2.699,10 | R\$ 2.699,10 | R\$ 2.639,90 | R\$ 3.599,10 | R\$ 3.028,15 | 36,33% |
| Samsung s7 32gb | R\$ 3.039,05 | R\$ 2.879,00 | R\$ 2.789,10 | R\$ 3.199,00 | R\$ 2.789,10 | R\$ 2.879,91 | R\$ 2.495,20 | R\$ 2.766,48 | R\$ 2.879,10 | R\$ 2.879,10 | R\$ 2.495,20 | R\$ 3.199,00 | R\$ 2.859,50 | 28,21% |
| LG dual chip k4 8gb | R\$ 513,94 | R\$ 474,05 | R\$ 539,07 | R\$ 478,98 | R\$ 539,07 | | R\$ 474,05 | R\$ 499,00 | R\$ 418,69 | R\$ 476,99 | R\$ 418,69 | R\$ 539,07 | R\$ 490,43 | 28,75% |

Dados Coletados de 20/10 a 27/10