



GOVERNO DO ESTADO DE MATO GROSSO DO SUL  
 SUPERINTENDÊNCIA PARA ORIENTAÇÃO E DEFESA DO CONSUMIDOR – PROCON/MS  
 SECRETARIA DE ESTADO DE DIREITOS HUMANOS, ASSISTÊNCIA SOCIAL E TRABALHO-SEDHAT  
 Rua 13 de Junho, 930 – Centro CEP 79.002-944 – Campo Grande/MS - PABX (67) 3316-9800  
 PESQUISA DE PRESENTES PARA O DIA DOS PAIS EM CAMPO GRANDE / MS - JULHO/2020

PRODUTO	C&A	CARREFOUR	CASAS BAHIA	EXTRA	HAVAN	LOJAS AMERICANAS	MAGAZINE LUIZA	PERNAMBUCANAS
1 SMARTPHONE APPLE IPHONE XR 128GB			R\$ 4.899,00	R\$ 4.499,00	*	*	*	*
2 SMARTPHONE APPLE IPHONE SE 64GB			R\$ 3.699,00	R\$ 3.700,00	*	*	R\$ 3.499,00	*
3 SMARTPHONE APPLE IPHONE SE 128GB			R\$ 3.999,00	R\$ 3.999,00	*	*	R\$ 3.899,00	*
4 SMARTPHONE APPLE IPHONE SE 256GB			R\$ 4.499,00	*	*	*	R\$ 5.199,00	*
5 SMARTPHONE APPLE IPHONE 11 64GB			R\$ 4.999,00	R\$ 4.899,00	*	*	R\$ 4.899,00	*
6 SMARTPHONE APPLE IPHONE 11 128GB			R\$ 5.299,00	R\$ 5.299,00	R\$ 5.999,90	*	R\$ 5.199,00	*
7 SMARTPHONE APPLE IPHONE 11 PRO 64GB			R\$ 6.799,00	*	*	*	R\$ 6.999,00	*
8 SMARTPHONE APPLE IPHONE 11 PRO 256GB			R\$ 7.799,00	*	R\$ 8.499,90	*	R\$ 7.899,00	*
9 SMARTPHONE APPLE IPHONE 11 PRO MAX 64GB			R\$ 7.599,90	*	*	*	R\$ 7.699,00	*
10 SMARTPHONE APPLE IPHONE 11 PRO MAX 256GB			R\$ 8.399,00	*	*	*	R\$ 8.499,00	*
11 SMARTPHONE APPLE IPHONE 11 PRO MAX 512GB			R\$ 9.599,90	*	R\$ 8.999,90	*	R\$ 9.599,00	*
12 SMARTPHONE APPLE IPHONE 7 32GB			R\$ 3.499,00	R\$ 1.999,00	R\$ 2.699,90	*	R\$ 2.799,00	R\$ 2.599,00
13 SMARTPHONE APPLE IPHONE 7 128GB			R\$ 3.899,00	R\$ 3.000,00	*	*	R\$ 3.299,00	R\$ 3.799,00
14 SMARTPHONE APPLE IPHONE 8 64GB			R\$ 3.999,90	*	R\$ 3.499,90	*	R\$ 3.399,00	*
15 SMARTPHONE APPLE IPHONE 8 PLUS 64GB			R\$ 3.999,90	R\$ 3.899,00	R\$ 4.699,90	*	R\$ 3.999,00	*
16 SMARTPHONE LG K41S 32GB			R\$ 1.299,00	R\$ 1.199,00	R\$ 1.299,90	*	R\$ 1.299,00	*
17 SMARTPHONE LG K51S 64GB	R\$ 1.499,00		R\$ 1.499,00	R\$ 1.399,00	*	*	R\$ 1.499,00	*
18 SMARTPHONE LG K61 128GB		R\$ 1.699,00	R\$ 1.899,90	R\$ 1.799,00	*	*	R\$ 1.899,00	*
19 SMARTPHONE LG K12 PRIME 64GB			R\$ 1.599,00	*	*	*	R\$ 1.599,00	*
20 SMARTPHONE MOTOROLA MOTO E6 PLAY 32GB	R\$ 999,00	R\$ 899,00	R\$ 1.049,00	R\$ 899,00	*	*	R\$ 1.199,00	R\$ 1.099,00
21 SMARTPHONE MOTOROLA MOTO E6S 32GB		R\$ 999,00	R\$ 1.199,00	R\$ 1.099,00	*	R\$ 1.099,00	R\$ 1.299,00	R\$ 1.049,00
22 SMARTPHONE MOTOROLA MOTO E6 PLUS 64GB		R\$ 1.199,00	R\$ 1.299,90	*	R\$ 899,99	R\$ 1.299,00	*	*
23 SMARTPHONE MOTOROLA MOTO G8 POWER LITE 64GB	R\$ 1.529,00	R\$ 1.458,00	R\$ 1.699,00	R\$ 1.399,00	R\$ 1.699,90	R\$ 1.549,00	R\$ 1.599,00	R\$ 1.499,00
24 SMARTPHONE MOTOROLA MOTO G8 PLAY 32GB	R\$ 1.399,00	R\$ 1.199,00	R\$ 1.499,00	R\$ 1.299,00	R\$ 1.599,90	R\$ 1.299,00	R\$ 1.499,00	R\$ 1.299,00
25 SMARTPHONE MOTOROLA MOTO G8 64GB	R\$ 1.549,00	R\$ 1.599,00	R\$ 1.699,90	*	R\$ 1.699,90	R\$ 1.599,00	R\$ 1.699,00	R\$ 1.499,00
26 SMARTPHONE MOTOROLA MOTO G8 PLUS 64GB	R\$ 1.899,00	*	R\$ 1.909,00	R\$ 1.699,00	R\$ 1.999,90	*	R\$ 1.899,00	R\$ 1.599,00
27 SMARTPHONE MOTOROLA MOTO ONE MACRO 64GB	R\$ 1.499,00	*	R\$ 1.499,00	R\$ 1.299,00	R\$ 1.699,90	*	*	*
28 SMARTPHONE MOTOROLA MOTO ONE FUSION PLUS 128GB	R\$ 2.499,00	*	R\$ 2.499,00	R\$ 2.499,00	*	*	R\$ 2.699,00	R\$ 2.599,00
29 SMARTPHONE MOTOROLA MOTO ONE HYPER 128GB	R\$ 2.499,00	*	R\$ 2.499,90	R\$ 1.999,00	*	*	R\$ 2.399,00	*
30 SMARTPHONE SAMSUNG GALAXY A30 64GB			R\$ 1.499,90	*	R\$ 1.199,90	*	*	*
31 SMARTPHONE SAMSUNG GALAXY A31 128GB		R\$ 1.999,00	R\$ 2.399,00	R\$ 1.899,00	R\$ 2.299,90	R\$ 1.999,00	R\$ 2.299,00	*
32 SMARTPHONE SAMSUNG GALAXY A51 128GB	R\$ 2.099,00	R\$ 2.099,00	R\$ 2.699,00	R\$ 2.199,00	R\$ 2.699,90	R\$ 2.199,00	R\$ 2.599,00	R\$ 2.599,00
33 SMARTPHONE SAMSUNG GALAXY A71 128GB	R\$ 3.199,00	R\$ 2.599,00	R\$ 3.199,00	R\$ 2.499,00	R\$ 3.099,90	R\$ 2.699,00	R\$ 1.799,00	*
34 SMARTPHONE SAMSUNG GALAXY J2 CORE 16GB	R\$ 699,00	*	R\$ 799,00	R\$ 699,00	R\$ 849,90	R\$ 799,00	R\$ 899,00	*
35 SMARTPHONE SAMSUNG GALAXY A01 32GB	R\$ 999,00	R\$ 999,00	R\$ 1.099,00	R\$ 899,00	R\$ 1.099,90	R\$ 899,00	R\$ 1.299,00	R\$ 999,00
36 SMARTPHONE SAMSUNG GALAXY A10 32GB	*	*	R\$ 999,00	*	R\$ 799,90	*	R\$ 999,00	*
37 SMARTPHONE SAMSUNG GALAXY A10S 32GB	R\$ 1.099,00	*	R\$ 1.399,90	R\$ 1.100,00	R\$ 1.299,90	R\$ 1.099,00	R\$ 1.299,00	R\$ 1.099,00
38 SMARTPHONE SAMSUNG GALAXY J6 32GB PLUS	*	*	R\$ 1.299,99	*	*	*	R\$ 1.299,00	*
39 SMARTPHONE SAMSUNG GALAXY A20 32GB	*	*	R\$ 1.199,00	*	R\$ 899,90	*	R\$ 1.199,00	*
40 SMARTPHONE SAMSUNG GALAXY A20S 32GB	R\$ 1.299,00	*	R\$ 1.599,90	R\$ 1.299,00	R\$ 1.599,90	R\$ 1.349,00	R\$ 1.399,00	R\$ 1.399,00
41 SMARTPHONE SAMSUNG GALAXY A30S 64GB	R\$ 1.579,00	*	R\$ 1.899,90	R\$ 1.399,00	R\$ 1.599,90	R\$ 1.699,00	R\$ 1.699,00	*
42 SMARTPHONE SAMSUNG GALAXY S20 128GB		R\$ 4.599,00	R\$ 5.499,00	R\$ 4.999,00	R\$ 4.999,90	*	R\$ 5.599,00	R\$ 4.999,00
43 SMARTPHONE SAMSUNG GALAXY S20+ 128GB		*	R\$ 5.999,00	R\$ 5.699,00	R\$ 5.499,90	*	R\$ 5.999,00	*
44 SMARTPHONE SAMSUNG GALAXY S10 128GB		*	*	*	R\$ 4.299,90	R\$ 3.999,00	R\$ 4.299,00	*
45 SMARTPHONE SAMSUNG GALAXY S10 PLUS 128GB		*	R\$ 5.199,00	R\$ 3.599,00	*	*	R\$ 4.999,00	*
46 SMARTPHONE SAMSUNG GALAXY S10E 128GB		*	R\$ 3.999,00	R\$ 2.699,00	*	*	R\$ 3.699,00	*
47 SMARTPHONE SAMSUNG GALAXY Z FLIP 256GB		*	R\$ 8.999,00	*	*	*	R\$ 7.699,00	*

MAIOR PREÇO	MENOR PREÇO	MÉDIA	VARIÇÃO
R\$ 4.899,00	R\$ 4.499,00	R\$ 4.699,00	8,89%
R\$ 3.700,00	R\$ 3.499,00	R\$ 3.632,67	5,74%
R\$ 3.999,00	R\$ 3.899,00	R\$ 3.965,67	2,56%
R\$ 5.199,00	R\$ 4.499,00	R\$ 4.849,00	15,56%
R\$ 4.999,00	R\$ 4.899,00	R\$ 4.932,33	2,04%
R\$ 5.999,90	R\$ 5.199,00	R\$ 5.449,23	15,40%
R\$ 6.999,00	R\$ 6.799,00	R\$ 6.899,00	2,94%
R\$ 8.499,90	R\$ 7.799,00	R\$ 8.065,97	8,99%
R\$ 7.699,00	R\$ 7.599,90	R\$ 7.649,45	1,30%
R\$ 8.499,00	R\$ 8.399,00	R\$ 8.449,00	1,19%
R\$ 9.599,90	R\$ 8.999,90	R\$ 9.399,60	6,67%
R\$ 3.499,00	R\$ 3.000,00	R\$ 2.719,18	75,04%
R\$ 3.899,00	R\$ 3.999,00	R\$ 3.499,25	29,97%
R\$ 3.999,00	R\$ 3.399,00	R\$ 3.632,93	17,68%
R\$ 4.699,90	R\$ 3.899,00	R\$ 4.149,45	20,54%
R\$ 1.299,90	R\$ 1.199,00	R\$ 1.274,23	8,42%
R\$ 1.499,00	R\$ 1.399,00	R\$ 1.474,00	7,15%
R\$ 1.899,90	R\$ 1.699,00	R\$ 1.824,23	11,82%
R\$ 1.599,00	R\$ 1.599,00	R\$ 1.599,00	0,00%
R\$ 1.199,00	R\$ 899,00	R\$ 1.024,00	33,37%
R\$ 1.299,00	R\$ 999,00	R\$ 1.124,00	30,03%
R\$ 1.299,90	R\$ 899,99	R\$ 1.174,47	44,43%
R\$ 1.699,90	R\$ 1.399,00	R\$ 1.563,99	21,51%
R\$ 1.599,90	R\$ 1.199,00	R\$ 1.386,61	33,44%
R\$ 1.699,90	R\$ 1.499,00	R\$ 1.620,69	13,40%
R\$ 1.999,90	R\$ 1.599,00	R\$ 1.834,15	25,07%
R\$ 1.899,90	R\$ 1.299,00	R\$ 1.499,23	30,86%
R\$ 2.699,00	R\$ 2.499,00	R\$ 2.559,00	8,00%
R\$ 2.499,90	R\$ 1.999,00	R\$ 2.349,23	25,06%
R\$ 1.499,90	R\$ 1.199,90	R\$ 1.349,90	25,00%
R\$ 2.399,00	R\$ 1.899,00	R\$ 2.149,15	26,33%
R\$ 2.699,90	R\$ 2.099,00	R\$ 2.399,11	28,63%
R\$ 3.199,00	R\$ 1.799,00	R\$ 2.727,70	77,82%
R\$ 899,00	R\$ 699,00	R\$ 790,82	28,61%
R\$ 1.299,00	R\$ 899,00	R\$ 1.036,61	44,49%
R\$ 999,00	R\$ 799,90	R\$ 932,63	24,89%
R\$ 1.399,90	R\$ 1.099,00	R\$ 1.199,40	27,38%
R\$ 1.299,99	R\$ 1.299,00	R\$ 1.299,50	0,08%
R\$ 1.199,00	R\$ 899,90	R\$ 1.099,30	23,16%
R\$ 1.599,90	R\$ 1.299,00	R\$ 1.420,69	33,24%
R\$ 1.899,90	R\$ 1.399,00	R\$ 1.645,97	35,80%
R\$ 5.599,00	R\$ 4.599,00	R\$ 5.115,82	21,74%
R\$ 5.999,00	R\$ 5.499,90	R\$ 5.799,23	9,07%
R\$ 4.299,90	R\$ 3.999,00	R\$ 4.199,30	7,52%
R\$ 5.199,00	R\$ 3.599,00	R\$ 4.599,00	44,46%
R\$ 3.999,00	R\$ 2.699,00	R\$ 3.465,67	48,17%
R\$ 8.999,00	R\$ 7.699,00	R\$ 8.349,00	16,89%

QUANTIDADES TOTAL DE ITENS COTADOS POR ESTABELECIMENTO	16	12	46	31	27	14	43	14
QUANTIDADES DE ITENS COM MENOR PREÇO	5	6	7	19	6	3	9	3
QUANTIDADES DE ITENS COM MAIOR PREÇO	2	0	25	2	12	0	14	0

PERÍODO DA PESQUISA DE 30/07/2020 A 30/07/2020
QUANTIDADES DE PRODUTOS PESQUISADOS: 52
QUANTIDADES DE PRODUTOS DIVULGADOS: 47
QUANTIDADES DE ESTABELECIMENTOS PESQUISADOS: 08

ESTABELECIMENTOS PESQUISADOS
C&A - AV. AFONSO PENA, 4909 - SANTA FÉ - CAMPO GRANDE - MS
CARREFOUR - AV. AFONSO PENA, 4909 - SANTA FÉ - CAMPO GRANDE - MS
CASAS BAHIA - RUA 14 DE JULHO, 1957/1987 - CENTRO - CAMPO GRANDE - MS
EXTRA - RUA MARACAJU, 1427 - CENTRO - CAMPO GRANDE-MS
HAVAN - RUA CONSUL ASSAF TRAD, 1456 - MATA DO JACINTO - CAMPO GRANDE-MS
LOJAS AMERICANAS -RUA MARECHAL RONDON, 1356 - CENTRO - CAMPO GRANDE - MS
MAGAZINE LUIZA - RUA DOM AQUINO, 1259/1285- CENTRO - CAMPO GRANDE-MS
PERNAMBUCANAS - AV. AFONSO PENA, 4909 - SANTA FÉ - CAMPO GRANDE - MS





