



GOVERNO DO ESTADO DE MATO GROSSO DO SUL
 SECRETARIA DE ESTADO DE DIREITOS HUMANOS, ASSISTÊNCIA SOCIAL E TRABALHO-SEDHAST
 SUPERINTENDÊNCIA PARA ORIENTAÇÃO E DEFESA DO CONSUMIDOR – PROCON/MS
 CAOF - SETOR DE PESQUISA
 Rua 13 de Junho, 930 – Centro CEP 79.002-944 – Campo Grande/MS - FONE (67) 3316-9843
 PESQUISA DE CHOCOLATES E OVOS DE PÁSCOA EM CAMPO GRANDE / MS - MARÇO/2021

PRODUTO		ESTABELECIMENTOS						
	ARCOR	ASSAÍ	ATACADÃO	AMERICANAS	CARREFOUR	COMPER	EXTRA	FORT
1	OVO ARCOR AUTHENTIC GAMES 100g	R\$49,90	*	R\$49,99	R\$43,90	R\$74,90	*	*
2	OVO ARCOR BONOBON 70% AMARGO 150g	*	*	R\$24,99	*	*	*	*
3	OVO ARCOR CHOCOLATE AO LEITE 120g	*	*	R\$24,99	*	*	*	*
4	OVO ARCOR CHOCOLATE BONOBON MORANGO E CREME 150g	*	*	R\$24,99	R\$24,90	R\$37,90	*	*
5	OVO ARCOR DOCE DE LEITE 150g	R\$24,90	*	R\$24,99	*	*	*	*
6	OVO ARCOR LUCCAS NETO 100g	*	*	R\$49,99	*	*	*	*
7	OVO ARCOR MORANGUINHO 100g	*	*	R\$49,99	R\$43,90	R\$74,90	*	*
8	OVO ARCOR PAW PATROL (PATRULHA CANINA) 100g	R\$49,90	*	R\$49,99	R\$43,90	*	*	*
9	OVO ARCOR ROCKLETS 205g	*	*	R\$32,99	R\$30,99	R\$46,90	*	*
10	OVO ARCOR TORTUGUITA CABEÇA MALUCA AO LEITE 120g	*	*	R\$24,99	*	*	*	*
11	OVO ARCOR TORTUGUITA CABEÇA MALUCA CHOCOLATE BRANCO 120g	R\$29,90	*	R\$24,99	*	*	*	*
12	OVO ARCOR TORTUGUITA FORMATO BAUNILHA 120g	R\$24,90	*	R\$24,99	*	R\$37,90	*	*
13	OVO ARCOR TORTUGUITA FORMATO BRIGADEIRO 120g	R\$24,90	*	R\$24,99	*	R\$37,90	*	*
14	OVO ARCOR TORTUGUITA HEADPHONE CHOCOLATE AO LEITE 100g	R\$64,90	*	R\$64,99	R\$59,90	R\$95,90	*	*
15	OVO ARCOR UNICÓRNIO 100g	R\$49,90	*	R\$49,99	R\$43,90	R\$72,90	*	*
16	OVO ARCOR ZERO LACTOSE 150g	*	*	R\$32,99	*	*	*	*
GAROTO		ASSAÍ	ATACADÃO	AMERICANAS	CARREFOUR	COMPER	EXTRA	FORT
17	OVO BATON AO LEITE 172g	*	*	R\$29,99	*	R\$35,49	*	*
18	COELHO BATON 80g	*	*	R\$9,99	*	R\$10,99	*	R\$8,50
19	OVO GAROTO AO LEITE 185g	*	*	R\$24,99	R\$35,99	R\$42,99	R\$35,99	*
20	OVO GAROTO UNICÓRNIO 210g	*	*	R\$29,99	*	*	*	*
21	OVO SERENATA DE AMOR 196,5g	*	*	R\$24,99	R\$35,99	R\$38,99	R\$35,99	*
22	OVO TALENTO AVELÃS 350g	R\$41,90	*	R\$39,99	R\$46,90	R\$42,99	*	*
23	OVO TALENTO CASTANHA DO PARÁ 350g	R\$41,90	*	R\$39,99	R\$46,90	R\$43,59	*	*
24	OVO TALENTO MEIO AMARGO 350g	R\$41,90	R\$37,90	R\$39,99	*	R\$43,59	R\$46,99	*
KINDER		ASSAÍ	ATACADÃO	AMERICANAS	CARREFOUR	COMPER	EXTRA	FORT
25	OVO KINDER EDIÇÃO DINOS 150g	*	*	R\$67,99	*	*	*	*
26	OVO KINDER AVENTURA 150g	*	*	R\$53,90	R\$67,99	*	R\$61,99	*
27	OVO KINDER PJ MASKS 100g	R\$44,90	R\$39,90	R\$51,99	*	R\$45,89	*	*
28	OVO KINDER OCEANO ENCANTADO 150g	*	*	R\$53,90	R\$67,99	*	R\$61,99	*
29	OVO KINDER EDIÇÃO FADAS 150g	*	*	R\$45,90	*	*	*	*
30	OVO KINDER MIRACULOUS 100g	R\$44,90	R\$39,90	R\$51,99	*	R\$45,89	*	R\$46,90
FERRERO		ASSAÍ	ATACADÃO	AMERICANAS	CARREFOUR	COMPER	EXTRA	FORT
31	OVO FERRERO COLLECTION 241g	R\$66,90	R\$59,90	*	*	*	*	*
32	OVO FERRERO COLLECTION 354g	R\$84,90	*	R\$96,99	*	*	*	*
33	OVO FERRERO ROCHER 225g	R\$65,90	R\$59,90	R\$76,99	*	R\$68,89	*	R\$65,50
34	OVO FERRERO ROCHER 365g	*	R\$75,90	*	*	R\$87,29	*	R\$85,50
35	OVO GRAND COLLECTION FERRERO ROCHER 354g	*	*	R\$96,99	*	R\$87,99	*	*
36	CAIXA DE BOMBOM FERRERO C/ 12 UNIDADES	*	R\$20,50	R\$34,99	*	*	*	*
37	CAIXA DE BOMBOM COLLECTION 77g	*	*	R\$24,99	*	R\$24,99	*	*
TORRONE/MONTEVERGINE		ASSAÍ	ATACADÃO	AMERICANAS	CARREFOUR	COMPER	EXTRA	FORT
38	OVINHOS SORTIDOS 85g	*	*	R\$10,49	R\$5,79	*	*	*
39	CAMINHÃO DE PÁSCOA MONTEVERGINE 80g	R\$15,90	R\$14,49	R\$22,99	R\$13,49	*	*	*
40	CASINHA MONTEVERGINE 80g	R\$10,90	R\$10,49	R\$16,99	R\$10,49	*	*	*
41	CENOURINHA DO COELHO 50g	R\$7,99	*	R\$10,99	R\$7,39	*	*	*
42	BOLSINHA /CESTINHA COELHO 40g	R\$4,79	*	R\$5,99	R\$4,09	*	*	*
43	CAIXA DE BOMBOM/ CEREJA 195g	R\$13,90	*	*	*	*	*	*
44	CAIXA DE BOMBOM LUNA 85g	R\$6,79	*	R\$9,49	R\$6,19	*	*	*
45	CAIXA DE BOMBOM C/ 3 OVINHOS 50g	R\$6,29	*	*	R\$4,89	*	*	*
46	COELHINHO/A C/ OVO 40g	R\$4,79	*	R\$9,99	*	*	*	*
47	ORELHA DO COELHO - CEREAL DE ARROZ E CHOCOLATE AO LEITE 50g	*	*	R\$8,99	*	*	*	*
48	OVINHOS DE CHOCOLATE AO LEITE ÔNIBUS LONDON 110g	*	*	R\$19,99	*	*	*	*
49	OVINHOS DE CHOCOLATE AO LEITE RECHEIO SABOR LEITE 350g	R\$23,50	*	*	*	*	*	*
50	OVINHOS DE CHOCOLATE AO LEITE RECHEIO SABOR MORANGO 85g	*	*	*	R\$6,69	*	*	*
51	OVINHOS DE CHOCOLATE AO LEITE RECHEIO SABOR BRIGADEIRO 85g	R\$6,49	*	R\$9,99	R\$5,79	*	*	*
52	OVINHOS DE CHOCOLATE AO LEITE RECHEIO SABOR BRIGADEIRO 350g	R\$23,50	*	*	*	*	*	*
53	OVINHOS DE CHOCOLATE AO LEITE RECHEIO SABOR TRUFAS 85g	R\$6,49	*	*	R\$5,79	*	*	*
54	OVINHOS DE CHOCOLATE AO LEITE RECHEIO SABOR TRUFAS 350g	R\$23,50	R\$23,49	*	*	*	*	*
55	TRENZINHO DO COELHO COM OVINHOS DE CHOCOLATE AO LEITE 55g	R\$7,49	*	R\$10,99	*	*	*	*
56	VILA COELHO - OVINHOS DE CHOCOLATE AO LEITE 40g	*	R\$4,49	*	*	*	*	*
57	VILA COELHO - OVO DE CHOCOLATE AO LEITE 80g	*	*	R\$16,99	*	*	*	*
58	VILA COELHO - OVO DE CHOCOLATE AO LEITE 40g	R\$4,99	*	R\$6,99	R\$4,09	*	*	*

MAIOR PREÇO	MENOR PREÇO	MÉDIA	VARIÇÃO
R\$ 74,90	R\$ 43,90	R\$ 54,67	70,62%
R\$ 24,99	R\$ 24,99	R\$ 24,99	0,00%
R\$ 24,99	R\$ 24,99	R\$ 24,99	0,00%
R\$ 37,90	R\$ 24,90	R\$ 29,26	52,21%
R\$ 24,99	R\$ 24,90	R\$ 24,95	0,36%
R\$ 49,99	R\$ 49,99	R\$ 49,99	0,00%
R\$ 74,90	R\$ 43,90	R\$ 56,26	70,62%
R\$ 49,99	R\$ 43,90	R\$ 47,93	13,87%
R\$ 46,90	R\$ 30,99	R\$ 36,96	51,34%
R\$ 24,99	R\$ 24,99	R\$ 24,99	0,00%
R\$ 29,90	R\$ 24,99	R\$ 27,45	19,65%
R\$ 37,90	R\$ 24,90	R\$ 29,26	52,21%
R\$ 37,90	R\$ 24,90	R\$ 29,26	52,21%
R\$ 95,90	R\$ 59,90	R\$ 71,42	60,10%
R\$ 72,90	R\$ 43,90	R\$ 54,17	66,06%
R\$ 32,99	R\$ 32,99	R\$ 32,99	0,00%
R\$ 35,49	R\$ 29,99	R\$ 32,74	18,34%
R\$ 10,99	R\$ 8,50	R\$ 9,83	29,29%
R\$ 42,99	R\$ 24,99	R\$ 34,99	72,03%
R\$ 29,99	R\$ 29,99	R\$ 29,99	0,00%
R\$ 38,99	R\$ 24,99	R\$ 33,99	56,02%
R\$ 46,90	R\$ 39,99	R\$ 42,95	17,28%
R\$ 46,90	R\$ 39,99	R\$ 43,10	17,28%
R\$ 46,99	R\$ 37,90	R\$ 42,07	23,98%
R\$ 67,99	R\$ 67,99	R\$ 67,99	0,00%
R\$ 67,99	R\$ 53,90	R\$ 61,29	26,14%
R\$ 51,99	R\$ 39,90	R\$ 45,67	30,30%
R\$ 67,99	R\$ 53,90	R\$ 61,29	26,14%
R\$ 45,90	R\$ 45,90	R\$ 45,90	0,00%
R\$ 51,99	R\$ 39,90	R\$ 45,92	30,30%
R\$ 66,90	R\$ 59,90	R\$ 63,40	11,69%
R\$ 96,99	R\$ 84,90	R\$ 90,95	14,24%
R\$ 76,99	R\$ 59,90	R\$ 67,44	28,53%
R\$ 87,29	R\$ 75,90	R\$ 82,90	15,01%
R\$ 96,99	R\$ 87,99	R\$ 92,49	10,23%
R\$ 34,99	R\$ 20,50	R\$ 27,75	70,68%
R\$ 24,99	R\$ 24,99	R\$ 24,99	0,00%
R\$ 10,49	R\$ 5,79	R\$ 8,14	81,17%
R\$ 22,99	R\$ 13,49	R\$ 16,72	70,42%
R\$ 16,99	R\$ 10,49	R\$ 12,22	61,96%
R\$ 10,99	R\$ 7,39	R\$ 8,79	48,71%
R\$ 5,99	R\$ 4,09	R\$ 4,96	46,45%
R\$ 13,90	R\$ 13,90	R\$ 13,90	0,00%
R\$ 9,49	R\$ 6,19	R\$ 7,49	53,31%
R\$ 6,29	R\$ 4,89	R\$ 5,59	28,63%
R\$ 9,99	R\$ 4,79	R\$ 7,39	108,56%
R\$ 8,99	R\$ 8,99	R\$ 8,99	0,00%
R\$ 19,99	R\$ 19,99	R\$ 19,99	0,00%
R\$ 23,50	R\$ 23,50	R\$ 23,50	0,00%
R\$ 6,69	R\$ 6,69	R\$ 6,69	0,00%
R\$ 9,99	R\$ 5,79	R\$ 7,42	72,54%
R\$ 23,50	R\$ 23,50	R\$ 23,50	0,00%
R\$ 6,49	R\$ 5,79	R\$ 6,14	12,09%
R\$ 23,50	R\$ 23,49	R\$ 23,50	0,04%
R\$ 10,99	R\$ 7,49	R\$ 9,24	46,73%
R\$ 4,49	R\$ 4,49	R\$ 4,49	0,00%
R\$ 16,99	R\$ 16,99	R\$ 16,99	0,00%
R\$ 6,99	R\$ 4,09	R\$ 5,36	70,90%

LACTA		ASSAÍ	ATACADÃO	AMERICANAS	CARREFOUR	COMPER	EXTRA	FORT				
59	OVO BRANCO LAKA 175g	R\$27,90	R\$26,90	R\$24,99	R\$29,90	R\$30,95	R\$29,90	R\$29,90	R\$ 30,95	R\$ 24,99	R\$ 28,63	23,85%
60	OVO SONHO DE VALSA 277g	R\$29,90	R\$28,90	R\$31,99	R\$29,90	R\$37,85	R\$31,90	R\$31,90	R\$ 37,85	R\$ 28,90	R\$ 31,76	30,97%
61	OVO SONHO DE VALSA 357g	*	*	*	R\$37,90	*	*	*	R\$ 37,90	R\$ 37,90	R\$ 37,90	0,00%
62	OVO DIAMANTE NEGRO 176g	R\$26,90	R\$26,90	R\$24,99	R\$29,49	*	R\$31,99	R\$31,90	R\$ 31,99	R\$ 24,99	R\$ 28,70	28,01%
63	OVO LAKA 500g	R\$67,90	*	*	*	*	*	*	R\$ 67,90	R\$ 67,90	R\$ 67,90	0,00%
64	OVO DIAMANTE NEGRO LAKA 500g	*	R\$62,90	R\$69,99	*	R\$72,35	R\$69,90	R\$79,90	R\$ 79,90	R\$ 62,90	R\$ 71,01	27,03%
65	OVO BIS 318g	R\$36,60	R\$34,90	R\$38,99	R\$38,49	R\$45,89	R\$38,90	R\$39,90	R\$ 45,89	R\$ 34,90	R\$ 39,10	31,49%
66	OVO BIS OREO 257g	R\$29,90	*	*	*	*	*	*	R\$ 29,90	R\$ 29,90	R\$ 29,90	0,00%
67	OVO BIS OREO 277g	*	*	*	*	*	*	R\$31,90	R\$ 31,90	R\$ 31,90	R\$ 31,90	0,00%
68	OVO TRIPLA CAMADA OREO 320g	*	R\$53,90	R\$59,99	R\$53,90	R\$68,89	*	R\$57,90	R\$ 68,89	R\$ 53,90	R\$ 58,92	27,81%
69	OVO TRIPLA CAMADA AVELÃ 320g	*	R\$53,90	R\$59,99	R\$53,90	R\$61,99	*	R\$55,90	R\$ 61,99	R\$ 53,90	R\$ 57,14	15,01%
70	OVO DIAMANTE NEGRO 300g	R\$37,90	R\$34,90	R\$38,99	R\$38,49	R\$39,99	R\$38,90	R\$39,90	R\$ 39,99	R\$ 34,90	R\$ 38,44	14,58%
71	OVO LACTA AO LEITE 170g	R\$27,90	R\$26,90	R\$24,99	R\$29,90	R\$30,95	R\$29,90	R\$28,90	R\$ 30,95	R\$ 24,99	R\$ 28,49	23,85%
72	OVO LACTA AO LEITE FAVORITOS 500g	*	*	R\$69,99	*	*	*	R\$66,90	R\$ 69,99	R\$ 66,90	R\$ 68,45	4,62%
73	OVO LACTA AO LEITE FAVORITOS 560g	R\$67,90	R\$62,50	R\$69,99	*	R\$71,89	R\$69,90	*	R\$ 71,89	R\$ 62,50	R\$ 68,44	15,02%
74	OVO LACTA OREO 257g	R\$29,90	R\$27,90	R\$31,99	R\$29,90	*	R\$31,90	R\$31,90	R\$ 31,99	R\$ 27,90	R\$ 30,58	14,66%
75	OVO LACTA OURO BRANCO 359g	R\$36,90	R\$34,90	*	R\$37,90	R\$39,99	*	R\$37,90	R\$ 39,99	R\$ 34,90	R\$ 37,52	14,58%
76	OVO MULHER MARAVILHA 166g	R\$37,90	R\$35,90	R\$39,99	R\$38,90	R\$41,29	R\$39,90	R\$39,90	R\$ 41,29	R\$ 35,90	R\$ 39,11	15,01%
77	OVO BARBIE 166g	R\$39,90	R\$35,90	*	R\$38,90	R\$41,29	R\$39,90	R\$39,90	R\$ 41,29	R\$ 35,90	R\$ 39,30	15,01%
78	OVO BATMAN 166g	R\$37,90	R\$34,90	*	R\$38,90	*	R\$39,90	R\$39,90	R\$ 39,90	R\$ 34,90	R\$ 38,30	14,33%
79	OVO HOT WHEELS 166g	R\$37,90	R\$35,90	*	R\$38,90	R\$41,29	R\$39,90	R\$39,90	R\$ 41,29	R\$ 35,90	R\$ 38,97	15,01%
NESTLÉ		ASSAÍ	ATACADÃO	AMERICANAS	CARREFOUR	COMPER	EXTRA	FORT				
80	CLASSIC NESTLÉ 185g	*	*	R\$24,99	R\$38,90	R\$38,99	R\$35,99	R\$35,90	R\$ 38,99	R\$ 24,99	R\$ 34,95	56,02%
81	OVO KIT KAT 332g	R\$39,90	R\$37,90	R\$44,99	R\$45,90	R\$43,59	*	*	R\$ 45,90	R\$ 37,90	R\$ 42,46	21,11%
82	OVO KIT KAT AO LEITE 227g	R\$34,90	R\$31,90	R\$37,99	R\$37,90	R\$36,66	R\$39,99	R\$35,90	R\$ 39,99	R\$ 31,90	R\$ 36,46	25,36%
83	KIT KAT MINI OVOS 90g	*	*	R\$14,99	*	*	R\$14,99	*	R\$ 14,99	R\$ 14,99	R\$ 14,99	0,00%
84	OVO KIT KAT BRANCO 227g	R\$34,90	R\$31,90	R\$37,99	R\$37,90	R\$36,69	R\$39,99	R\$35,90	R\$ 39,99	R\$ 31,90	R\$ 36,47	25,36%
85	OVO ALPINO 337g	*	R\$37,90	R\$38,99	R\$45,90	R\$43,59	R\$46,99	*	R\$ 46,99	R\$ 37,90	R\$ 42,67	23,98%
86	OVO ALPINO 185g	R\$34,90	R\$31,90	R\$32,99	R\$37,90	*	R\$39,99	R\$35,90	R\$ 39,99	R\$ 31,90	R\$ 35,60	25,36%
87	OVO GALAK 185g	*	R\$29,90	R\$24,99	R\$38,90	R\$37,99	R\$35,99	R\$35,90	R\$ 38,90	R\$ 24,99	R\$ 33,95	55,66%
88	OVO PRESTIGIO 207g	R\$34,90	R\$31,90	R\$37,99	R\$37,90	R\$36,89	R\$39,99	R\$35,90	R\$ 39,99	R\$ 31,90	R\$ 36,50	25,36%
89	OVO NESTLE SURPRESA DINO VENTURE 172g	R\$29,90	*	R\$29,99	*	*	*	*	R\$ 29,90	R\$ 29,90	R\$ 29,95	0,30%
BOMBONS		ASSAÍ	ATACADÃO	AMERICANAS	CARREFOUR	COMPER	EXTRA	FORT				
90	BOMBOM GAROTO GAROTICES 250g	R\$7,99	R\$8,45	R\$10,99	R\$8,99	R\$10,98	R\$10,59	R\$8,49	R\$ 10,99	R\$ 7,99	R\$ 9,50	37,55%
91	BOMBOM NESTLÉ ESPECIALIDADES CAIXA VERMELHA 251g	R\$8,69	R\$9,45	R\$11,99	R\$9,29	R\$10,89	R\$9,59	R\$9,45	R\$ 11,99	R\$ 8,69	R\$ 9,91	37,97%
92	BOMBOM LACTA FAVORITOS 250,6g	R\$9,47	R\$8,90	R\$11,99	R\$10,99	*	*	R\$9,49	R\$ 11,99	R\$ 8,90	R\$ 10,17	34,72%

QUANTIDADES TOTAL DE ITENS COTADOS POR ESTABELECIMENTO	55	40	73	48	45	26	30
QUANTIDADES DE ITENS COM MENOR PREÇO	14	33	23	21	2	1	3
QUANTIDADES DE ITENS COM MAIOR PREÇO	5	0	26	4	26	8	2

PERIODO DA PESQUISA DE 22/03/2021 a 24/03/2021
QUANTIDADES DE PRODUTOS PESQUISADOS: 107
QUANTIDADES DE PRODUTOS DIVULGADOS: 92
QUANTIDADES DE ESTABELECIMENTOS PESQUISADOS: 07

ESTABELECIMENTOS PESQUISADOS
ASSAÍ ATACADISTA - AV. CONSUL ASSAF, 1694- MATA DO JACINTO
ATACADÃO - CORONEL ANTONINO, 3699 B. MORADA VERDE
AMERICANAS - AV. MARECHAL RONDON, 1336- CENTRO
CARREFOUR - AV. AFONSO PENA, 4909 SANTA FÉ
COMPER - AV. CEARÁ, 1553 - JARDIM DOS ESTADOS
EXTRA - RUA MARACAJU, 1427 - CENTRO
FORT ATACADISTA - SÃO BORJA, 586 VILA CÉLIA