



DEFENSORÍA DEL CONSUMIDOR

## INFORME SEMANAL DE PRECIOS EN MERCADOS Y TIENDAS MAYORISTAS

La Defensoría del Consumidor (DC) hace del conocimiento público el sondeo semanal de precios, con el fin de coadyuvar a la protección de la economía de las familias salvadoreñas y fomentar la transparencia de los mercados. Es competencia de la Defensoría: “Organizar, recopilar y divulgar información para facilitar al consumidor un mejor conocimiento de los precios, tasas o tarifas y características de los bienes y servicios que se ofrecen en el mercado, y de las condiciones de contratación de los mismos, así como toda otra información de interés para los consumidores”, art. 58, literal k), de la Ley de Protección al Consumidor.

| Categoría       | Producto                          | Q      | Unidad   | Precio regional |           |          | Precio nacional |          |          |
|-----------------|-----------------------------------|--------|----------|-----------------|-----------|----------|-----------------|----------|----------|
|                 |                                   |        |          | Centro          | Occidente | Oriente  | Mínimo          | Máximo   | Promedio |
| Carnes          | Carne de cerdo, costilla          | 1      | Libra    | \$3.27          | \$2.97    | \$3.25   | \$2.50          | \$3.80   | \$3.17   |
|                 | Carne de cerdo, posta             |        |          | \$3.20          | \$2.77    | \$3.25   | \$2.70          | \$3.50   | \$3.07   |
|                 | Carne de res, angelina            |        |          | \$4.47          | \$4.34    | n.d.     | \$4.00          | \$5.50   | \$4.43   |
|                 | Carne de res, choquezuela         |        |          | \$3.96          | \$4.03    | n.d.     | \$3.75          | \$4.50   | \$3.98   |
|                 | Carne de res, molida corriente    |        |          | \$2.79          | n.d.      | n.d.     | \$2.00          | \$3.50   | \$2.79   |
|                 | Carne de res, molida especial     |        |          | \$3.39          | \$3.06    | \$3.75   | \$2.70          | \$4.00   | \$3.30   |
|                 | Carne de res, posta negra         |        |          | \$4.18          | \$4.08    | \$3.75   | \$3.75          | \$5.00   | \$4.15   |
|                 | Pollo entrepierna                 |        |          | \$1.36          | \$1.30    | \$1.33   | \$1.10          | \$1.50   | \$1.34   |
|                 | Pollo pechuga con hueso y con ala |        |          | \$1.94          | n.d.      | \$2.00   | \$1.75          | \$2.25   | \$1.96   |
|                 | Pollo sin menudos                 |        |          | \$1.80          | n.d.      | n.d.     | \$1.75          | \$1.85   | \$1.80   |
| Frutas          | Guineo de seda (indio)            | 1      | Unidades | \$0.10          | \$0.10    | \$0.10   | \$0.06          | \$0.20   | \$0.10   |
|                 | Guineo importado (banano)         |        |          | \$0.14          | \$0.15    | \$0.18   | \$0.10          | \$0.20   | \$0.16   |
|                 | Limón Criollo                     |        |          | \$0.15          | \$0.27    | \$0.25   | \$0.10          | \$0.35   | \$0.25   |
|                 | Limón Pérsico                     |        |          | \$0.25          | \$0.22    | \$0.26   | \$0.15          | \$0.35   | \$0.25   |
|                 | Melón                             |        |          | \$1.25          | \$1.00    | \$1.67   | \$0.50          | \$2.00   | \$1.35   |
|                 | Naranja de jugo                   |        |          | \$0.14          | \$0.16    | \$0.16   | \$0.07          | \$0.20   | \$0.15   |
|                 | Naranja de washington             |        |          | \$0.10          | n.d.      | n.d.     | \$0.10          | \$0.10   | \$0.10   |
|                 | Naranja sin semilla               |        |          | \$0.09          | \$0.17    | n.d.     | \$0.09          | \$0.20   | \$0.15   |
|                 | Papaya, Tainung                   |        |          | \$1.63          | \$1.56    | \$1.78   | \$1.00          | \$3.00   | \$1.68   |
|                 | Piña, Hawaiana                    |        |          | \$2.01          | \$1.41    | \$2.39   | \$1.25          | \$3.00   | \$2.10   |
|                 | Plátano, Corriente                |        |          | \$0.28          | \$0.27    | \$0.27   | \$0.14          | \$0.35   | \$0.27   |
|                 | Sandía, larga                     |        |          | \$2.50          | n.d.      | \$3.75   | \$2.50          | \$4.00   | \$3.57   |
| Sandía, Redonda | \$2.49                            | \$1.81 | \$3.03   | \$1.25          | \$4.00    | \$2.55   |                 |          |          |
| Granos          | Arroz Blanco                      | 1      | Libra    | \$0.55          | \$0.54    | \$0.55   | \$0.45          | \$0.65   | \$0.55   |
|                 |                                   |        | Quintal  | \$51.67         | \$44.75   | \$47.87  | \$42.00         | \$60.00  | \$47.82  |
|                 | Arroz Precocido                   |        | Libra    | \$0.60          | \$0.60    | \$0.59   | \$0.50          | \$0.75   | \$0.60   |
|                 |                                   |        | Quintal  | \$57.33         | \$48.67   | \$51.75  | \$46.00         | \$62.00  | \$52.11  |
|                 | Azúcar                            |        | Libra    | \$0.54          | \$0.51    | n.d.     | \$0.50          | \$0.55   | \$0.53   |
|                 |                                   |        | Quintal  | \$48.75         | \$47.90   | \$49.55  | \$47.00         | \$53.50  | \$48.49  |
|                 | Frijol Negro                      |        | Libra    | n.d.            | \$0.93    | \$1.00   | \$0.80          | \$1.25   | \$0.94   |
|                 |                                   |        | Quintal  | n.d.            | n.d.      | n.d.     | n.d.            | n.d.     | n.d.     |
|                 | Frijol Rojo de Seda               |        | Libra    | \$1.22          | \$1.19    | \$1.22   | \$1.00          | \$1.38   | \$1.22   |
|                 |                                   |        | Quintal  | \$110.00        | \$97.00   | \$107.78 | \$92.00         | \$118.00 | \$104.24 |
| Frijol Tinto    | Libra                             | \$1.16 | \$1.08   | \$1.20          | \$0.95    | \$1.35   | \$1.14          |          |          |
|                 | Quintal                           | n.d.   | \$94.14  | \$114.00        | \$90.00   | \$114.00 | \$95.47         |          |          |
| Maicillo        | Libra                             | \$0.40 | \$0.38   | \$0.38          | \$0.30    | \$0.50   | \$0.39          |          |          |



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|--------------------|------------------------------------|----|----------|-----------------|-----------|---------|-----------------|---------|----------|
|                    |                                    |    |          | Centro          | Occidente | Oriente | Mínimo          | Máximo  | Promedio |
|                    | Maíz blanco                        |    | Quintal  | \$30.00         | \$27.20   | \$32.54 | \$25.00         | \$36.72 | \$29.88  |
|                    |                                    |    | Libra    | \$0.37          | \$0.34    | \$0.37  | \$0.31          | \$0.41  | \$0.36   |
|                    |                                    |    | Quintal  | \$33.00         | \$29.86   | \$31.40 | \$28.50         | \$35.00 | \$30.82  |
| Harinas            | Harina de Trigo Fuerte             | 50 | Libra    | \$24.79         | \$24.50   | \$26.00 | \$23.00         | \$26.00 | \$24.69  |
|                    | Harina de Trigo Fuerte Fortalecida |    |          | \$24.63         | \$24.75   | n.d.    | \$24.50         | \$25.00 | \$24.71  |
|                    | Harina de Trigo Semifuerte         |    |          | \$24.60         | \$24.00   | n.d.    | \$23.00         | \$26.00 | \$24.38  |
|                    | Harina de Trigo Suave              |    |          | \$23.83         | \$23.13   | \$23.80 | \$20.50         | \$26.00 | \$23.51  |
| Huevos             | Huevo extragrande                  | 30 | Unidades | \$5.18          | n.d.      | \$5.35  | \$5.00          | \$5.50  | \$5.20   |
|                    | Huevo grande                       |    |          | \$5.01          | \$5.12    | \$5.21  | \$4.15          | \$5.50  | \$5.09   |
|                    | Huevo mediano                      |    |          | \$4.83          | \$4.69    | \$4.94  | \$4.25          | \$5.25  | \$4.82   |
|                    | Huevo pequeño                      |    |          | n.d.            | \$4.38    | n.d.    | \$4.25          | \$4.50  | \$4.38   |
| Verduras           | Aguacate Criollo                   | 1  | Unidades | \$0.42          | \$0.43    | \$0.50  | \$0.30          | \$0.60  | \$0.43   |
|                    | Aguacate Hass                      |    |          | \$0.45          | \$0.40    | \$0.66  | \$0.33          | \$1.50  | \$0.53   |
|                    | Ajo                                |    |          | \$0.13          | \$0.12    | \$0.18  | \$0.08          | \$0.33  | \$0.14   |
|                    | Brócoli                            |    |          | \$1.23          | \$1.21    | \$1.33  | \$0.10          | \$2.00  | \$1.26   |
|                    | Cebolla, amarilla                  |    |          | n.d.            | \$0.28    | n.d.    | \$0.20          | \$0.35  | \$0.28   |
|                    | Cebolla, Blanca                    |    |          | \$0.24          | \$0.22    | \$0.23  | \$0.15          | \$0.50  | \$0.23   |
|                    | Cebolla, morada                    |    |          | \$0.27          | \$0.26    | \$0.24  | \$0.17          | \$0.50  | \$0.25   |
|                    | Chile de colores                   |    |          | \$0.48          | \$0.36    | \$0.14  | \$0.14          | \$0.67  | \$0.44   |
|                    | Chile verde                        |    |          | \$0.20          | \$0.20    | \$0.15  | \$0.02          | \$0.35  | \$0.19   |
|                    | Coliflor                           |    |          | \$1.39          | \$1.57    | \$1.68  | \$0.75          | \$2.50  | \$1.53   |
|                    | Elote criollo                      |    |          | \$0.29          | \$0.29    | \$1.50  | \$0.25          | \$1.50  | \$0.35   |
|                    | Güisquil, Blanco                   |    |          | n.d.            | n.d.      | \$0.42  | \$0.33          | \$0.50  | \$0.42   |
|                    | Güisquil, Criollo                  |    |          | \$0.31          | \$0.28    | \$0.42  | \$0.20          | \$0.50  | \$0.31   |
|                    | Güisquil, Oscuro                   |    |          | \$0.33          | \$0.43    | \$0.44  | \$0.25          | \$0.50  | \$0.41   |
|                    | Lechuga repollada                  |    |          | \$0.82          | \$0.92    | \$1.03  | \$0.50          | \$1.50  | \$0.91   |
|                    | Maíz dulce amarillo                |    |          | \$0.51          | \$0.47    | n.d.    | \$0.38          | \$0.58  | \$0.49   |
|                    | Papa                               |    |          | 1               | Libra     | \$0.78  | \$0.76          | \$0.70  | \$0.50   |
|                    | Papa, Lavada                       | 1  | Libra    | \$0.90          | \$0.80    | n.d.    | \$0.80          | \$0.90  | \$0.85   |
|                    | Pipían                             | 1  | Unidades | \$0.20          | \$0.25    | \$0.15  | \$0.13          | \$0.35  | \$0.20   |
|                    | Remolacha, Cruda                   |    |          | \$0.29          | \$0.37    | \$0.29  | \$0.20          | \$0.50  | \$0.31   |
| Repollo, Verde     | \$1.45                             |    |          | \$1.75          | \$1.74    | \$0.75  | \$2.50          | \$1.59  |          |
| Tomate de cocina   | \$0.13                             |    |          | \$0.11          | \$0.13    | \$0.05  | \$0.20          | \$0.12  |          |
| Tomate de ensalada | \$0.41                             |    |          | \$0.32          | n.d.      | \$0.25  | \$0.50          | \$0.37  |          |
| Zanahoria          | \$0.27                             |    |          | \$0.21          | \$0.28    | \$0.14  | \$0.50          | \$0.26  |          |

**Fuente:** elaboración propia en base a datos del sondeo de precios de la DC 2023.

Precio más alto por región / 
  Precio más bajo por región

**Fecha de sondeo de precios:** del 06 al 12 de febrero de 2023. Mercados visitados: Mercado Central, Mercado Colón de Santa Ana, Mercado de Armenia, Mercado de Santa Rosa de Lima, Mercado de Sensuntepeque, Mercado de Zacatecoluca, Mercado La Tiendona, Mercado Municipal San Sebastián Salitrillo, Mercado Municipal Chalatenango, Mercado Municipal de San Miguel, Mercado Municipal de Santa Rosa de Lima (Calle General Larios Poniente y Zona DF), Mercado Municipal de Usulután, Mercado Municipal Nahuizalco, Mercado Municipal San Marcos Y Mercado Santiago Texacuango. Además, se visitaron 107 tiendas mayoristas.