



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, chuleta corriente (redonda) | 1 | Libra | \$3.75 | n.d. | n.d. | \$3.50 | \$4.00 | \$3.75 |
| | Carne de cerdo, costilla | | | \$3.31 | \$3.06 | n.d. | \$2.24 | \$4.00 | \$3.21 |
| | Carne de cerdo, costilla riblets | | | n.d. | \$2.24 | n.d. | \$2.24 | \$2.24 | \$2.24 |
| | Carne de cerdo, costilla spare rib | | | n.d. | \$3.01 | n.d. | \$3.01 | \$3.01 | \$3.01 |
| | Carne de cerdo, posta | | | \$3.10 | \$2.96 | n.d. | \$2.72 | \$3.50 | \$3.05 |
| | Carne de res, angelina | | | \$4.44 | \$4.90 | \$4.50 | \$3.50 | \$5.56 | \$4.60 |
| | Carne de res, choquezuela | | | \$4.23 | \$4.22 | \$4.00 | \$3.60 | \$5.00 | \$4.22 |
| | Carne de res, molida corriente | | | \$3.13 | n.d. | n.d. | \$2.00 | \$3.50 | \$3.13 |
| | Carne de res, molida especial | | | \$3.52 | \$3.11 | \$3.50 | \$2.50 | \$4.00 | \$3.40 |
| | Carne de res, molida súper especial | | | n.d. | \$4.47 | n.d. | \$4.47 | \$4.47 | \$4.47 |
| | Carne de res, posta negra | | | \$4.43 | \$4.39 | \$4.50 | \$3.50 | \$5.00 | \$4.42 |
| | Cuarto de pierna de pollo | | | n.d. | \$1.12 | n.d. | \$0.99 | \$1.24 | \$1.12 |
| | Pechuga de pollo con hueso | | | n.d. | \$1.97 | n.d. | \$1.97 | \$1.97 | \$1.97 |
| | Pollo entrepierna | | | \$1.58 | \$1.39 | n.d. | \$1.15 | \$2.50 | \$1.54 |
| | Pollo pechuga con hueso y con ala | | | \$1.96 | \$1.90 | n.d. | \$1.50 | \$3.50 | \$1.95 |
| Pollo sin menudos | \$1.67 | \$1.71 | n.d. | \$1.35 | \$2.00 | \$1.68 | | | |
| Frutas | Guineo de seda (indio) | 1 | Unidad | \$0.16 | \$0.13 | \$0.11 | \$0.08 | \$0.20 | \$0.14 |
| | Guineo importado (banano) | | | \$0.18 | \$0.15 | \$0.17 | \$0.10 | \$0.25 | \$0.17 |
| | Limón Criollo | | | \$0.15 | \$0.08 | \$0.07 | \$0.05 | \$0.25 | \$0.12 |
| | Limón Pérsico | | | \$0.16 | \$0.18 | \$0.19 | \$0.07 | \$0.42 | \$0.17 |
| | Melón | | | \$1.31 | \$0.94 | \$1.24 | \$0.42 | \$2.50 | \$1.23 |
| | Naranja de jugo | | | \$0.22 | \$0.18 | \$0.17 | \$0.13 | \$0.35 | \$0.21 |
| | Naranja de washington | | | \$0.27 | n.d. | n.d. | \$0.25 | \$0.35 | \$0.27 |
| | Naranja sin semilla | | | \$0.21 | n.d. | n.d. | \$0.15 | \$0.25 | \$0.21 |
| | Papaya Tainung | | Libra | n.d. | \$1.58 | n.d. | \$1.58 | \$1.58 | \$1.58 |
| | Papaya, Tainung | | Unidad | \$2.23 | \$1.59 | \$1.95 | \$1.00 | \$3.00 | \$2.05 |
| | Piña Golden | | | \$2.74 | \$2.50 | \$2.54 | \$1.00 | \$3.50 | \$2.68 |
| | Piña, Hawaiana | | | \$2.25 | \$2.22 | \$2.38 | \$1.00 | \$3.50 | \$2.33 |
| | Plátano, Corriente | | | \$0.31 | \$0.30 | \$0.29 | \$0.13 | \$0.50 | \$0.31 |
| | Sandía, larga | | | \$2.38 | n.d. | n.d. | \$1.75 | \$3.00 | \$2.38 |
| | Sandía, Redonda | | | \$3.11 | \$2.63 | \$2.30 | \$1.00 | \$4.50 | \$2.74 |
| | | | | | | | | | |
| Granos | Arroz Blanco | 1 | Libra | \$0.56 | \$0.54 | \$0.54 | \$0.47 | \$0.65 | \$0.55 |
| | | | Quintal | \$55.00 | \$44.56 | \$48.72 | \$40.00 | \$55.00 | \$46.49 |
| | Arroz Precocido | | Libra | \$0.62 | \$0.58 | \$0.59 | \$0.50 | \$0.70 | \$0.61 |
| | | | Quintal | n.d. | \$48.16 | \$50.83 | \$46.00 | \$54.00 | \$48.80 |
| | Azúcar | | Libra | \$0.57 | n.d. | n.d. | \$0.55 | \$0.65 | \$0.57 |
| | | | Quintal | n.d. | \$48.60 | \$48.74 | \$48.00 | \$49.92 | \$48.63 |



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| | | | | Centro | Occidente | Oriente | Mínimo | Máximo | Promedio |
| | Frijol Negro | | Libra | \$1.20 | n.d. | n.d. | \$1.15 | \$1.25 | \$1.20 |
| | Frijol Rojo de Seda | | Libra | \$1.31 | \$1.24 | \$1.19 | \$1.10 | \$1.50 | \$1.27 |
| | | | Quintal | \$100.00 | \$95.92 | \$102.73 | \$85.00 | \$110.00 | \$98.93 |
| | Frijol Tinto | | Libra | \$1.09 | \$1.06 | \$1.29 | \$0.90 | \$1.29 | \$1.09 |
| | | | Quintal | \$95.00 | \$88.23 | \$115.48 | \$75.00 | \$120.96 | \$91.44 |
| | Maicillo | | Libra | \$0.31 | \$0.27 | \$0.34 | \$0.20 | \$0.36 | \$0.30 |
| | | | Quintal | n.d. | \$15.72 | \$25.49 | \$12.00 | \$33.48 | \$17.61 |
| | Maíz blanco | | Libra | \$0.33 | \$0.27 | \$0.36 | \$0.20 | \$0.45 | \$0.31 |
| | | | Quintal | \$35.00 | \$21.70 | \$30.86 | \$19.00 | \$36.46 | \$23.47 |
| Harinas | Harina de Trigo Fuerte | 50 | Libra | \$23.19 | \$23.81 | \$26.00 | \$21.00 | \$26.50 | \$23.80 |
| | Harina de Trigo Fuerte Fortalecida | | | \$23.80 | \$23.42 | n.d. | \$23.00 | \$24.00 | \$23.55 |
| | Harina de Trigo Semifuerte | | | \$24.65 | \$24.21 | n.d. | \$23.50 | \$25.00 | \$24.35 |
| | Harina de Trigo Suave | | | \$22.84 | \$22.37 | \$24.14 | \$20.00 | \$25.00 | \$22.81 |
| Huevos | Huevo extragrande | 30 | Unidades | \$5.59 | \$5.25 | \$6.38 | \$4.50 | \$6.38 | \$5.58 |
| | Huevo grande | | | \$5.35 | \$5.20 | \$5.58 | \$4.75 | \$6.00 | \$5.32 |
| | Huevo mediano | | | \$5.02 | \$4.84 | \$5.00 | \$4.50 | \$6.00 | \$4.96 |
| | Huevo pequeño | | | \$4.49 | \$4.17 | n.d. | \$4.00 | \$5.00 | \$4.39 |
| Verduras | Aguacate Criollo | 1 | Unidades | \$0.49 | \$0.60 | \$0.44 | \$9.00 | \$1.00 | \$0.50 |
| | Aguacate Hass | 1 | Unidades | \$0.37 | \$0.33 | \$0.47 | \$0.20 | \$1.50 | \$0.42 |
| | Ajo | 1 | Unidades | \$0.18 | \$0.17 | \$0.21 | \$0.12 | \$0.42 | \$0.19 |
| | Apio | 1 | Unidades | \$0.71 | \$1.12 | \$0.69 | \$0.25 | \$2.00 | \$0.80 |
| | Brócoli | 1 | Libra | n.d. | \$1.70 | n.d. | \$1.70 | \$1.70 | \$1.70 |
| | Brócoli | 1 | Unidades | \$1.50 | \$1.71 | \$1.47 | \$1.00 | \$3.00 | \$1.52 |
| | Cebolla, amarilla | 1 | Libra | n.d. | \$1.22 | n.d. | \$1.16 | \$1.25 | \$1.22 |
| | Cebolla, amarilla | 1 | Unidades | \$0.35 | \$0.39 | \$0.50 | \$0.20 | \$0.50 | \$0.41 |
| | Cebolla, Blanca | 1 | Libra | n.d. | \$1.74 | n.d. | \$1.58 | \$2.06 | \$1.74 |
| | Cebolla, Blanca | 1 | Unidades | \$0.39 | \$0.45 | \$0.35 | \$0.15 | \$0.50 | \$0.38 |
| | Cebolla, morada | 1 | Libra | n.d. | \$1.67 | n.d. | \$1.64 | \$1.74 | \$1.67 |
| | Cebolla, morada | 1 | Unidades | \$0.40 | \$0.45 | \$0.33 | \$0.17 | \$0.50 | \$0.36 |
| | Chile de colores | 1 | Unidades | \$0.52 | \$0.57 | n.d. | \$0.35 | \$1.00 | \$0.54 |
| | Chile verde | 1 | Unidades | \$0.28 | \$0.28 | \$0.22 | \$0.10 | \$0.50 | \$0.26 |
| | Cilantro | 1 | Unidades | \$0.82 | \$1.31 | \$0.39 | \$0.25 | \$6.00 | \$0.75 |
| | Coliflor | 1 | Libra | n.d. | \$2.00 | n.d. | \$2.00 | \$2.00 | \$2.00 |
| | Coliflor | 1 | Unidades | \$2.33 | \$2.43 | \$2.20 | \$0.50 | \$3.50 | \$2.31 |
| | Elote criollo | 1 | Unidades | \$0.29 | \$0.30 | \$0.33 | \$0.17 | \$0.50 | \$0.29 |
| | Güisquil, Blanco | 1 | Unidades | \$0.48 | n.d. | \$0.25 | \$0.25 | \$0.75 | \$0.44 |
| | Güisquil, Criollo | 1 | Unidades | \$0.44 | \$0.26 | \$0.48 | \$0.06 | \$0.75 | \$0.41 |
| | Güisquil, Oscuro | 1 | Unidades | \$0.45 | \$0.42 | \$0.53 | \$0.25 | \$0.80 | \$0.47 |
| | Lechuga repollada | 1 | Libra | n.d. | \$1.41 | n.d. | \$1.20 | \$1.83 | \$1.41 |
| | Lechuga repollada | 1 | Unidades | \$1.07 | \$1.11 | \$0.96 | \$0.50 | \$1.75 | \$1.03 |
| | Maíz dulce amarillo | 1 | Unidades | \$0.51 | \$0.51 | \$0.50 | \$0.25 | \$0.75 | \$0.51 |
| | Papa | 1 | Libra | \$0.64 | \$0.54 | \$0.61 | \$0.35 | \$0.80 | \$0.62 |
| | Papa, Lavada | 1 | Libra | \$0.75 | \$0.61 | \$0.25 | \$0.25 | \$0.75 | \$0.59 |
| | Pepino criollo | 1 | Unidades | \$0.52 | \$0.33 | \$0.52 | \$0.20 | \$0.75 | \$0.50 |
| | Perejil | 1 | Unidades | \$0.85 | \$1.61 | \$0.36 | \$0.25 | \$4.00 | \$0.94 |
| | Pipián | 1 | Unidades | \$0.29 | \$0.29 | \$0.19 | \$0.13 | \$0.50 | \$0.23 |
| | Remolacha, Cruda | 1 | Unidades | \$0.56 | \$0.38 | \$0.43 | \$0.20 | \$1.00 | \$0.45 |
| Repollo, Verde | 1 | Unidades | \$2.10 | \$2.32 | \$1.93 | \$1.00 | \$3.00 | \$2.05 | |
| Tomate de cocina | 1 | Libra | n.d. | \$1.08 | n.d. | \$1.00 | \$1.12 | \$1.08 | |
| Tomate de cocina | 1 | Unidades | \$0.23 | \$0.18 | \$0.19 | \$0.10 | \$0.35 | \$0.21 | |
| Tomate de ensalada | 1 | Libra | n.d. | \$0.93 | n.d. | \$0.93 | \$0.93 | \$0.93 | |
| Tomate de ensalada | 1 | Unidades | \$0.46 | \$0.39 | \$0.29 | \$0.17 | \$0.67 | \$0.42 | |



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| | | | | Centro | Occidente | Oriente | Mínimo | Máximo | Promedio |
| | Zanahoria | 1 | Libra | n.d. | \$0.48 | n.d. | \$0.48 | \$0.48 | \$0.48 |
| | Zanahoria | 1 | Unidades | \$0.34 | \$0.30 | \$0.31 | \$0.10 | \$0.75 | \$0.33 |

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 24 al 31 de diciembre de 2023. Mercados municipales visitados: Mercado Central, Mercado Central de Sonsonate, Mercado Colon, Mercado de San Miguel, Mercado de San Vicente, Mercado de Sensuntepeque, Mercado de Zacatecoluca, Mercado Dueñas, Mercado Municipal Chalatenango, Mercado Municipal de Ahuachapán, Mercado Municipal de Cojutepeque, Mercado Municipal de Cuscatancingo, Mercado Municipal de Ilobasco, Mercado Municipal de Mejicanos #2, Mercado Municipal de San Miguel, Mercado Municipal de San Rafael Cedros, Mercado Municipal de San Sebastián, Mercado Municipal de Santa Tecla, Mercado Municipal de Soyapango, Mercado Municipal de Usulután y Mercado Zacamil, Mejicanos. Se visitaron 92 tiendas mayoristas y Minisupermercados.