



## 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    | n.d.            | n.d.      | \$3.50  | \$3.50          | \$3.50  | \$3.50   |
|           | Carne de cerdo, costilla                    |   |          | \$3.40          | \$3.47    | \$3.50  | \$3.00          | \$3.75  | \$3.44   |
|           | Carne de cerdo, posta                       |   |          | \$3.04          | \$3.29    | \$3.60  | \$2.40          | \$4.00  | \$3.23   |
|           | Carne de res, angelina                      |   |          | \$4.62          | \$4.76    | \$4.44  | \$4.00          | \$5.00  | \$4.62   |
|           | Carne de res, choquezuela                   |   |          | \$4.19          | \$4.17    | \$4.00  | \$3.75          | \$4.60  | \$4.15   |
|           | Carne de res, molida corriente              |   |          | \$2.71          | n.d.      | \$3.50  | \$2.50          | \$3.50  | \$3.03   |
|           | Carne de res, molida especial               |   |          | \$3.39          | \$3.55    | \$3.82  | \$2.50          | \$4.25  | \$3.51   |
|           | Carne de res, posta negra                   |   |          | \$4.35          | \$4.18    | \$4.04  | \$3.50          | \$5.00  | \$4.24   |
|           | Cuarto de pierna de pollo                   |   |          | n.d.            | n.d.      | \$1.35  | \$1.35          | \$1.35  | \$1.35   |
|           | Pechuga de pollo con hueso                  |   |          | n.d.            | n.d.      | \$2.25  | \$2.25          | \$2.25  | \$2.25   |
|           | Pollo entrepierna                           |   |          | \$1.39          | \$1.53    | \$1.27  | \$1.25          | \$1.75  | \$1.42   |
|           | Pollo pechuga con hueso y con ala           |   |          | \$1.85          | \$1.90    | \$2.00  | \$1.75          | \$2.10  | \$1.90   |
|           | Pollo sin menudos                           |   |          | \$1.81          | \$1.90    | n.d.    | \$1.75          | \$2.00  | \$1.87   |
| Frutas    | Guineo de seda (indio)                      | 1 | Unidades | \$0.10          | \$0.12    | \$0.10  | \$0.08          | \$0.18  | \$0.11   |
|           | Guineo importado (banano)                   |   | Unidades | \$0.16          | \$0.14    | \$0.16  | \$0.10          | \$0.20  | \$0.15   |
|           | Limón Criollo                               |   | Unidades | \$0.11          | \$0.11    | \$0.08  | \$0.05          | \$0.15  | \$0.10   |
|           | Limón Pérsico                               |   | Unidades | \$0.17          | \$0.20    | \$0.15  | \$0.10          | \$0.25  | \$0.17   |
|           | Melón                                       |   | Unidades | \$1.19          | \$1.84    | \$1.70  | \$0.50          | \$2.50  | \$1.59   |
|           | Naranja de jugo                             |   | Unidades | \$0.20          | n.d.      | \$0.15  | \$0.14          | \$0.25  | \$0.18   |
|           | Naranja sin semilla                         |   | Unidades | n.d.            | \$0.28    | n.d.    | \$0.25          | \$0.30  | \$0.28   |
|           | Papaya, Tainung                             |   | Unidades | \$1.62          | \$1.67    | \$1.94  | \$1.00          | \$2.50  | \$1.74   |
|           | Piña Golden                                 |   | Unidades | \$2.84          | \$2.88    | \$2.42  | \$2.25          | \$3.50  | \$2.79   |
|           | Piña Hawaiana                               |   | Unidades | n.d.            | \$1.51    | \$2.40  | \$1.00          | \$3.00  | \$2.09   |
|           | Plátano, Corriente                          |   | Unidades | \$0.27          | \$0.30    | \$0.29  | \$0.13          | \$0.35  | \$0.28   |
|           | Sandía, larga                               |   | Unidades | n.d.            | n.d.      | \$3.83  | \$3.00          | \$5.00  | \$3.83   |
|           | Sandía, Redonda                             |   | Unidades | \$3.05          | \$2.68    | \$2.67  | \$1.00          | \$4.00  | \$2.81   |
| Granos    | Arroz Blanco                                | 1 | Libra    | \$0.58          | \$0.59    | \$0.59  | \$0.50          | \$0.65  | \$0.59   |
|           | Quintal                                     |   | \$52.80  | \$52.67         | \$52.00   | \$50.00 | \$56.00         | \$52.43 |          |
|           | Arroz Precocido                             |   | Libra    | \$0.62          | \$0.64    | \$0.63  | \$0.55          | \$0.75  | \$0.63   |
|           | Quintal                                     |   | \$55.50  | \$55.50         | \$54.00   | \$52.00 | \$57.00         | \$54.75 |          |
|           | Azúcar                                      |   | Libra    | \$0.59          | n.d.      | n.d.    | \$0.52          | \$0.65  | \$0.59   |
|           | Quintal                                     |   | \$52.13  | \$50.60         | \$49.80   | \$49.00 | \$53.00         | \$50.54 |          |
|           | Frijol Negro                                |   | Libra    | \$0.85          | n.d.      | n.d.    | \$0.85          | \$0.85  | \$0.85   |
|           | Frijol Rojo de Seda                         |   | Libra    | \$1.11          | \$1.06    | \$1.07  | \$0.90          | \$1.25  | \$1.08   |
|           | Quintal                                     |   | \$90.75  | \$82.50         | \$83.50   | \$80.00 | \$95.00         | \$85.19 |          |
|           | Frijol Tinto                                |   | Libra    | \$1.05          | \$0.98    | n.d.    | \$0.90          | \$1.10  | \$0.99   |
|           | Quintal                                     |   | \$84.00  | \$84.55         | n.d.      | \$80.00 | \$90.00         | \$84.46 |          |
|           | Maicillo                                    |   | Libra    | \$0.31          | \$0.27    | \$0.31  | \$0.25          | \$0.50  | \$0.30   |
|           | Quintal                                     |   | \$25.20  | \$20.40         | \$25.20   | \$17.00 | \$28.00         | \$22.80 |          |
|           | Maíz Blanco                                 |   | Libra    | \$0.30          | \$0.27    | \$0.29  | \$0.24          | \$0.35  | \$0.29   |
|           | Quintal                                     |   | \$24.33  | \$21.90         | \$23.64   | \$20.00 | \$26.00         | \$22.72 |          |

| Categoría | Producto                           | Q  | Unidad   | Precio regional |           |         | Precio nacional |         |          |
|-----------|------------------------------------|----|----------|-----------------|-----------|---------|-----------------|---------|----------|
|           |                                    |    |          | Centro          | Occidente | Oriente | Mínimo          | Máximo  | Promedio |
| Harinas   | Harina de trigo fortificada        | 50 | Libra    | \$20.00         | n.d.      | n.d.    | \$20.00         | \$20.00 | \$20.00  |
|           | Harina de Trigo Fuerte             |    |          | \$22.51         | \$23.12   | \$23.19 | \$20.00         | \$26.00 | \$22.88  |
|           | Harina de Trigo Fuerte Fortalecida |    |          | \$23.71         | \$22.68   | \$22.00 | \$22.00         | \$25.50 | \$23.07  |
|           | Harina de Trigo Semifuerte         |    |          | \$23.69         | \$23.57   | \$24.33 | \$23.00         | \$25.25 | \$23.71  |
|           | Harina de Trigo Suave              |    |          | \$22.50         | \$21.44   | \$22.52 | \$19.00         | \$25.25 | \$22.00  |
| Huevos    | Huevo extragrande                  | 30 | Unidades | \$4.70          | \$4.88    | n.d.    | \$4.50          | \$5.10  | \$4.83   |
|           | Huevo grande                       |    |          | \$4.27          | \$4.44    | \$4.36  | \$3.50          | \$5.00  | \$4.37   |
|           | Huevo mediano                      |    |          | \$3.96          | \$3.95    | \$4.09  | \$3.00          | \$5.00  | \$3.98   |
|           | Huevo pequeño                      |    |          | \$3.67          | \$3.45    | n.d.    | \$3.25          | \$3.75  | \$3.56   |
| Verduras  | Aguacate Criollo                   | 1  | Unidades | \$0.30          | \$0.53    | \$0.44  | \$0.20          | \$1.00  | \$0.44   |
|           | Aguacate Hass                      | 1  | Unidades | \$0.46          | \$0.44    | \$0.45  | \$0.33          | \$0.63  | \$0.45   |
|           | Ajo                                | 1  | Unidades | \$0.17          | \$0.19    | \$0.17  | \$0.13          | \$0.20  | \$0.18   |
|           | Apio                               | 1  | Unidades | \$0.85          | \$1.36    | \$0.83  | \$0.25          | \$2.00  | \$1.10   |
|           | Berenjenas                         | 1  | Unidades | \$0.29          | \$0.30    | n.d.    | \$0.20          | \$0.40  | \$0.30   |
|           | Brócoli                            | 1  | Unidades | \$1.38          | \$1.25    | \$1.46  | \$0.50          | \$2.50  | \$1.36   |
|           | Cebolla, amarilla                  | 1  | Unidades | n.d.            | \$0.24    | n.d.    | \$0.15          | \$0.35  | \$0.24   |
|           | Cebolla, Blanca                    | 1  | Unidades | \$0.24          | \$0.23    | \$0.26  | \$0.10          | \$0.40  | \$0.24   |
|           | Cebolla, morada                    | 1  | Unidades | \$0.27          | \$0.27    | \$0.25  | \$0.14          | \$0.50  | \$0.26   |
|           | Chile de colores                   | 1  | Unidades | \$0.48          | \$0.43    | n.d.    | \$0.33          | \$0.50  | \$0.47   |
|           | Chile verde                        | 1  | Unidades | \$0.19          | \$0.18    | \$0.14  | \$0.10          | \$0.33  | \$0.17   |
|           | Cilantro                           | 1  | Unidades | \$0.68          | \$1.06    | \$0.88  | \$0.25          | \$2.00  | \$0.88   |
|           | Coliflor                           | 1  | Unidades | \$1.83          | \$1.54    | \$1.70  | \$1.00          | \$2.50  | \$1.67   |
|           | Ejote                              | 1  | Unidades | \$0.93          | \$0.50    | \$0.75  | \$0.25          | \$2.00  | \$0.68   |
|           | Elote criollo                      | 1  | Unidades | \$0.31          | \$0.30    | \$0.20  | \$0.20          | \$0.35  | \$0.30   |
|           | Guisquil oscuro / negro            | 1  | Unidades | \$0.38          | \$0.43    | \$0.32  | \$0.20          | \$0.50  | \$0.38   |
|           | Güisquil, Criollo                  | 1  | Unidades | \$0.29          | \$0.28    | \$0.38  | \$0.10          | \$0.50  | \$0.30   |
|           | Güisquil, Oscuro                   | 1  | Unidades | n.d.            | \$0.30    | \$0.43  | \$0.25          | \$0.50  | \$0.40   |
|           | Lechuga repollada                  | 1  | Unidades | \$0.84          | \$0.91    | \$0.95  | \$0.33          | \$2.00  | \$0.90   |
|           | Maíz dulce amarillo                | 1  | Unidades | \$0.44          | \$0.42    | \$0.47  | \$0.35          | \$0.50  | \$0.43   |
|           | Papa                               | 1  | Libra    | \$0.68          | \$0.63    | \$0.63  | \$0.50          | \$1.00  | \$0.65   |
|           | Pepino criollo                     | 1  | Unidades | \$0.24          | \$0.24    | \$0.31  | \$0.17          | \$0.50  | \$0.26   |
|           | Perejil                            | 1  | Unidades | \$0.65          | \$1.17    | n.d.    | \$0.25          | \$2.00  | \$0.98   |
|           | Pipián                             | 1  | Unidades | \$0.20          | \$0.29    | \$0.19  | \$0.10          | \$0.35  | \$0.23   |
|           | Rabanos                            | 1  | Unidades | \$0.11          | \$0.09    | \$0.11  | \$0.05          | \$0.35  | \$0.10   |
|           | Remolacha, Cruda                   | 1  | Unidades | \$0.31          | \$0.30    | \$0.29  | \$0.20          | \$0.50  | \$0.30   |
|           | Repollo, Verde                     | 1  | Unidades | \$1.83          | \$1.64    | \$1.77  | \$1.00          | \$2.50  | \$1.76   |
|           | Tomate de cocina                   | 1  | Unidades | \$0.13          | \$0.12    | \$0.11  | \$0.06          | \$0.25  | \$0.12   |
|           | Tomate de ensalada                 | 1  | Unidades | \$0.45          | \$0.30    | n.d.    | \$0.25          | \$0.50  | \$0.41   |
|           | Zanahoria                          | 1  | Unidades | \$0.27          | \$0.25    | \$0.27  | \$0.13          | \$0.50  | \$0.26   |

**Fuente:** elaboración propia en base a datos del sondeo de precios de la DC 2025.



**Fecha de sondeo de precios:** del 12 al 18 de mayo de 2025. Mercados visitados: Distribuidora Angel Sucursal Mercado La Tiendona, Mercado Apopa, Mercado Central, Mercado Colon, Mercado de Chapeltique, Mercado de San Miguel, Mercado de Santa Rosa de Lima, Mercado El Congo, Mercado La Tiendona, Mercado Municipal Acajutla, Mercado Municipal de Atiquizaya, Mercado Municipal de Jucuapa, Mercado Municipal De Lourdes Colon Mercado Municipal de Metapán, Mercado Municipal de Santa Tecla y Mercado Municipal de Soyapango. Además, se visitaron **127** tiendas mayorista.