



## 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    | \$3.62          | \$3.32    | \$3.90  | \$3.20          | \$4.00  | \$3.62   |
|             | Carne de cerdo, posta             |         |          | \$3.27          | \$3.29    | \$4.00  | \$2.70          | \$4.00  | \$3.44   |
|             | Carne de res, angelina            |         |          | \$4.83          | \$5.06    | \$4.33  | \$4.00          | \$5.90  | \$4.79   |
|             | Carne de res, choquezuela         |         |          | \$4.26          | \$4.34    | \$4.21  | \$3.75          | \$4.85  | \$4.27   |
|             | Carne de res, molida corriente    |         |          | \$2.50          | n.d.      | n.d.    | \$2.50          | \$2.50  | \$2.50   |
|             | Carne de res, molida especial     |         |          | \$3.34          | \$3.61    | \$4.00  | \$3.00          | \$4.00  | \$3.43   |
|             | Carne de res, posta negra         |         |          | \$4.36          | \$4.29    | \$5.00  | \$3.50          | \$5.00  | \$4.47   |
|             | Pollo entrepierna                 |         |          | \$1.43          | \$1.44    | \$1.29  | \$1.25          | \$1.65  | \$1.37   |
|             | Pollo pechuga con hueso y con ala |         |          | \$1.85          | \$1.97    | \$2.11  | \$1.75          | \$2.35  | \$1.98   |
|             | Pollo sin menudos                 |         |          | \$1.65          | \$1.93    | n.d.    | \$1.65          | \$1.95  | \$1.79   |
| Frutas      | Guineo de seda (indio)            | 1       | Unidades | \$0.10          | \$0.10    | \$0.10  | \$0.08          | \$0.13  | \$0.10   |
|             | Guineo importado (banano)         |         | Unidades | n.d.            | \$0.14    | \$0.17  | \$0.10          | \$0.20  | \$0.16   |
|             | Lichas                            |         | Unidades | \$0.04          | \$0.06    | \$0.06  | \$0.04          | \$0.07  | \$0.06   |
|             | Limón Criollo                     |         | Unidades | \$0.13          | \$0.12    | \$0.07  | \$0.05          | \$0.17  | \$0.11   |
|             | Limón Pérsico                     |         | Unidades | \$0.13          | \$0.14    | \$0.16  | \$0.08          | \$0.20  | \$0.15   |
|             | Melocotón                         |         | Unidades | n.d.            | n.d.      | \$0.28  | \$0.20          | \$0.33  | \$0.28   |
|             | Melón                             |         | Unidades | \$1.65          | \$1.60    | \$1.91  | \$1.00          | \$2.50  | \$1.75   |
|             | Naranja de jugo                   |         | Unidades | \$0.20          | \$0.20    | \$0.15  | \$0.14          | \$0.25  | \$0.19   |
|             | Naranja sin semilla               |         | Unidades | \$1.68          | \$1.70    | \$1.93  | \$1.25          | \$2.50  | \$1.77   |
|             | Papaya, Tainung                   |         | Unidades | \$2.48          | \$2.85    | \$2.67  | \$2.00          | \$3.50  | \$2.59   |
|             | Piña Golden                       |         | Unidades | \$2.50          | \$1.40    | \$2.46  | \$1.25          | \$3.00  | \$2.06   |
|             | Piña Hawaiana                     |         | Unidades | \$0.28          | \$0.30    | \$0.30  | \$0.20          | \$0.40  | \$0.29   |
|             | Plátano, Corriente                |         | Unidades | n.d.            | n.d.      | \$3.83  | \$3.00          | \$5.00  | \$3.83   |
|             | Sandía, Redonda                   |         | Unidades | \$3.94          | \$2.56    | \$2.65  | \$1.00          | \$5.00  | \$3.02   |
| Granos      | Arroz Blanco                      | 1       | Libra    | \$0.58          | \$0.59    | \$0.60  | \$0.55          | \$0.70  | \$0.59   |
|             |                                   |         | Quintal  | \$51.50         | n.d.      | \$51.90 | \$47.00         | \$54.00 | \$51.79  |
|             | Arroz Precocido                   |         | Libra    | \$0.61          | \$0.63    | \$0.64  | \$0.55          | \$0.75  | \$0.63   |
|             |                                   |         | Quintal  | \$53.50         | n.d.      | \$54.70 | \$52.00         | \$58.00 | \$54.36  |
|             | Azúcar                            |         | Libra    | \$0.53          | n.d.      | n.d.    | \$0.50          | \$0.55  | \$0.53   |
|             |                                   |         | Quintal  | \$52.00         | \$49.35   | \$50.33 | \$47.50         | \$52.00 | \$49.97  |
|             | Frijol negro                      |         | Libra    | n.d.            | \$0.95    | n.d.    | \$0.90          | \$1.00  | \$0.95   |
|             |                                   |         | Quintal  | n.d.            | \$80.00   | n.d.    | \$80.00         | \$80.00 | \$80.00  |
|             | Frijol Rojo de Seda               |         | Libra    | \$1.15          | \$0.98    | \$1.08  | \$0.90          | \$1.25  | \$1.10   |
|             |                                   |         | Quintal  | \$86.75         | \$85.20   | \$86.85 | \$80.00         | \$90.00 | \$86.45  |
|             | Frijol Tinto                      |         | Libra    | \$1.09          | \$0.95    | n.d.    | \$0.80          | \$1.20  | \$0.99   |
|             |                                   |         | Quintal  | \$86.50         | \$80.33   | n.d.    | \$78.00         | \$88.00 | \$81.88  |
|             | Maicillo                          |         | Libra    | \$0.35          | \$0.33    | \$0.34  | \$0.30          | \$0.45  | \$0.34   |
|             |                                   |         | Quintal  | \$30.33         | \$26.13   | \$30.00 | \$25.00         | \$33.00 | \$28.75  |
| Maíz Blanco | Libra                             | \$0.32  | \$0.32   | \$0.35          | \$0.25    | \$0.45  | \$0.33          |         |          |
|             | Quintal                           | \$29.67 | \$25.89  | \$29.43         | \$24.00   | \$34.00 | \$28.06         |         |          |

| Categoría | Producto                           | Q  | Unidad   | Precio regional |           |         | Precio nacional |         |          |
|-----------|------------------------------------|----|----------|-----------------|-----------|---------|-----------------|---------|----------|
|           |                                    |    |          | Centro          | Occidente | Oriente | Mínimo          | Máximo  | Promedio |
| Harinas   | Harina de trigo fortificada        | 50 | Libra    | n.d.            | \$20.25   | n.d.    | \$19.50         | \$21.00 | \$20.25  |
|           | Harina de Trigo Fuerte             |    |          | \$22.10         | \$23.03   | \$22.13 | \$20.00         | \$25.50 | \$22.58  |
|           | Harina de Trigo Fuerte Fortalecida |    |          | \$22.88         | \$23.33   | \$22.95 | \$22.25         | \$24.00 | \$23.06  |
|           | Harina de Trigo Fuerte Fortificada |    |          | n.d.            | \$23.50   | n.d.    | \$23.50         | \$23.50 | \$23.50  |
|           | Harina de Trigo Semifuerte         |    |          | \$23.25         | \$23.33   | \$24.40 | \$21.00         | \$25.00 | \$23.39  |
|           | Harina de Trigo Suave              |    |          | \$22.00         | \$22.02   | \$21.47 | \$19.00         | \$25.00 | \$21.94  |
| Huevos    | Huevo extragrande                  | 30 | Unidades | \$4.50          | \$5.17    | n.d.    | \$4.40          | \$5.50  | \$4.90   |
|           | Huevo grande                       |    |          | \$4.50          | \$4.54    | \$4.55  | \$4.00          | \$5.25  | \$4.54   |
|           | Huevo mediano                      |    |          | \$3.95          | \$3.96    | \$4.06  | \$3.10          | \$4.50  | \$4.00   |
|           | Huevo pequeño                      |    |          | n.d.            | \$4.00    | \$3.50  | \$3.50          | \$4.00  | \$3.88   |
| Verduras  | Aguacate Criollo                   | 1  | Unidades | \$0.38          | \$0.50    | \$0.49  | \$0.25          | \$0.75  | \$0.47   |
|           | Aguacate Hass                      | 1  | Unidades | \$0.50          | \$0.50    | \$0.56  | \$0.20          | \$0.75  | \$0.52   |
|           | Ajo                                | 1  | Unidades | \$0.17          | \$0.17    | \$0.17  | \$0.12          | \$0.20  | \$0.17   |
|           | Apio                               | 1  | Unidades | \$1.09          | \$1.25    | \$0.75  | \$0.25          | \$1.75  | \$1.12   |
|           | Berenjenas                         | 1  | Unidades | \$0.28          | \$0.30    | n.d.    | \$0.15          | \$0.35  | \$0.29   |
|           | Brócoli                            | 1  | Unidades | \$1.46          | \$1.38    | \$1.54  | \$0.50          | \$2.00  | \$1.46   |
|           | Cebolla, amarilla                  | 1  | Unidades | n.d.            | \$0.23    | n.d.    | \$0.20          | \$0.35  | \$0.23   |
|           | Cebolla, Blanca                    | 1  | Unidades | \$0.25          | \$0.25    | \$0.28  | \$0.14          | \$0.50  | \$0.26   |
|           | Cebolla, morada                    | 1  | Unidades | \$0.25          | \$0.26    | \$0.29  | \$0.17          | \$0.50  | \$0.27   |
|           | Chile de colores                   | 1  | Unidades | \$0.48          | n.d.      | n.d.    | \$0.33          | \$0.50  | \$0.48   |
|           | Chile verde                        | 1  | Unidades | \$0.20          | \$0.20    | \$0.15  | \$0.13          | \$0.33  | \$0.18   |
|           | Cilantro                           | 1  | Unidades | \$0.50          | \$1.53    | \$0.64  | \$0.25          | \$5.00  | \$1.00   |
|           | Coliflor                           | 1  | Unidades | \$1.69          | \$1.73    | \$1.90  | \$1.00          | \$3.00  | \$1.76   |
|           | Ejote                              | 1  | Unidades | \$0.67          | \$0.50    | \$0.75  | \$0.25          | \$1.00  | \$0.65   |
|           | Elote criollo                      | 1  | Unidades | \$0.26          | \$0.23    | \$0.25  | \$0.20          | \$0.33  | \$0.25   |
|           | Guisquil oscuro / negro            | 1  | Unidades | \$0.36          | \$0.50    | \$0.40  | \$0.25          | \$0.75  | \$0.46   |
|           | Güisquil, Blanco                   | 1  | Unidades | \$0.33          | n.d.      | n.d.    | \$0.33          | \$0.33  | \$0.33   |
|           | Güisquil, Criollo                  | 1  | Unidades | \$0.43          | \$0.37    | \$0.42  | \$0.17          | \$0.75  | \$0.40   |
|           | Güisquil, Oscuro                   | 1  | Unidades | n.d.            | \$0.55    | \$0.48  | \$0.25          | \$0.75  | \$0.49   |
|           | Lechuga repollada                  | 1  | Unidades | \$0.86          | \$1.00    | \$0.88  | \$0.50          | \$1.50  | \$0.91   |
|           | Maíz dulce amarillo                | 1  | Unidades | \$0.48          | \$0.50    | \$0.50  | \$0.38          | \$0.63  | \$0.49   |
|           | Papa                               | 1  | Libra    | \$0.71          | \$0.57    | \$0.68  | \$0.50          | \$1.00  | \$0.67   |
|           | Pepino criollo                     | 1  | Unidades | \$0.34          | \$0.26    | \$0.32  | \$0.20          | \$0.50  | \$0.31   |
|           | Perejil                            | 1  | Unidades | \$0.63          | \$0.88    | n.d.    | \$0.25          | \$1.00  | \$0.73   |
|           | Piñón                              | 1  | Unidades | \$0.19          | \$0.29    | \$0.20  | \$0.08          | \$0.35  | \$0.22   |
|           | Rabanos                            | 1  | Unidades | \$0.08          | \$0.11    | \$0.13  | \$0.07          | \$0.20  | \$0.11   |
|           | Remolacha, Cruda                   | 1  | Unidades | \$0.29          | \$0.35    | \$0.32  | \$0.17          | \$0.50  | \$0.32   |
|           | Repollo, Verde                     | 1  | Unidades | \$2.00          | \$1.98    | \$1.99  | \$1.25          | \$3.00  | \$1.99   |
|           | Tomate de cocina                   | 1  | Unidades | \$0.14          | \$0.13    | \$0.13  | \$0.05          | \$0.20  | \$0.13   |
|           | Zanahoria                          | 1  | Unidades | \$0.31          | \$0.26    | \$0.29  | \$0.13          | \$0.50  | \$0.29   |

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



Precio más alto por región



Precio más bajo por región

**Fecha de sondeo de precios:** del 23 al 29 de junio de 2025. Mercados visitados: Mercado Central, Mercado de Chapeltique, Mercado de Santa Rosa de Lima, Mercado de Zacatecoluca, Mercado La Tiendona, Mercado Municipal San Sebastián Salitrillo, Mercado Municipal #1 Mejicanos, Mercado Municipal de Caluco, Mercado Municipal de Chalchuapa, Mercado Municipal de Cojutepeque, Mercado Municipal de Jucuapa, Mercado Municipal de Metapán, Mercado Municipal de Turín, Mercado Municipal El Tránsito San Miguel y Mercado Municipal San Antonio del Monte. Además, se visitaron **92** tiendas mayorista.