



MEDIA ANALYSIS REPORT

# PUBLIC SENTIMENT AROUND THE BOYCOTT OF RETAIL CHAINS IN BULGARIA

1-12 FEBRUARY, 2025



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# Executive Summary

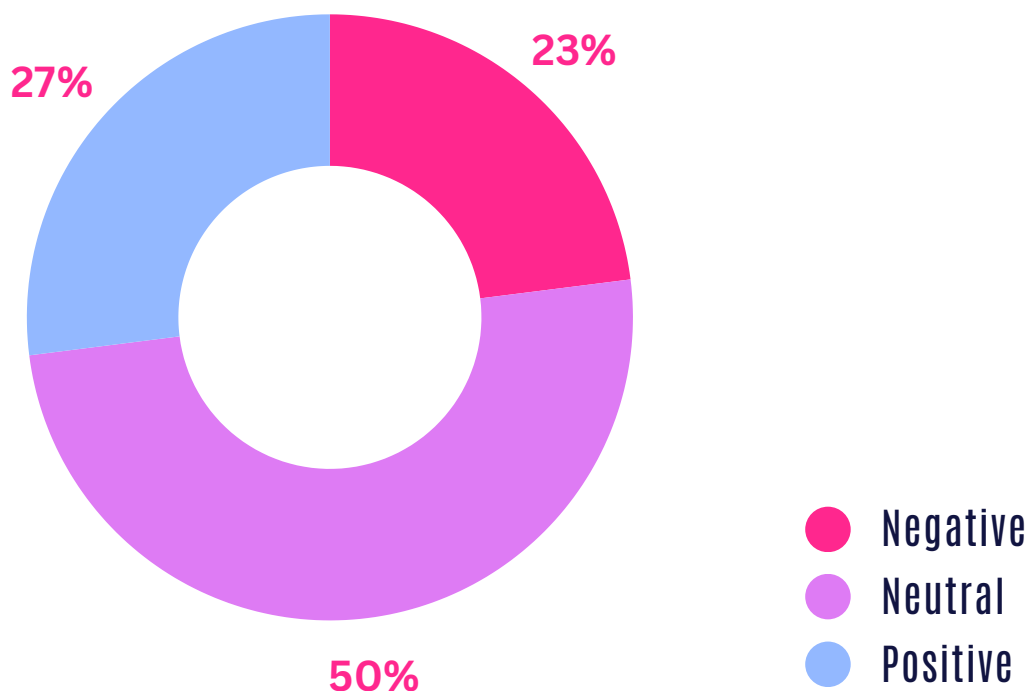
This report examines the public sentiment surrounding the boycott of retail chains in Bulgaria from February 1 to February 12, utilising Perceptica's media listening platform for data gathering. The analysis shows a largely neutral sentiment overall. However, the nearly even split between positive and negative reactions suggests a deeply divided public. Traditional media play a key role in shaping the narrative, while Facebook proves to be a powerful platform for engagement, driven by influential voices like Maya Manolova and Velizar Enchev. The active participation on the "Supermarket Boycott" Facebook page further highlights the movement's impact. Overall, the findings highlight significant public interest and media coverage of the boycott, with polarised sentiments and influential advocacy.

# Key Findings

## *Sentiment*

The main sentiment towards the boycott was neutral at **50%**, as most coverage was informational.

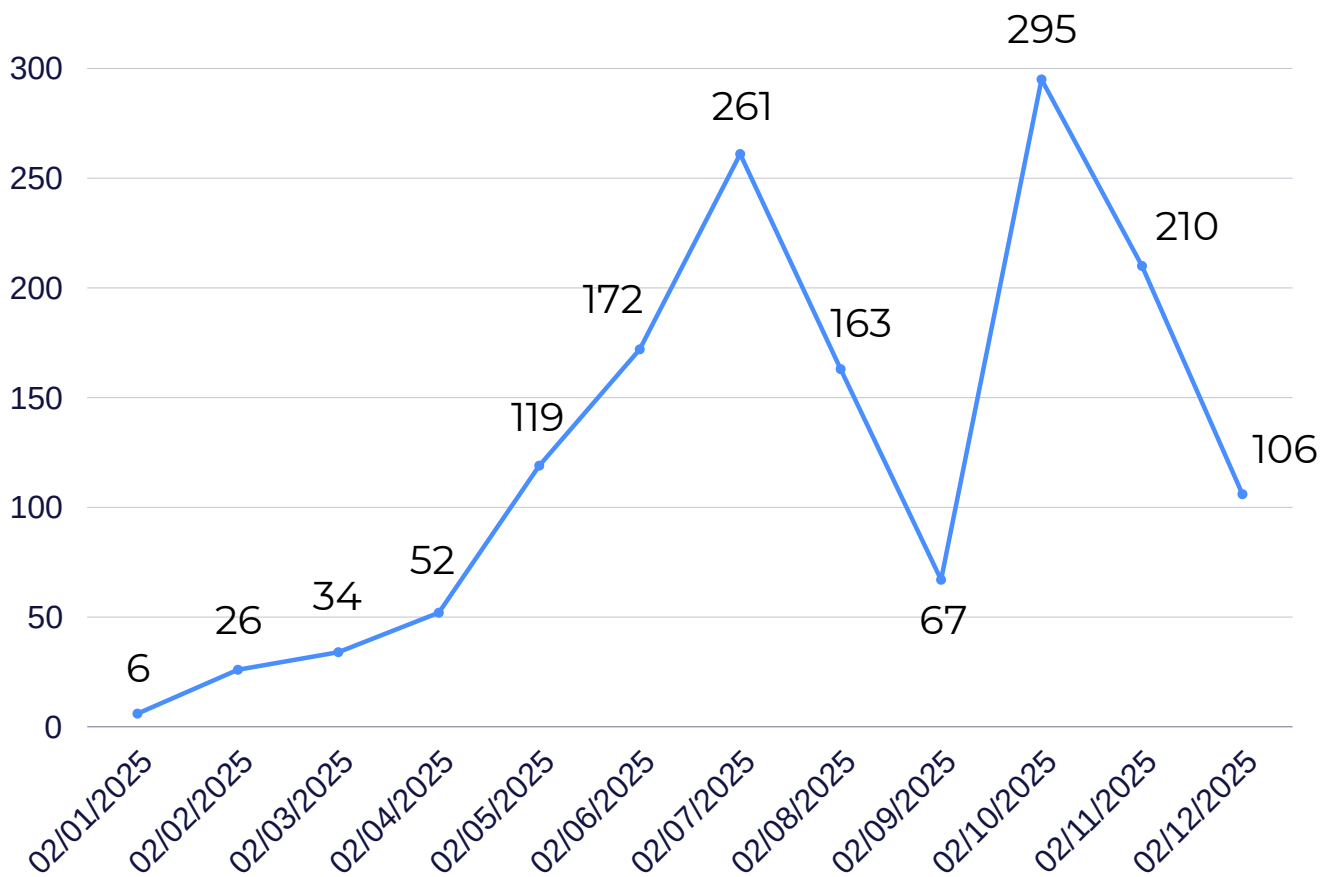
Reactions regarding the boycott were nearly equally split between users (comment sections in articles and comment sections on Facebook posts), with **27%** having a positive sentiment towards it and **23%** having a negative response.



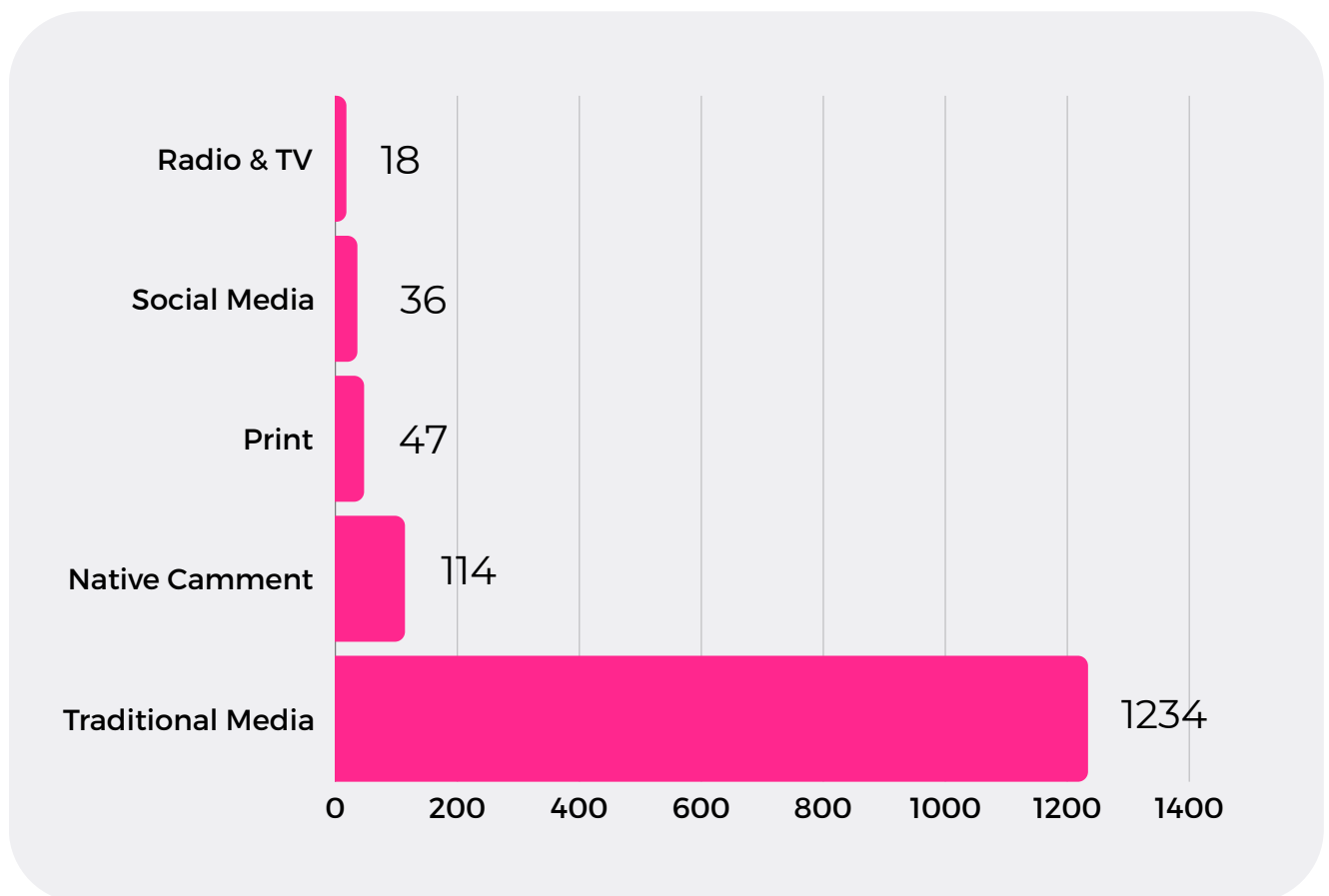
# Key Findings

## Timeline

The topic of the boycott generated a fair amount of coverage during the period 01.02 – 12.02. Despite gaining momentum from 05.02 onwards and reaching 261 mentions on 07.02, a significant drop was seen on 09.02 – 67. This was followed by a notable increase on **10.02**, which marked the highest coverage on the topic for the period – **295**.



# Coverage by Media Type



The topic had a wide coverage across different media types for the period 01.02 – 12.02, a total of 1,449 mentions.

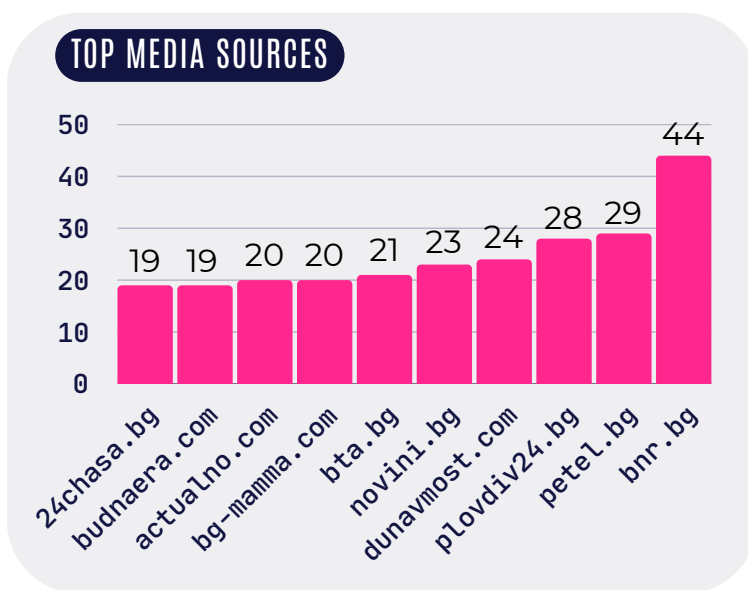
Traditional media recorded 1,234 mentions of the boycott, native comments – 114, print – 47, social media – 36, and radio & TV – 18.

# Coverage by Top Sources

During the reviewed period, 10 outlets covered news about the boycott.

The top four sources were:

- bnr.bg: 44 articles
- petel.bg: 29 articles
- plovdiv24.bg: 28 articles
- dunavmost.com: 24 articles



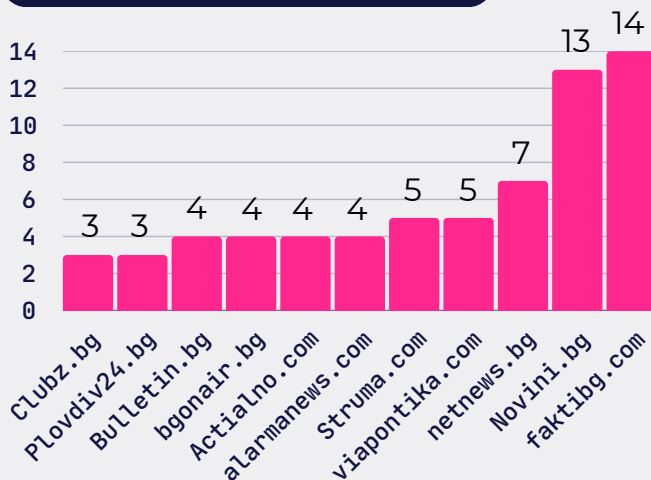
Bnr.bg featured [in-depth interviews with experts](#) on the economic impact of the boycott. Petel.bg focused on the [social media responses](#) to the boycott, particularly the vocal support from public figures. Plovdiv24.bg and Dunavmost.com reported on [regional responses to the boycott](#), providing a local perspective on how the movement resonated in different parts of Bulgaria.

Another notable source was native comments made by users. The source Dnes.dir.bg reported 114 comments on its articles on the topic.



# Coverage by Top Facebook Pages

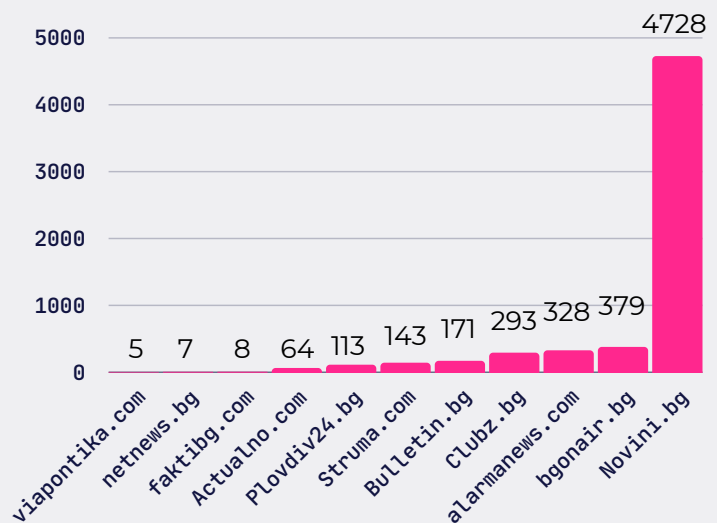
TOP FACEBOOK PAGES BY COVERAGE



During the reviewed period, several outlets shared the news about the boycott on their official Facebook pages. The top sources were [faktibg.com](https://www.faktibg.com) with 14 posts, [novini.bg](https://www.novini.bg) with 13, netnews.bg with 7, viapontinka.com (5), struma.com (5), alarmanews.com (4), actualno.com (4), bgonair.bg (4), bulletin.bg (4), plovdiv.bg (3), and clubz.bg (3).

Media sources saw an active engagement from Facebook users on their posts regarding news about the boycott. Novini.bg observed the largest amount of reactions from users – 4,728. The second most reacted posts, although significantly lower, were from [bgonair.bg](https://www.bgonair.bg) (379). It was followed by [alarmanews.com](https://www.alarmanews.com) (328), clubz.bg (293), bulletin.bg (171), struma.com (143), plovdiv24.bg (113), actualno.com (64), faktibg.com (8), netnews.bg (7), and viapontinka.com (5).

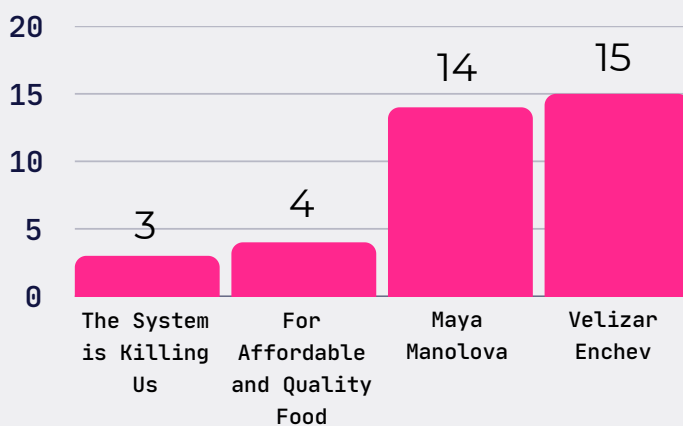
TOP FACEBOOK PAGES BY ACTIVE ENGAGEMENT





# Organizers and Advocates

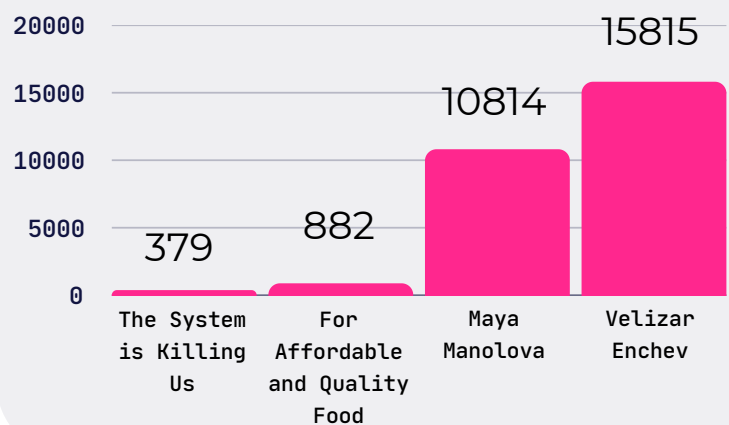
## FACEBOOK POSTS OF ORGANIZERS AND ADVOCATES



The boycott is organised by several NGOs. Two of them – For Affordable and Quality Food and The System is Killing Us, had a total of six posts on the topic, which gained 1,261 reactions. The main traffic was generated on the Facebook pages of two of the most notable advocates of the boycott – former Ombudsman Maya Manolova and politician Velizar Enchev. “The System is Killing Us” is a NGO created by mothers of children with disabilities. [They posted about the boycott.](#) The head of For Affordable and Quality Food was interviewed several media outlets (see examples [here](#) and [here](#)).

Manolova and Enchev both shared nearly 30 posts dedicated to the issue. Together, the two managed to generate 26,629 almost universally positive reactions to their posts. On the day of the boycott, a post made by Velizar Enchev received [23 thousand reactions](#). Usually, his more popular posts received around [2 thousand reactions](#). The same applies to Maya Manolova. Her most popular video reached [2.7 thousand reactions](#), while her most popular post about the boycott got [2.3 thousand reactions](#).

## TOTAL ENGAGEMENT



# Official Facebook Page of the Boycott



The movement “Supermarkets boycott” has an [official Facebook page](#), which has 9,500 members. Its users are actively posting about various topics surrounding the boycott – comparisons between prices of foreign supermarkets and local stores; comparisons between foreign supermarkets in Bulgaria and in other European countries; do’s and don’ts for the day of the boycott – 13 February, and active comments regarding the situation of the Bulgarian market.

# Methodology

- Instrument used in gathering the data in the report: MLP
- Reviewed period of the report: February 1 – February 12
- Sentiment: General AI Sentiment, MLP, focused only on 1.1 of the media type category
- Distribution of media by media type:

## 1.1

- Print Media (newspapers and magazines)
- Radio & TV
- Social Media (blog, forums)
- Native Comments
- Traditional media (websites, company websites, government websites)

## 1.2

- Facebook (posts and reactions)

The analysis provides an overview of how the boycott was covered in Bulgarian media from February 1 to February 12. It is split into two sections, with the first section covering the number and sentiment of publications in traditional media and social media platforms, excluding Facebook. The second section focuses on Facebook, examining the main pages and public profiles that have been most active in posting about the boycott.



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