

Turkish families spend more as Back-to-School season begins



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Ankara, September 2, 2025 – Türkiye is preparing to welcome nearly 20 million students back to classrooms on September 8, as families across the country embrace the annual back-to-school season amid signs of economic stabilization.

Stationery and uniform shops in Ankara and other cities are bustling with activity. Parents, long cautious due to inflation, appear more relaxed this year, spending more on school supplies ranging from colorful backpacks to polished shoes. Shopkeepers say the atmosphere is livelier than last year, helped by more affordable merchandise.

According to official data, annual inflation dropped to 33.5 percent in July 2025, down sharply from 75 percent in May 2024. At the same time, Türkiye's economy grew by 4.8 percent year-on-year in the second quarter, driven by a 5.1 percent rise in household spending. Economists note that easing inflation and steady growth are giving families and retailers much-needed breathing space.

“When families spend on school items, it creates a ripple effect across local markets,” said Senol Babuscu, professor of finance at Ankara's Baskent University. He added that improved purchasing power supports not only small businesses but also consumer confidence more broadly.

For shop owners like Mesut Ozturk, this means brighter prospects. “Business is better than last year. We feel customers are more at ease,” he said.

In Ankara's busy Kizilay district, uniform and stationery shops are crowded with parents checking lists, while small kiosks offer discounted rulers and pens. “Every sale counts during this

season,” said vendor Erdem Arici, noting that back-to-school purchases often sustain businesses through slower months.

Families, too, are enjoying the moment. “We are more excited than our daughter,” said construction worker Tahsin Kucuker, shopping for his child entering primary school. “Education is a long journey, and this is the first step.”