

Gartner: PC Now A Lifestyle Necessity

Written by Bob Snyder
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In his address to RetailVision, Gartner consultant Ranjit Atwal told delegates we've finally crossed a threshold where Gartner can declare—based on evidence, not opinion—that consumers consider the PC is a necessity.

Besides the fact that PC sales grew during a recession, we are now averaging 1.5 pcs per person in advanced markets.

To further support the body of evidence, a Gartner study indicates—for the first time—a majority of customers would prefer their PC to a TV if stranded on a desert island.

Oops, better make that a tablet PC as the PC's newest form factor rapidly takes hold on the consumer wish list.

Go [Ranjit Atwal at Gartner](#)