The Marriot’s 3 main peer competitors are the Hyatt, Hilton and Accor SA.

* The Hyatt and Hilton are Marriot’s American rivals, in luxury hospitality. The Hilton is one of the largest chains in the world with 5’100 buildings and is still growing. The Hyatt is a growing rival, while it only has abit over 1000 buildings in 2022 it plans to add another 96. In the year 2021 it generated $3.3 billion in revenue.
* The Hilton family are also well-known socialites/celebrities.
* The Accor have the largest chain outside of America and are the 6th largest brand worldwide.

Tesla is a high-end American Electric Vehicle producer#

* Nio has a -40 operating Margin, and the lowest profit margin this is likely due to financing activities, as NIO is a relatively young company
* VW has the highest operating and profit margin which both are double that of Fords ratio.

Netflix is an online streaming service; it was one of the first movers in this market.

* Disney is one of their largest rivals, the entertainment brand owns many studios such as Lucasfilm, Marvel and Fox, but not Fox news. Disney+, their streaming service was launched in 2019, it has since gained 13% of the Streaming market share while Netflix remains dominant with 260 million as. Of 31/12/2023.
* Amazon Prime offers members other benefits such as one- day delivery, sports viewing and music access. It is also able to do all of this at a lower price than Netflix. In the UK in December 2023, 16 Million households had a Netflix account while only 12.4 million had a Prime account.
* Apple is also a competitor with Netflix, with their streaming service Apple TV+ also launched in 2019. While their market share is low at an estimated 4%, with 25 million customers in 2022 with another 50M from promotions, Apple TV has already developed a reputation for high quality miniseries, such as Ted Lasso and The Morning show. However, Apple has the highest Profit margin and ratios as their other products make up the bulk of the companies revenue.

Nvidia, is world leading in Artificial intelligence computing.

* Google is a rival in the field, the search engine and technology company has the capability to integrate their AI chips through their Pixel phones and computers. The company is also integrating AI in to their search engine, which in the long run may improve user experience as they will have more feedback from users.
* Intel have the strongest margins due to their decades of experience in chip manufacturing.
* TSMC, Taiwanese chip maker with the smallest margins. This is likely due to company heavily guarding their secrets with only one factory outside of the island in Arizona.

Pfizer is an American drug manufacturer.

* Johnson n Johnson are their most profitable competitor.
* Novo Nordisk however has a stronger operating margin as this Danish company has the strongest enterprise value. This goes to show that they have a more efficient operation.
* Merck is another drug company, which despite having the weakest ratios has the strongest forward p/e figures, more than the other two put together , this shows the company has a strong earnings commitment to its shareholders.