# **Peer Identification**

**State three competitors of each company mentioned below and give reasons to justify your answer.**

# **Marriott Inc.**

* Hilton Worldwide Holdings Inc.
* Airbnb, Inc.
* Hyatt Hotels Corp

For the year-ended 2023, Marriott Inc. had a global revenue of over $23 billion for the year, the highest in the hotel industry across the globe. The next on the list of highest revenue are Hilton, Airbnb, and Hyatt with annual turnover of $10.2 billion, $9.9 billion and $6.7 billion respectively. All of the four companies are publicly listed entity, based in United States.

Airbnb is the highest market capped company in the hotel industry with current market capitalization at $103 billion, followed by Marriott Inc. at $73.2 billion, Hilton Worldwide at $53.2 billion, and Hyatt Hotels at $16.9 billion. Marriott employees the highest numbers of employees at 411,000, more than twice Hilton employees. Airbnb employee’s mere 7,000 employees, the least among the giants.

Over the past one year, Marriott Inc. has been the returned its shareholders over 54%, leading among competitors with Hilton and Airbnb returning their shareholders over 50% and 42% respectively.

# **Tesla Inc.**

* BYD Company
* Hyundai Motor Groups
* General Motor Company

Tesla is one of the leading EV car manufacturer, which witnessed an extreme surge in valuation when it break through majorly in its EV manufacturing business three years ago. Currently it in fierce competition with Chinese automotive BYD for the top spot in electric car manufacturing. Last week, BYD reported it sales fell by 43% in the quarter ended in March 2024, from previous quarter. Tesla has itself been poor in the market with its actual sales falling significantly short of the Wall Street expectations for the US-based manufacturer. Tesla experienced an 8.5% decline in the sales on year-on-year basis. Despite its own poor performance, Tesla was able to win back its title of top-EV seller after BYD reported even more lackluster performance last week **(Gavin, 2024)**.

In US Tesla leads the market with 55% market share. However, it is being fast trailed by the Hyundai Motor Group as competition intensified. Hyundai and KIA, both part of Hyundai Motor Group are introducing new EV models and implementing competitive pricing strategies to compete Tesla. Tesla’s high EV pricing gives Hyundai an advantage to break-in the market. It toppled General Motors as second-largest EV manufacturer in US last July, and has enlarged its second place lead. However, Tesla is by far the leading EV manufacturer in the world. It is still the world’s most valuable automobile manufacturer with a market cap around $560 billion and having briefly surpass $1 trillion market capitalization in October 2021.

# **Netflix Inc.**

* Amazon Prime
* Warner Bros. Discovery
* Disney+

Netflix brought revolution in digital media and online streaming business and has grown into a global brand. In 2023, it earned $33 billion in revenue and continued its annual profitability growth, by recording 25% jump from last year. Its competitors Warner Bros just managed to exceed break even and post $100 million in profits, while Disney+ registered an almost $2 billion in loss.

Netflix sees its fierce competitor in Amazon Prime, an online-streaming media platform, same as Netflix. In 2022, Amazon Prime grosses over $35 billion in subscription revenue from its customers. Amazon CEO sees it to be a large profitable business in years to come. As Netflix is an online streaming media platform, its competitors are taken out only for their online media streaming. As groups and large conglomerates, Warner Bros, Disney and Amazon are much larger to Netflix in both size and on balance sheet.

# **Nvidia Inc.**

* Broadcom, Inc.
* Taiwan Semi-conductor Manufacturing
* Huawei Technologies Company

Nvidia Corporation is a giant of a company and world leader in artificial intelligence computing. It operates in semiconductors industry in the information technology sector. Recently, Nvidia has been seen as a blue-eyed company for the investors which are particularly interested in artificial intelligence. In past one year its share price has risen by 219% and crossed $900 per share. A particularly boost in investor confidence was witnessed when it posted better than expected results in the last quarter. Currently Nvidia market capitalization stands at $2.2 trillion, times higher than its competitors. Its TTM P/E ratio is at a staggering high of 73.7, three times more than S&P500 average of 23.3.

Wall Street Analysts are still bullish about the further rise in share price, seeing how rapid its sales have grown over the recent past, and in particular after an impressive 265% surge in revenue in last quarter. Its competitors Taiwan Semiconductor and Broadcom Inc. are the second and third most valued company in the world, with their capitalization at $632 billion and $619 billion respectively. Nvidia sees Huawei a strong competitor in several categories particularly artificial intelligence chip market and cloud service AI computing. Huawei’s main product 910B chips rivals strongly to Nvidia’s A100 chip.

# **Pfizer Inc.**

* Roche Holding AG
* Bristol-Myers Squibb company
* AstraZeneca PLC

Pfizer is operating in healthcare sector. It is a growing company which got hugely famous after breaking through the Covid-19 vaccine. It currently sits at third in terms of highest market capitalization companies in healthcare sector, after AstraZeneca and Roche Holding. AstraZeneca market cap is $208 billion, followed by Roche Holding $195 billion and Pfizer Inc. at $150 billion.

The last one year went very tough for Pfizer, comparing it with previous two preceding years. The main reason could be the global macroeconomic challenges, but there are things the company needs to look deeply into and solve it out. In 2023, its revenue dropped by shell-shock 41% to $59 billion from $100 billion in 2022. This majorly dampened its share price which contracted by 35% during the same period. Its competitors’ valuation remained buoyant and only it suffered. The unique reason for such dismal performance was that its sales related to covid-19 fell significantly, which were the major chunk as it initially was emerged as a pandemic vaccine manufacturer.