**PEER COMPANIES**

A peer company refers to a company that is in the same industry or sector as another company. These are competitors that have roughly the same size, business model, or market dynamics. This report identifies suitable peer companies for Marriott Inc., Tesla Inc., Netflix Inc., Nvidia Inc., and Pfizer Inc., with justifications based on competitive positioning, industry dynamics, and strategic focus.

1. Marriott Inc

Marriott Inc. is a major participant in the consumer discretionary sector, specialising in the hotel and lodging industry. The company provides a variety of accommodations, ranging from luxury to affordable, and aims to develop its global hotel network.

Hilton Worldwide Holdings Inc.

* Operates a global portfolio of hotel brands across luxury, upper upscale, and midscale segments.
* Both companies use a hotel management and franchising model.
* Strong loyalty programs and extensive global footprint.

Hyatt Hotels Corp

* Emphasis on premium and luxury segments, like Marriott’s strategy.
* Both companies are expanding into lifestyle and boutique hotel segments.
* Both focus on enhancing customer experience through digital innovation and loyalty programs.

Accor SA

* Operates over 5,300 properties in 110+ countries, like Marriott’s global hotel network.
* Diverse brand portfolio from luxury to economy segments.
* Shared focus on digital innovation, loyalty programs, and expanding into emerging markets.

2. Tesla Inc.

Tesla Inc. is a renowned technological corporation recognised for its advancements in electric automobiles and renewable energy solutions. It works in the automobile business, producing advanced electric vehicles, solar goods, and battery storage systems.

BYD Company Ltd.

* One of the most formidable competitors in the global EV market.
* Depends on vertical Integration; includes battery and semiconductor manufacturing, unlike Tesla.
* Competes directly in electric vehicle technology and renewable energy solutions.

Ford Motor Company

* Significant investments in electric vehicles with models like the Mustang Mach-E and F-150 Lightning.
* Competes with Tesla in key vehicle segments (e.g., electric trucks and SUVs).
* Parallel commitment to innovation and sustainability.

General Motors Company (GM)

* Significant investments and developments in electric vehicles and autonomous driving.
* A direct challenge to Tesla’s innovation with GM’s growing EV lineup.
* Both companies lead the shift towards sustainable automotive solutions.

3. Netflix Inc.

Netflix Inc. operates in the communication services sector, especially the streaming services market. Through its digital platform, the firm offers a diverse selection of on-demand video material as well as unique programs.

The Walt Disney Company (Disney+)

* Strong content library and original programming compete directly with Netflix.
* Rapidly growing subscriber base similar to Netflix.
* Focus on families and young adults.

Amazon.com

* Prime Video directly competes with Netflix in the SVOD market.
* Heavy investment in original content and global expansion.
* Utilizes a subscription model to drive user engagement, akin to Netflix’s approach.

HBO Max (Warner Bros. Discovery)

* Focuses on high-quality original series and movies.
* Expanding internationally, competing for exclusive content similar to Netflix.
* Both companies compete for viewership and market share in premium content.

4. Nvidia Inc.

Nvidia Inc. is a major participant in the technology sector, specialising in high-performance computers and graphics. It is a semiconductor company best known for its powerful GPUs used in gaming, artificial intelligence, and data centres. Nvidia is committed to promoting computational technologies and graphic advancements.

Intel Corporation

* Competitor in GPUs and CPUs, as well as the data center market.
* Competes in AI and autonomous driving technologies with Intel’s recent developments.
* Intel’s Xe GPUs aim to challenge Nvidia’s dominance.

Qualcomm Incorporated

* Significant competitor in AI, gaming, and automotive applications.
* Both companies are leaders in high-performance computing and semiconductor technologies.
* Compete in key technology sectors with overlapping product applications.

Taiwan Semiconductor Manufacturing Company Ltd. (TSMC)

* Essential partner and competitor in the semiconductor space, manufacturing Nvidia’s GPUs.
* Dominates advanced node technology, crucial for Nvidia’s GPU production.
* Both a peer and strategic ally in semiconductor innovation.

5. Pfizer Inc.

Pfizer Inc. is a prominent player in the healthcare industry, focusing on medicines and biotech. The firm works in the pharmaceutical industry, creating vaccines and therapeutic treatments. Pfizer's purpose is to promote world health with breakthrough medical solutions.

Johnson & Johnson

* Competes in pharmaceuticals, medical devices, and consumer health goods.
* Both firms are leaders in vaccine development and global health initiatives.
* Significant emphasis on R&D in areas such as cancer, immunology, and infectious diseases.

Merck & Co., Inc.

* Competes in cancer, vaccines, and infectious diseases.
* Both companies have strong biologics pipelines and novel drug development initiatives.
* Major competitors in North America, Europe, and emerging markets.

AstraZeneca plc

* Competes in respiratory, cardiovascular, and cancer medications.
* Both companies played key roles in COVID-19 vaccine research and delivery.
* Direct competition in R&D and market expansion, particularly in Europe and North America.