

PEERS OF Marriot Inc., Tesla Inc., Netflix Inc., Nvidia Inc., Pfizer Inc.

Examples & Justifications



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1. **MARRIOTT INC.**

Marriott International is one of the world's largest hotel chains, operating over 30 brands across various segments from luxury to extended stay. They operate in the hospitality industry across more than 141 countries and territories. Its rich history dating back to 1927 when J. Willard Marriott and his wife Alice opened a root beer stand in Washington, D.C (Marriot Inc., 2024).

**Peers:**

Abott (2022) and Caryl (2024) identified the peers of Marriot Inc as

* Hilton Worldwide Holdings Inc.
* Hyatt Hotels Corporation
* InterContinental Hotels Group PLC
* Wyndham Hotels & Resorts Inc.
* Radisson Hotel Group

**Justifications:**

* All are major global hotel chains operating in multiple segments (luxury, upscale, midscale).
* Similar business models focused on hotel management and belong to the hospitality industry.
* Comparable geographic diversification across international markets
* Face similar industry challenges and opportunities (e.g., travel trends, economic cycles)

1. **TESLA INC.**

Tesla, Inc. is a pioneering American company at the forefront of the electric vehicle (EV) revolution and sustainable energy solutions. With Elon Musk as the CEO, Tesla has grown to become one of the world's most valuable automotive companies. (Global Data, 2024; Gratton, 2024).

**Peers:**

Gratton (2024) & Seeking Alpha (2024) opined that Tesla Inc.’s peers are

* Mercedes-Benz Group.
* BYD Company Ltd
* Toyota Motor Corporation
* Ford Motor Company
* General Motors
* Volkswagen

**Justifications:**

* All are involved in electric vehicle (EV) manufacturing
* Focus on innovative automotive technologies and sustainable transportation
* Competing in the premium/luxury EV market segment
* Investing heavily in autonomous driving technology
* Ford is included as a traditional automaker making significant investments in EVs

1. **NETFLIX INC.**

According to Global Data (2024) and Netflix (2024), Netflix, Inc. is a leading global streaming entertainment service that has transformed the way people consume media by offering their programming on-demand through apps that run on phones and smart TVs. They have become a major player in the entertainment industry.

**Peers:**

Seeking Alpha (2024) and Finchat (2024) stated these as Netflix peers

* Walt Disney Company (Disney+)
* Amazon.com Inc. (Prime Video)
* Warner Bros. Discovery Inc.
* Spotify Technology

**Justifications:**

* All are major players in the streaming video content industry
* They produce and distribute original content
* Compete for subscriber growth and retention
* Investing heavily in content creation and licensing

1. **NVIDIA INC.**

NVIDIA Corporation is a leading American technology company initially focused on graphics processing units (GPUs) for gaming. NVIDIA has evolved into a leader in artificial intelligence (AI), high-performance computing, and accelerated computing (Benzinga Insights, 2024; Encyclopaedia Britannica, 2024).

**Peers:**

Benzinga Insights (2024) suggests that NVIDIA peers are

* Advanced Micro Devices Inc. (AMD)
* Intel Corporation.
* Qualcomm Inc.
* Taiwan Semiconductor Manufacturing Company (TSMC).
* Broadcom Inc.

**Justifications:**

* All are semiconductor companies involved in designing and/or manufacturing chips
* Focus on high-performance computing, graphics, and AI acceleration
* Compete in the data centre and gaming markets
* Investing in emerging technologies like artificial intelligence and machine learning
* TSMC included as a major manufacturer for these chip designers

1. **PFIZER INC.**

Pfizer Inc. is one of the world's largest pharmaceutical companies, with a history dating back to 1849 when Charles Pfizer and his cousin Charles Erhart founded Charles Pfizer & Company in Brooklyn, New York. Today, Pfizer is a global leader in the research, development, and manufacturing of innovative medicines and vaccines (Investopedia Team, 2023; Pfizer, 2024).

**Peers:**

Investopedia (2023) and Global Data (2024) discussed Pfizer Inc.’s peers as

* Johnson & Johnson
* Merck & Co. Inc.
* AstraZeneca PLC
* Novo Nordisk A/S (NVO)

**Justifications:**

* All are large, global pharmaceutical companies
* Engaged in research, development, and commercialization of prescription drugs
* Like Pfizer, J&J has been at the forefront of COVID-19 vaccine development
* Operate across multiple therapeutic areas
* Significant investments in R&D for new drug discovery
* Face similar regulatory environments and patent challenges

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