**Peer identification**

1. Marriott Inc.

Peers:

* Hilton Worldwide Holdings Inc.
	+ Hilton operates globally with a strong presence in the hotel industry, offering a range of services which are similar to Marriott Inc, targeting business and leisure travellers.
	+ Hilton Worldwide Holdings Inc. and Marriott Inc. have diversified their portfolios by offering multiple brands targeting different types of travellers, from luxury to mid-range and budget segments.
	+ Both Hilton Worldwide Holdings Inc. and Marriott Inc. focus on expanding through a mix of owned, managed, and franchised properties, competing for the same types of hotel owners and franchises.
* Hyatt Hotels Corporation
	+ Hyatt is a global hotel brand that competes with Marriott Inc., especially in luxury and high-end hospitability segments.
	+ While not as large as Marriott Inc., Hyatt Hotels Corporation has a significant international presence with hotels in major cities and resort destinations. Both companies target similar geographic markets and travellers.
	+ Both companies focus on attracting large-scale events and conferences, by competing for the same corporate and event clients.
* Intercontinental Hotels Group
	+ Intercontinental Hotels Group, like Marriott Inc., offers diverse hotel brands, catering to various market segments, from budget to luxury hospitality.
	+ Both companies serve business travellers and large events, competing for corporate clients, meetings, and convention business.
	+ Both companies use franchising as a core part of their growth strategy, which makes them competitors in attracting hotel developers, owners, and franchises who want to operate under globally recognised brands.
1. Tesla Inc.

Peers:

* Rivian Automative Inc.
	+ Rivian is an electric vehicle company that focuses on innovation in the EV space and competes with tesla in electric SUVs and trucks.
	+ Both companies are known for innovation in electric vehicle technology. They both emphasise high performance batteries, autonomous driving capabilities, and sustainable vehicle designs, positioning them as tech-forward competitors.
	+ Both companies highlight sustainability in their corporate mission.
* Lucid Group Inc.
	+ Lucid Group is a competitor in the luxury electric vehicle market that focuses on high-end sedans, directly competing with Tesla’s premium offerings.
	+ Both companies places a strong emphasis on technological innovation, particularly in battery innovation, range efficiency, and performance.
	+ Both companies appeal to affluent, tech-savvy consumers who are looking for premium, sustainable, and high-tech vehicles.
* NIO Inc.
	+ NIO, a Chinese electric vehicle manufacturer, is rapidly expanding its global presence in the electric car market and is a direct competitor in electric vehicle technology and innovation.
1. Netflix Inc.

Peers:

* Amazon Prime Video
	+ Amazon Prime Video is a major streaming service with a vast content library and global reach, competing directly with Netflix Inc. for a market share.
* Disney+
	+ Disney+ has rapidly gained popularity by offering exclusive content from the Disney brand, posing a strong competition to Netflix in the streaming industry.
* Hulu
	+ Hulu is partly owned by Disney and is a prominent streaming service offering original content, series, and movies, positioning itself as a key competitor to Netflix.
1. Nvidia Inc.
* Advanced Micro Devices Inc.
	+ Advanced Micro Devices Inc. directly competes with Nvidia Inc. in the graphics processing unit market, especially in gaming, artificial intelligence, and high-performance computing.
* Intel Corporation
	+ Intel, though traditionally a CPU manufacturer, competes with Nvidia in the artificial intelligence and data centre markets, particularly with its specialised hardware solutions.
* Qualcomm Inc.
	+ Qualcomm Inc.is a key player in semi-conductor technology, particularly in artificial intelligence solutions, positioning it as a peer to Nvidia in certain market segments.
1. Pfizer Inc.

Peers:

* Johnson & Johnson
	+ Johnson & Johnson is a global pharmaceutical giant with a strong presence in vaccines, therapeutics, and medical devices, making it a key competitor to Pfizer Inc.
* Merck & Co Inc.
	+ Merck & Co Inc. is a leading pharmaceutical company involved in similar areas as Pfizer Inc., including vaccines, oncology, and infectious diseases.
* AstraZeneca
	+ AstraZeneca is a global pharmaceutical company, especially known for its research in areas like cardiovascular, oncology, and COVID-19 vaccines, directly competing with Pfizer Inc.