**Identification of Peer Group**

### **1. Marriott International Inc.**

**Peers:**

* **Hilton Worldwide Holdings Inc.**
	+ Both are well-known international hotel chains that have a big impact on the luxury, midscale, and budget markets.
	+ comparable revenue streams, with a primary emphasis on hotel services, loyalty programs, and reservations.
	+ compete in North America, Europe, and Asia, the same global geographic markets.
* **InterContinental Hotels Group (IHG)**
	+ Similar in size and business strategy, with an emphasis on a variety of hotel brands throughout the luxury and budget markets.
	+ Use management and franchising strategies akin to those used by Marriott.
	+ IHG, like Marriott, has a strong loyalty program and is focused on expansion in high-growth markets.
* **Accor Group**
	+ A leading European hotel group, Accor competes with Marriott in the luxury, midscale, and economy segments.
	+ Both Marriott and Accor have a global presence and focus on attracting international business and leisure travelers.
	+ Similar focus on sustainability, digital innovation, and customer experience.

### **2. Tesla Inc.**

**Peers:**

* **BMW (BMW i4, iX, i3)**
	+ Direct competitor in the UK EV market, offering electric models like the i4, iX, and i3, which rival Tesla’s Model 3, Model X, and Model S.
	+ Both companies focus on premium electric vehicles, advanced technology, and sustainability.
	+ BMW is a strong brand in the UK and globally, competing in luxury and performance EV segments.
* **Jaguar (Jaguar I-PACE)**
	+ A UK-based luxury carmaker, with the Jaguar I-PACE competing directly with Tesla’s Model X in the electric SUV segment.
	+ Both companies offer premium electric vehicles with a focus on performance and eco-friendliness.
	+ Jaguar’s heritage as a British brand and its presence in the UK EV market make it a key competitor for Tesla.
* **Polestar (Polestar 2)**
	+ Competes directly with Tesla’s Model 3 in the UK, targeting mid-range, premium electric sedan buyers.
	+ Polestar’s focus on sustainability and minimalist design aligns with Tesla’s mission to promote clean energy.
	+ Backed by Volvo, Polestar is growing its presence in the UK and is a strong rival in terms of design, performance, and innovation.

### **3. Netflix Inc.**

**Peers:**

* **Amazon Prime Video**
	+ Offering a vast selection of movies and TV series along with unique content, both are significant players in the subscription-based video streaming market.
	+ Strive for audiences around the world, especially in North America and Europe.
	+ large expenditures on content production, with an emphasis on drawing in and keeping subscribers.
* **Disney+**
	+ With its extensive library of original content and franchise hits, Disney+ directly competes with Netflix for market share in the global streaming market.
	+ Both businesses are very focused on growing and retaining their subscriber bases and have great content production capabilities.
	+ They provide family-friendly content and target comparable demographics.
* **Sky TV**
	+ A major player in the UK’s on-demand streaming services, Sky TV offers a competitive platform with a wide variety of entertainment, sports, and movies.
	+ Both Netflix and Sky TV compete for market share in the UK through premium content, including exclusive deals for movies and TV series.
	+ Sky TV’s ability to bundle with Sky services offers competition in terms of content accessibility.

### **4. Nvidia Inc.**

**Peers:**

* **Advanced Micro Devices, Inc. (AMD)**
	+ Direct competitor in the semiconductor and graphics processing unit (GPU) markets, including solutions for AI, data centers, and gaming.
	+ Both companies are innovators in GPU technology, with Nvidia concentrating on AI and high-performance computing.
	+ Compete in industries that overlap, like cloud computing, machine learning, and gaming.
* **Intel Corporation**
	+ Competes with Nvidia in the data center market, particularly in AI accelerators and server GPUs.
	+ Both companies focus on semiconductors, data center products, and AI hardware solutions.
	+ Intel is working to grow its presence in the discrete GPU market, directly challenging Nvidia’s dominance.
* **ARM Holdings (UK)**
	+ ARM, a UK-based semiconductor company, is a major player in mobile and IoT computing, competing with Nvidia in edge computing and AI technologies.
	+ Both companies focus on creating advanced hardware for AI, IoT, and autonomous vehicles.
	+ ARM’s dominance in mobile chip architecture makes it a significant competitor in the UK’s tech ecosystem.

### **5. Pfizer Inc.**

**Peers:**

* **GlaxoSmithKline (GSK)**
	+ Competes with Pfizer in vaccine development, especially in the areas of infectious diseases and immunology.
	+ Both companies focus heavily on R&D, particularly in the development of new therapies for chronic diseases.
	+ Similar business strategies in consumer healthcare and pharmaceutical innovation.
* **Johnson & Johnson**
	+ Both companies are leaders in biotechnology and pharmaceuticals worldwide, offering a wide range of products such as consumer health items, biologics, and vaccines.
	+ notable competitors in the global healthcare solutions and vaccination markets (such as COVID-19 vaccines).
	+ Both concentrate on research and development, pharmaceutical innovation, and global operations.
* **AstraZeneca**
	+ AstraZeneca, another UK-based pharma giant, competes with Pfizer in the development of vaccines, oncology treatments, and rare disease therapies.
	+ Both companies were key players in the global COVID-19 vaccine market, with operations and significant research facilities in the UK.
	+ AstraZeneca’s focus on innovation in biologics, particularly in respiratory and cardiovascular treatments, aligns closely with Pfizer’s offerings.

### **Conclusion:**

 The companies listed as peers share significant similarities with their respective counterparts in terms of industry focus, competitive strategy, and global market presence. These peers face similar market dynamics, have overlapping customer bases, and compete on factors like innovation, product portfolio, and global reach