# Revenue and Cost Drivers Analysis for Marriott Inc. and Johnson & Johnson

## Marriott Inc. Company Performance

Marriott Inc.'s revenue growth has been driven by increases in ADR and RevPAR. The company's focus on expanding its luxury and premium brands has contributed to higher RevPAR. However, the company faces challenges from increasing labor costs and marketing expenses.

### Peers for Comparison:

1. Hilton Worldwide
2. InterContinental Hotels Group (IHG)
3. Accord Group

## Johnson & Johnson’s Company Performance

Johnson & Johnson's revenue growth is driven by the successful pricing of innovative pharmaceuticals and growing demand for its medical devices. The consumer health division has shown stable growth, but Johnson & Johnson's Research and Development spending is a key driver for its pharmaceutical pipeline. Long-term profitability depends on the company’s ability to manage variable costs like raw materials and regulatory expenses.

### Peers for Comparison:

1. Pfizer Inc.  
2. Merck & Co.  
3. GlaxoSmithKline (GSK)