**Identification of Peer Groups**

**Marriott Inc.**:

1. **Hilton Worldwide Holdings Inc.**: Both Marriott and Hilton are well-known global hotel chains, operating in the same industry and offering similar services.
2. **InterContinental Hotels Group (IHG)**: IHG is another major hotel company, and it competes with Marriott in the hospitality and lodging sector.
3. **Hyatt Hotels Corporation**: Hyatt is a prominent player in the hotel industry, making it a suitable peer for Marriott due to its similar focus on upscale and luxury accommodations.

**Tesla Inc.**:

1. **General Motors Company**: GM is a traditional automaker, making it a relevant peer for Tesla as they both operate in the automotive industry.
2. **NIO Inc.**: NIO is a Chinese electric vehicle manufacturer, which competes in the same market segment as Tesla.
3. **Volkswagen Group**: Volkswagen is a global automotive giant, and its push into electric vehicles puts it in direct competition with Tesla in the EV market.

**Netflix Inc.**:

1. **Roku Inc.**: Roku competes directly with Netflix in the streaming services industry by providing a versatile platform for various streaming apps while vying for user engagement, mirroring the competitive dynamic seen between Amazon Prime Video and Netflix.
2. **Disney+ (The Walt Disney Company)**: Disney's streaming service directly competes with Netflix, offering a wide range of content to subscribers.
3. **Hulu (jointly owned by The Walt Disney Company, Comcast, and AT&T)**: Hulu is another major player in the streaming industry, offering both original and licensed content.

**Nvidia Inc.**:

1. **Advanced Micro Devices (AMD)**: AMD is a major competitor in the graphics and semiconductor industry, making it a suitable peer for Nvidia.
2. **Intel Corporation**: While Nvidia focuses more on GPUs, Intel is a key player in CPUs and semiconductors, providing a complementary perspective.
3. **Qualcomm Incorporated**: Qualcomm is another semiconductor company, specializing in wireless communication technologies, which adds diversity to Nvidia's peer group.

**Pfizer Inc.**:

1. **Johnson & Johnson**: Both Pfizer and Johnson & Johnson are large pharmaceutical companies with a broad range of healthcare products and services.
2. **Merck & Co.**: Merck is a significant player in the pharmaceutical industry, making it a suitable peer for Pfizer in terms of drug development and healthcare solutions.
3. **Novartis AG**: Novartis is a global healthcare company, engaging in pharmaceuticals, eye care, and generics, making it a relevant peer for Pfizer's diversified operations.Top of Form

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