querying, by the competitor identification component, the transactions database to retrieve transaction data relating to transactions made at the merchant and the other merchants over a predefined time period;

determining, by the competitor identification component based on one or more filtering criteria, similarity data indicative of a similarity of each of the other merchants to said merchant; and

generating, by the competitor identification component based on the similarity data, a recommendation of at least one competitor merchant from among the other merchants;

wherein at least one of the filtering criteria is a transaction data-based filtering criterion; and wherein the similarity data is determined by computing a distance between a value of a transaction-related parameter for the merchant and respective values of the transaction-related parameter for each of the other merchants;

wherein the transaction-related parameter is one or more of: average transaction size; number of transactions per year; and average spend per payment card.

8. A method according to claim 7, wherein at least one of the filtering criteria relates to a merchant characteristic.

9. A method according to claim 8, wherein the merchant characteristic is selected from the group consisting of geographical location and merchant sub-category.

10. A method according to claim 9, wherein the merchant characteristic is geographical location, and wherein the similarity data are indicative of respective distances between a geographical location of the merchant and respective geographical locations of the other merchants.

11. A method according to any one of claims 7 to 10, wherein the category of the merchant is determined according to a Merchant Category Code (MCC) of the merchant.

12. A method according to any one of claims 7 to 11, further comprising:

generating, using a segmentation component, one or more segmentation criteria corresponding to respective market segments;

14. A non-transitory computer-readable medium according to claim 13, wherein at least one of the filtering criteria relates to a merchant characteristic.

15. A non-transitory computer-readable medium according to claim 14, wherein the merchant characteristic is selected from the group consisting of geographical location and merchant sub-category.

16. A non-transitory computer-readable medium according to claim 15, wherein the merchant characteristic is geographical location, and wherein the similarity data are indicative of respective distances between a geographical location of the merchant and respective geographical locations of the other merchants.

17. A non-transitory computer-readable medium according to any one of claims 13 to 16, wherein the category of the merchant is determined according to a Merchant Category Code (MCC) of the merchant.

18. A non-transitory computer-readable medium according to any one of claims 13 to 17, wherein the program instructions further comprise instructions for causing at least one processor to:

generate one or more segmentation criteria corresponding to respective market segments;

perform a clustering operation on the transaction data based on the segmentation criteria to group the transactions into respective segments for the merchant and for respective competitor merchants; and

for each segment, generate market share data for the merchant based on an aggregate value or total number of transactions compared to an aggregate value or total number of transactions for the competitor merchants.