



The collectors' marketplace

Ces collectionneuses qui achètent et vendent sur Internet



par Sébastien Delcampe



LE REGARD ET LA MAIN DES COLLECTIONNEUSES  
COLLECTIONS PRIVÉES ET QUESTIONS DE GENRE

COLLOQUE ORGANISÉ PAR  
HANDLING UCLOUVAIN & COLLECTANA

17-18 NOVEMBRE 2022



Wittockiana, 23 rue du Bemel  
1150 Bruxelles

# Qui suis-je ?



## Sébastien Delcampe

- Belge, 44 ans
- Collectionneur
- Voyageur
- Programmeur
- Fondateur de Delcampe.net

# Qu'est-ce que Delcampe ?



C'est la place de marché internationale des collectionneurs... et des collectionneuses !

# Quelques chiffres...

- ~1,000,000 visiteurs par mois
- ~100,000,000 objets en ligne
- ~3,000 professionnels
- ~100 maisons de vente
- ~2,000 articles de blog
- ~50 magazines
- ~20 vidéos

## Top 100 Marketplaces

N° 29

Unique Belge

N°1 « Objets de collection & Antiquités »

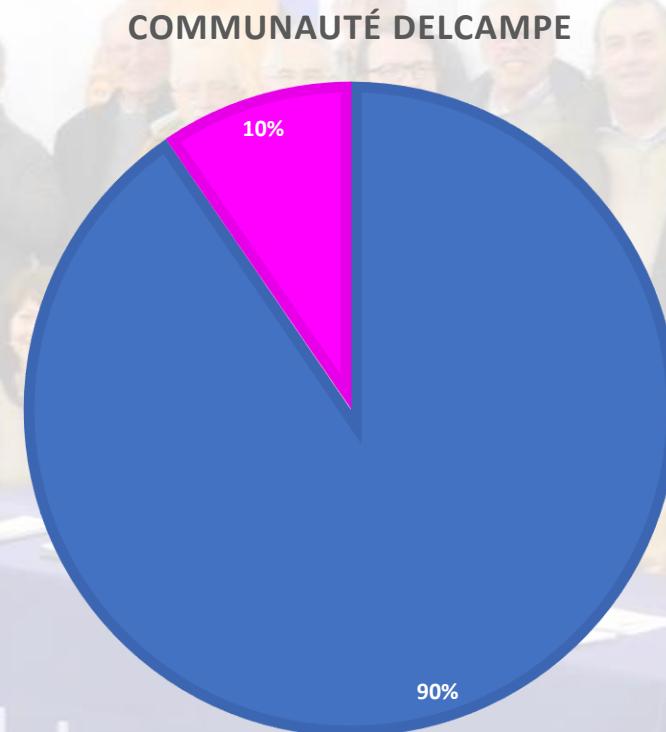
CB Commerce Europe, 2021



- Nous nous baserons sur les données Delcampe uniquement
  - Le genre des collectionneurs et collectionneuses est celui déclaré dans le compte des Delcampeurs et Delcampeuses, ou détecté par les outils de suivi de trafic

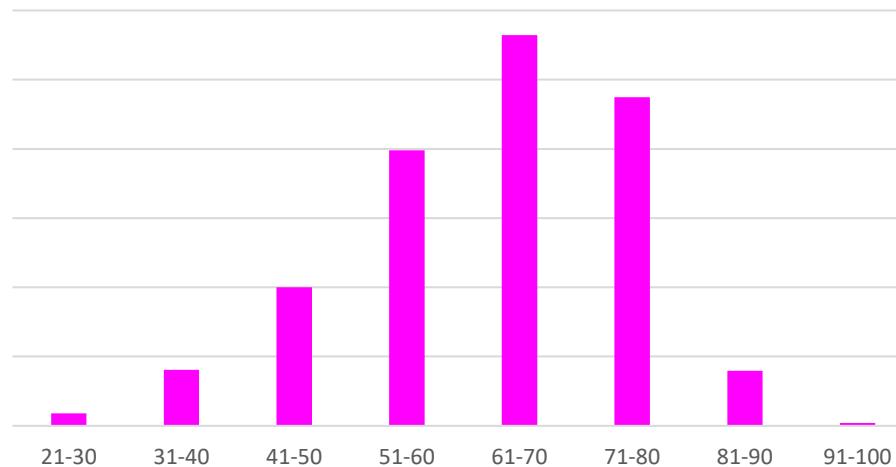


# Combien sont-elles ?

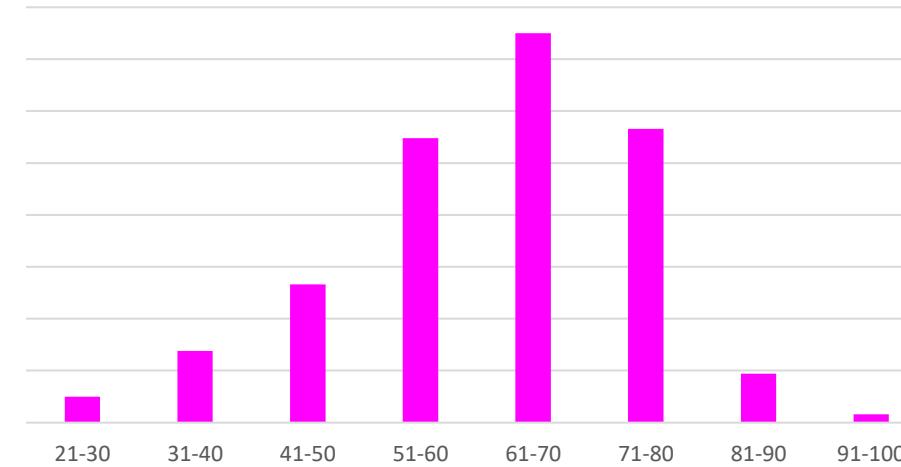


# Quel âge ont-elles ?

Nos acheteuses

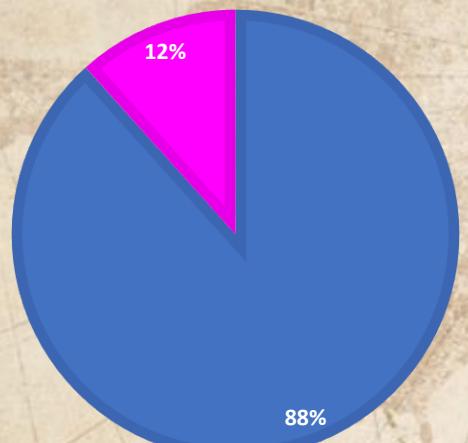


Nos vendeuses

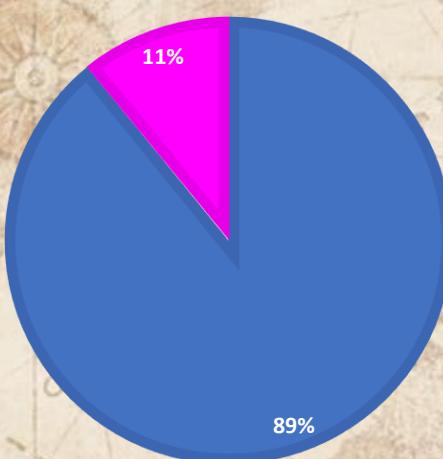


# D'où viennent-elles ?

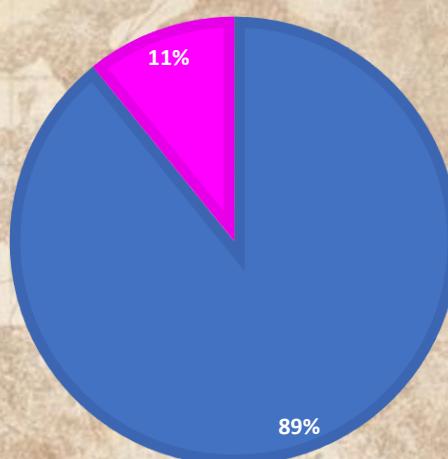
FRANCE



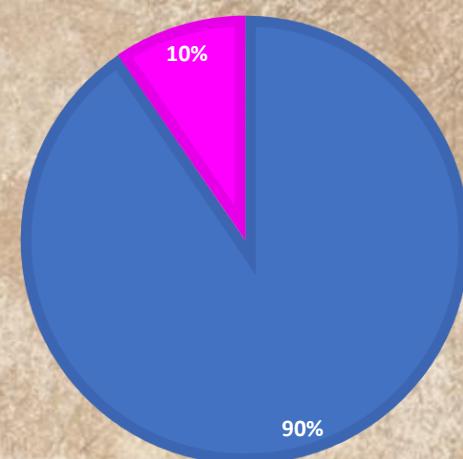
ETATS-UNIS



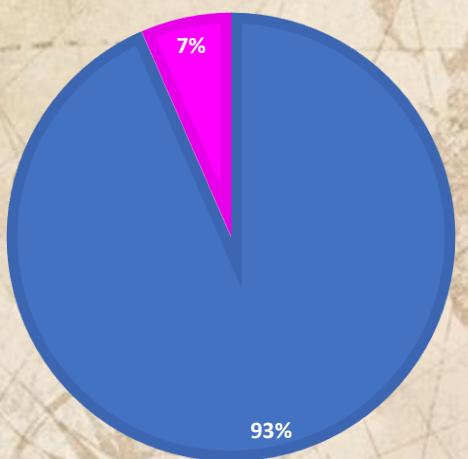
CHINE



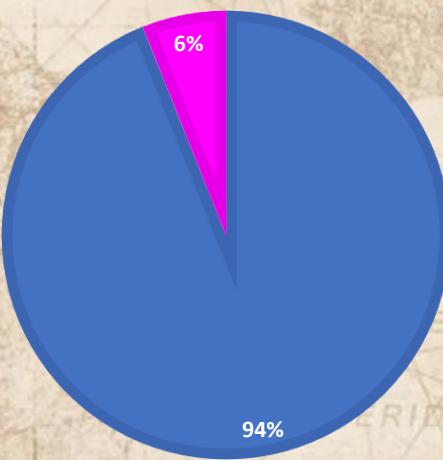
BELGIQUE



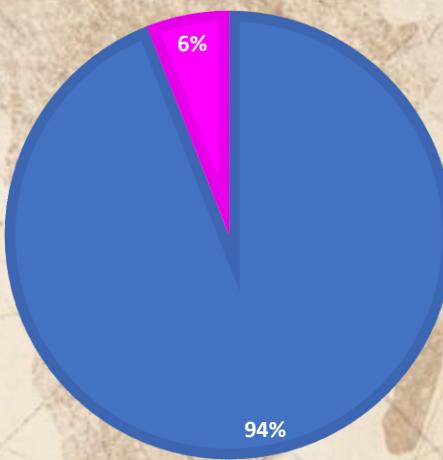
ITALIE



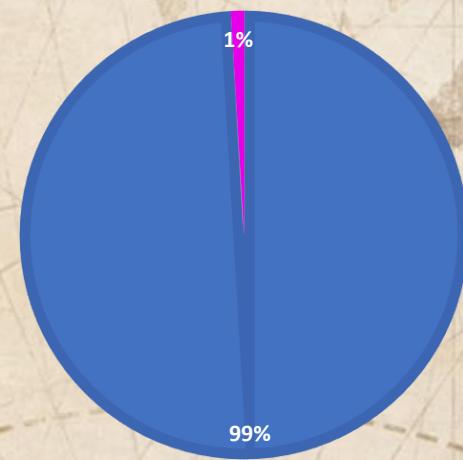
ALLEMAGNE



INDE

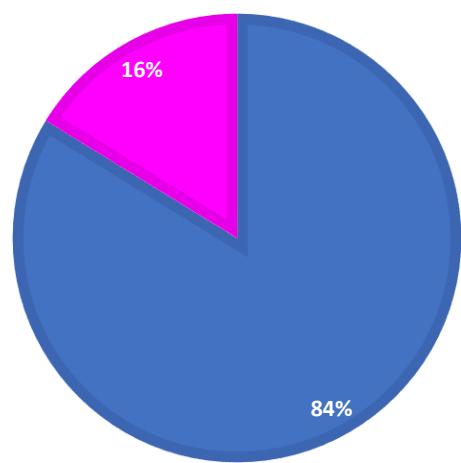


SLOVAQUIE

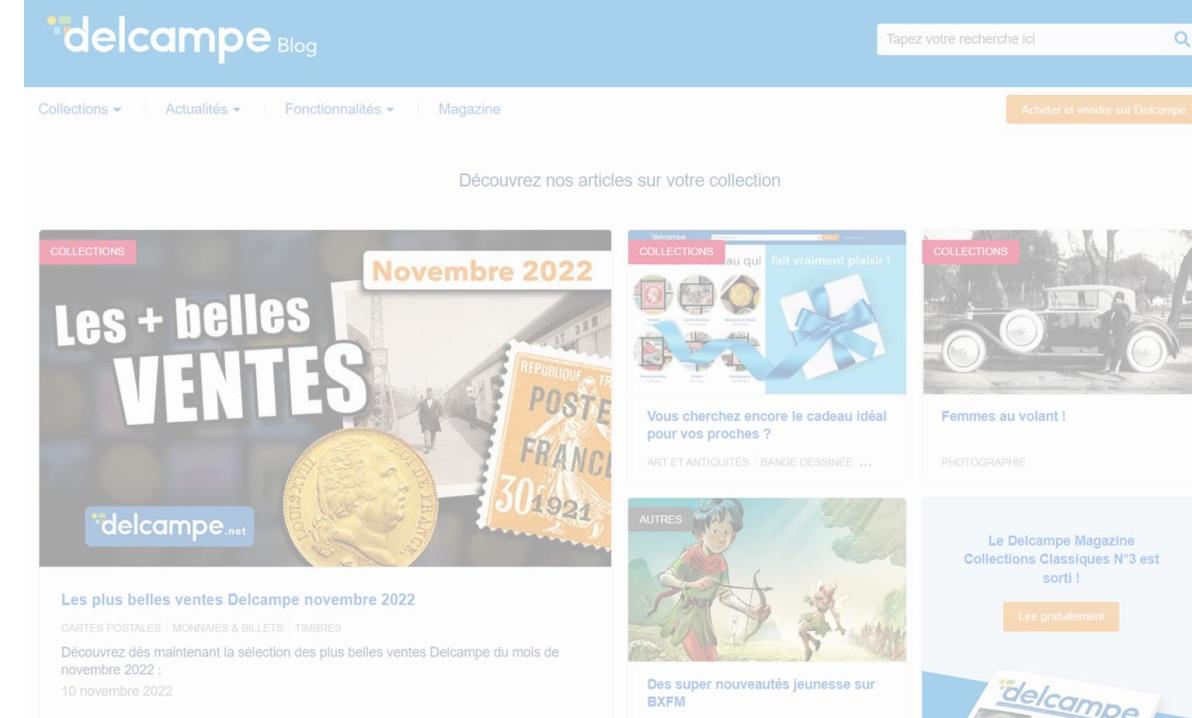
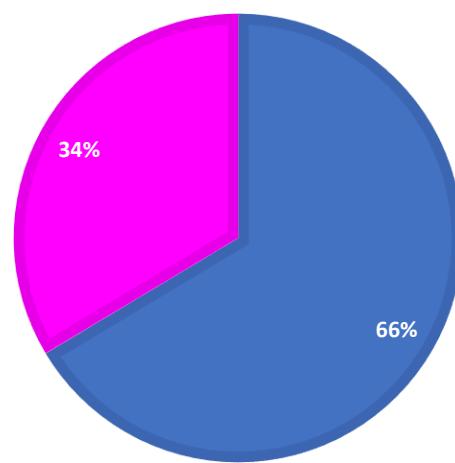


# Qui suit le blog et discute sur le forum?

FORUM



BLOG



# Sur les réseaux sociaux

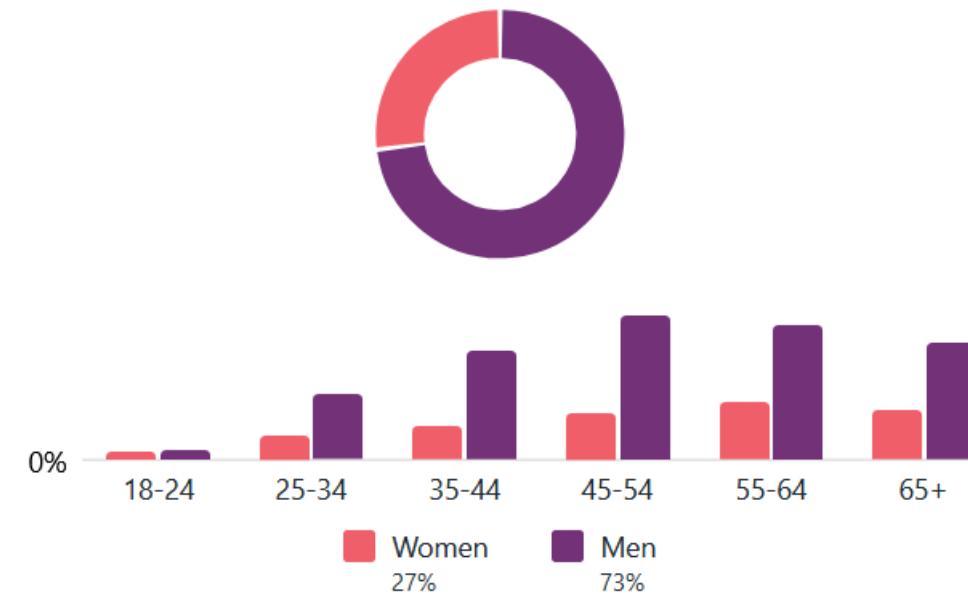


The screenshot shows the official Facebook page for Delcampe. The cover photo features a collage of items from their marketplace, including a yellow car, coins, and stamps. The page header includes the Delcampe logo and the text "Delcampe - Shopping et vente au détail". Below the header, there's a "Acheter sur le site web" button and a link to "delcampe.net". The main content area has tabs for "Accueil", "À propos", "Photos", "Vidéos", and "Plus". The "À propos" section contains information about the page, including 24,662 likes and 25,840 followers. A post from the page is visible, advertising the MonacoPhil 2022 philatelic exhibition.

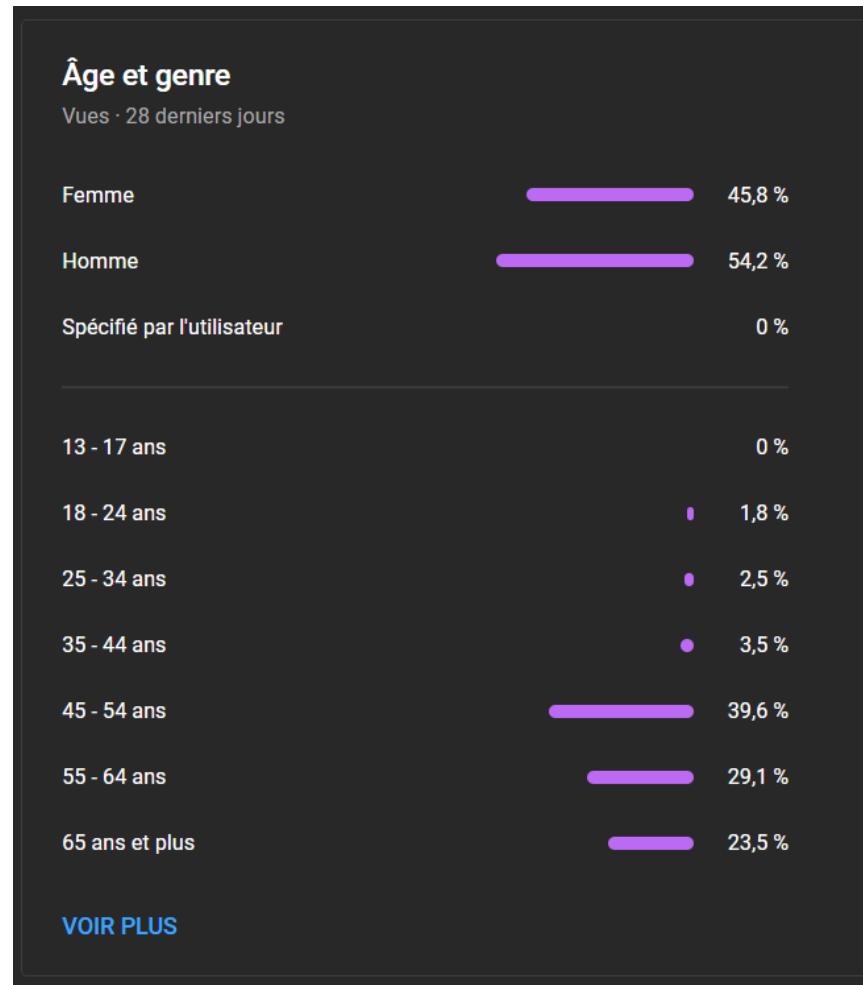
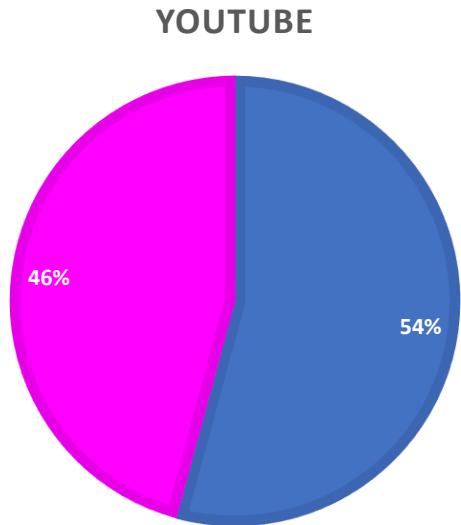
Facebook Page likes ⓘ

24,658

Age & gender ⓘ

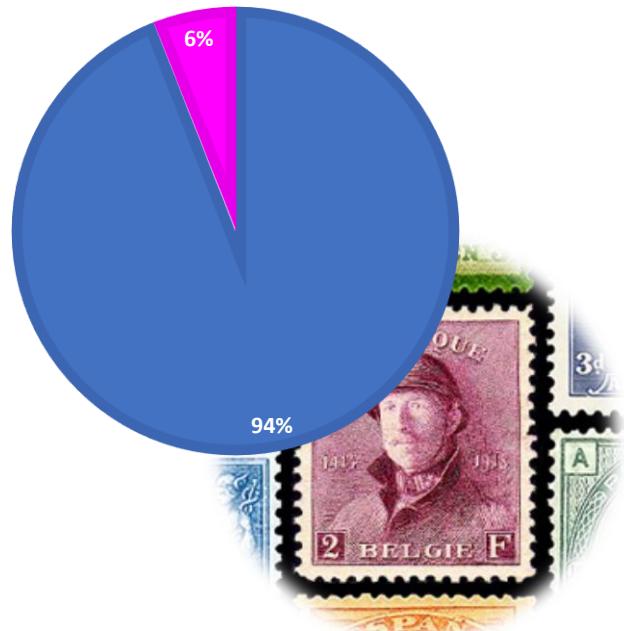


# Qui regarde nos vidéos ?

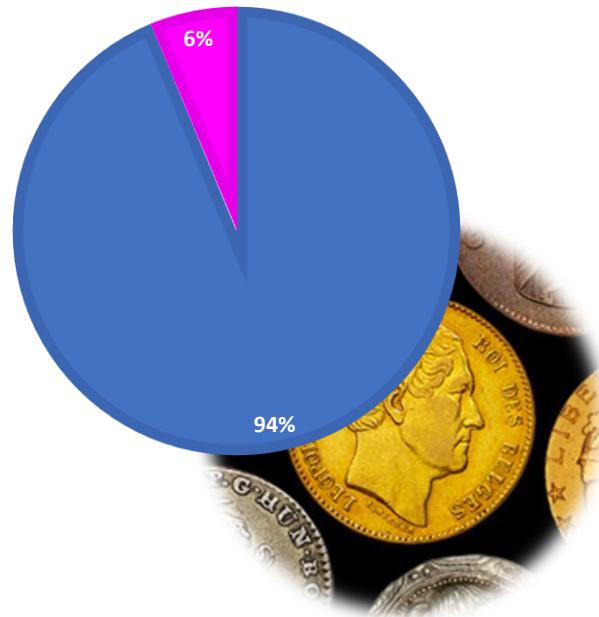


# Qu'achètent-elles ?

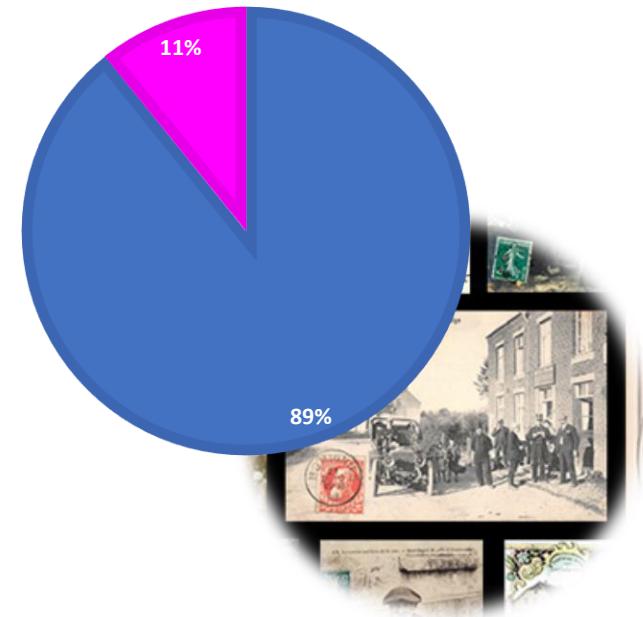
TIMBRES



MONNAIES & BILLETS

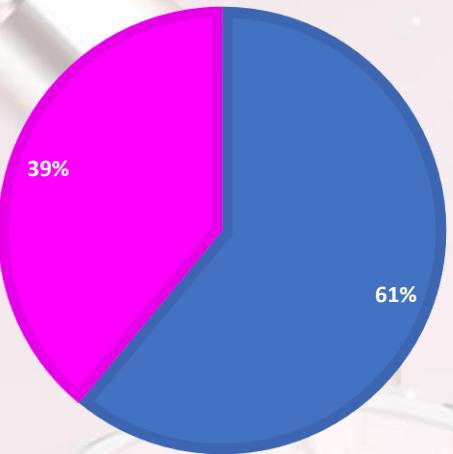


CARTES POSTALES

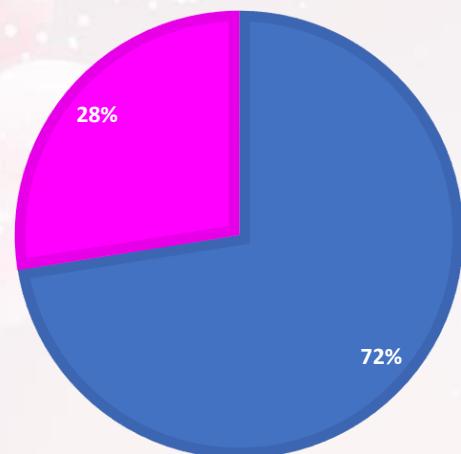


# Qu'achètent-elles ?

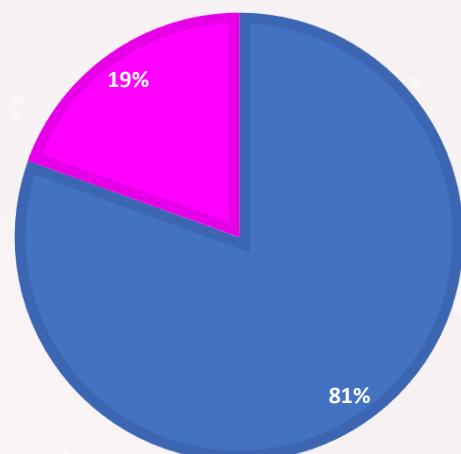
PARFUMS & BEAUTÉ



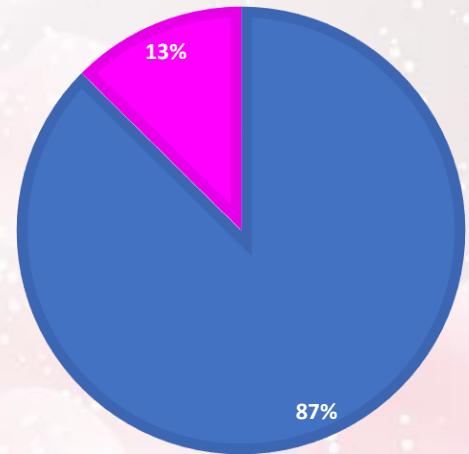
HABITS & LINGE D'EPOQUE



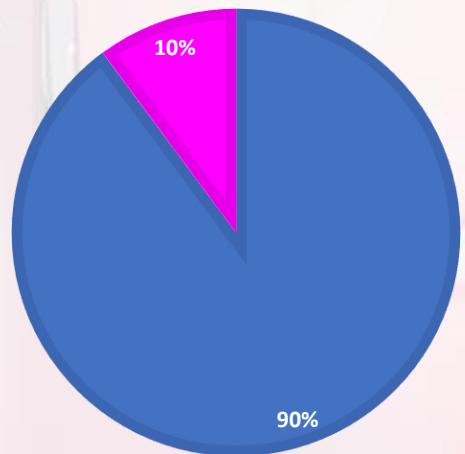
BIJOUX & HORLOGERIE



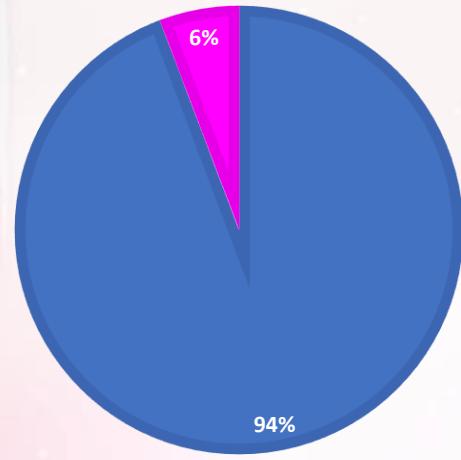
JEUX, JOUETS & FIGURINES



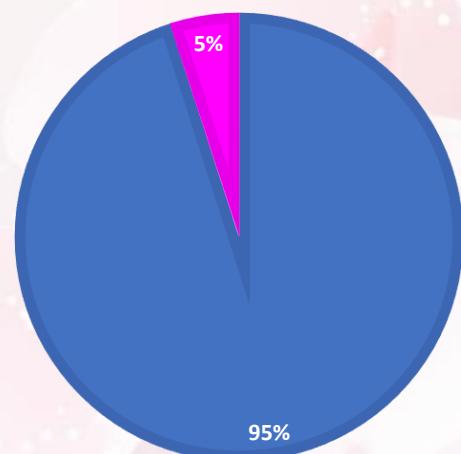
ART & ANTIQUITÉS



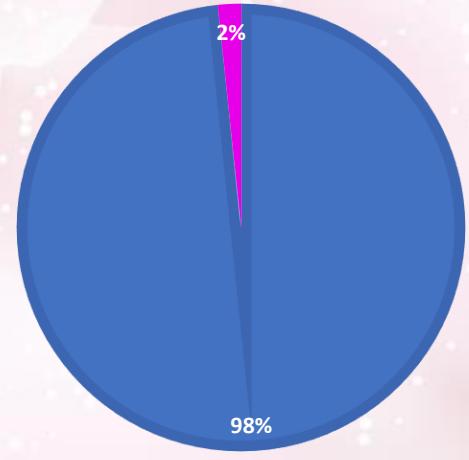
SPORTS



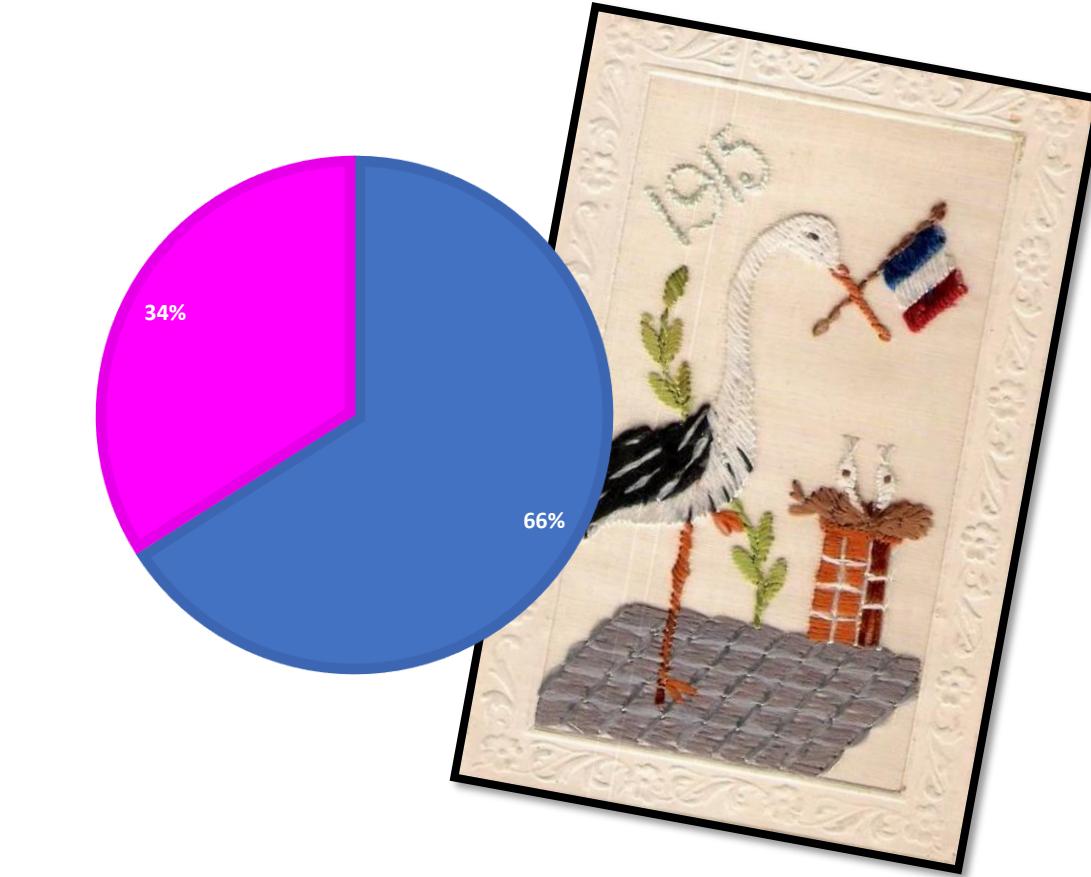
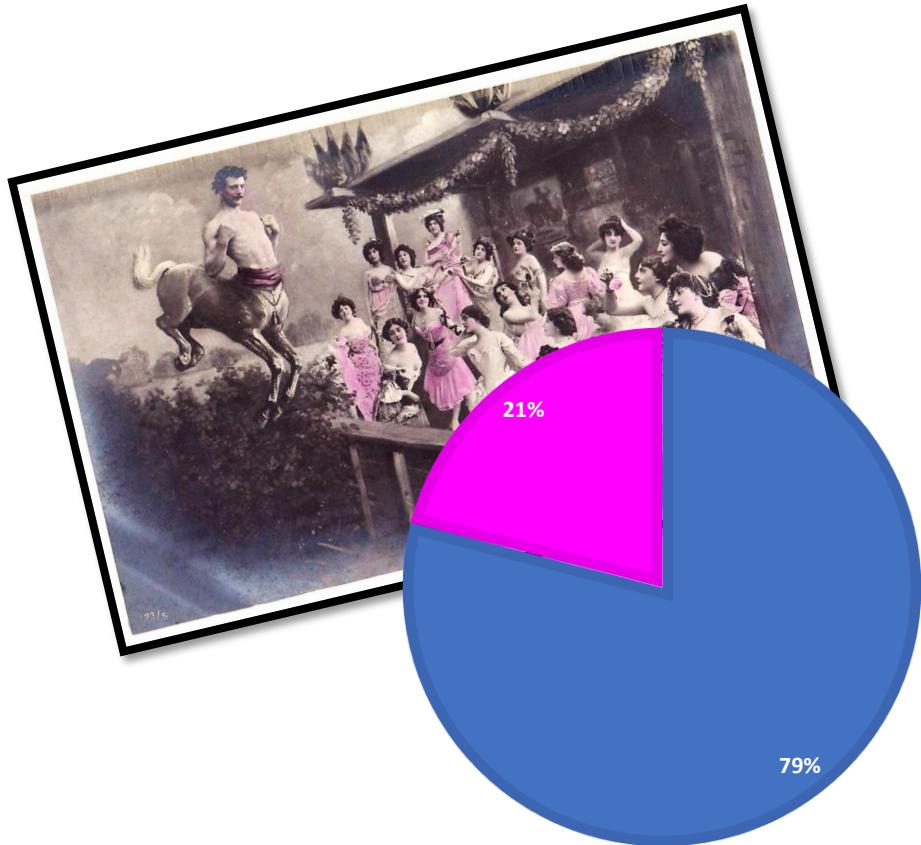
MILITARIA



MODELISME & MAQUETTISME



# Les cartes postales de fantaisie

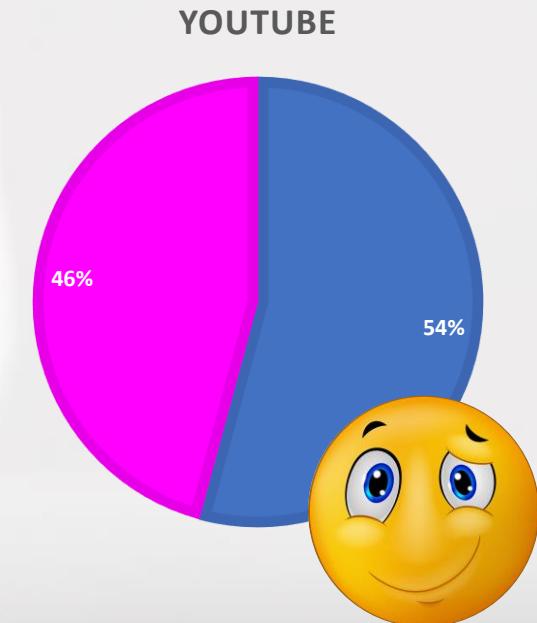


... et les brodées

# Alors... avons-nous trouvé la parité ?



Non 



# Mais dans l'équipe Delcampe...

