

Apr 2026 - Jun 2026

Website Analysis

● thewholetruthfoods.com

● truebasics.com

● superyou.in

● nutrabay.com

● healthkart.com



View the full analysis at:
pro.similarweb.com

Traffic & Engagement

Total visits ?

Apr 2026 - Jun 2026 Worldwide

Domain

 thewholetruthfoods.c...		5.259M
 truebasics.com		2.852M
 superyou.in		6.865M
 nutrabay.com		10.07M
 healthkart.com		4.988M

Conversion rate NEW ?

Apr 2026 - Jun 2026 Worldwide

Upgrade to access this data

Device distribution ?

Apr 2026 - Jun 2026 Worldwide

Domain	Desktop	Mobile
 thewholetruthfoods.c...	10.5%	89.5%
 truebasics.com	7.2%	92.8%
 superyou.in	4.7%	95.3%
 nutrabay.com	5.8%	94.2%
 healthkart.com	12.2%	87.8%

Rank by: Country ?

Apr 2026 - Jun 2026 India

Domain	Rank
 thewholetruthfoods.com	#2236
 truebasics.com	#3403
 superyou.in	#1981
 nutrabay.com	#1246
 healthkart.com	#2516

Engagement

Metric	 thewholetruthfoods.com	 truebasics.com	 superyou.in	 nutrabay.com	 healthkart.com
 Monthly visits	1.753M	950,816	2.288M	3.358M 	1.662M
 Monthly unique visitors	938,943	590,534	1.158M	1.640M 	1.055M
 Visits / Unique visitors	1.87	1.61	1.98	2.05 	1.58
 Deduplicated audience	873,257	561,095	1.103M	1.559M 	984,583
 Visit duration	00:03:51 	00:01:15	00:02:44	00:01:22	00:01:24
 Pages per visit	4.19	3.73	3.37	4.42 	2.47
 Bounce rate	36.27%	36.2%	42.1%	15.08% 	36.05%
 Page Views	7.339M	3.549M	7.715M	14.85M 	4.115M

Visits over time

Apr 2026 - Jun 2026 Worldwide All traffic

thewholetruthfoods.com

5.259M

truebasics.com

2.852M

superyou.in

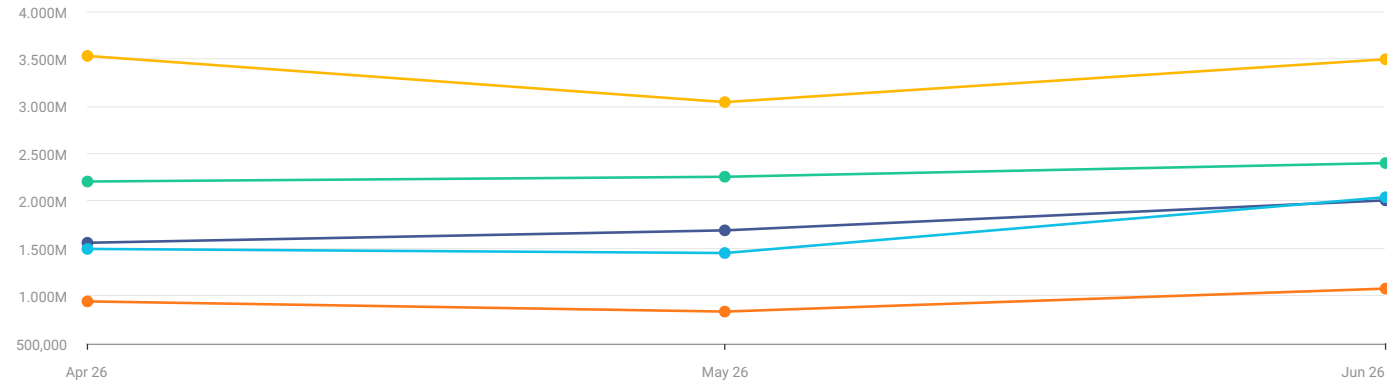
6.865M

nutrabay.com

10.07M

healthkart.com

4.988M



Geography

Top countries

Apr 2026 - Jun 2026 All traffic



Country	Traffic Share	Group traffic share split
India	97.30%	17.5% 23.1% 34.0% 15.9%
United States	0.80%	15.8% 11.8% 18.3% 44.4%
Singapore	0.24%	54.7% 33.5%
United Arab Emirates	0.23%	58.6% 26.0%
United Kingdom	0.17%	38.5% 11.1% 10.3% 13.2% 27.0%

Marketing channels

Channels overview

Apr 2026 - Jun 2026 Worldwide All traffic

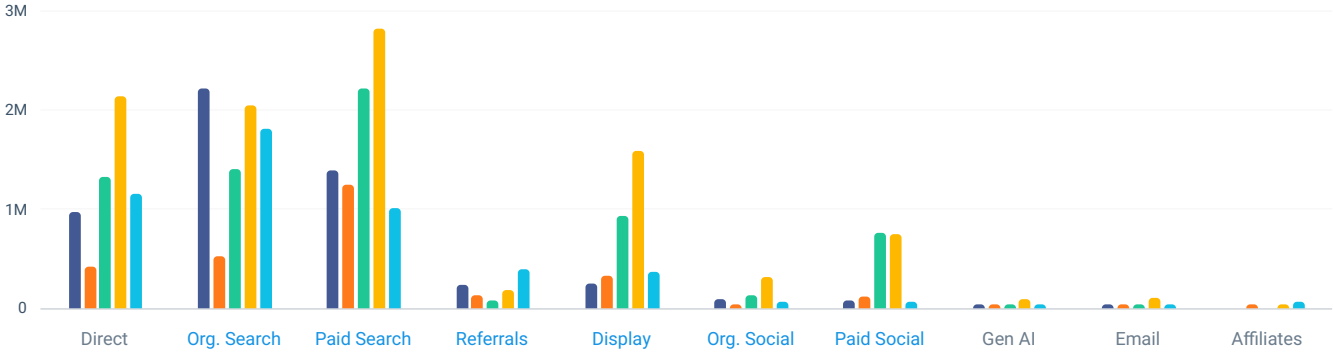
☒ thewholetruthfoods.com

☒ truebasics.com

☒ superyou.in

☒ nutrabay.com

☒ healthkart.com



Organic Search

● thewholetruthfoods.com is in the lead with 42.01% organic search

Top non-branded organic search terms

📅 Jun 2026 🌐 Worldwide 📱 All traffic

● thewholetruthfoods.com ● truebasics.com ● superyou.in ● nutrabay.com ● healthkart.com

Search Term	Traffic Share	Group Share Split	Volume	CPC
muscleblaze	2.79%	99.1%	573,957	\$0.12
naturaltein	1.93%	46.6% 53.4%	348,329	\$0.17
naturaltein whey protein	1.76%	24.3% 75.7%	83,935	\$0.11
protein bar	1.68%	99.4%	194,155	\$0.76
nakpro	1.49%	100%	81,430	\$0.09

Paid search

● truebasics.com is in the lead with 43.77% paid search

Top non-branded paid search terms

📅 Jun 2026 🌐 Worldwide 📱 All traffic

● thewholetruthfoods.com ● truebasics.com ● superyou.in ● nutrabay.com ● healthkart.com

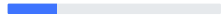
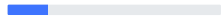
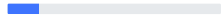
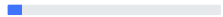
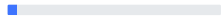
Search Term	Traffic Share	Group Share Split	Volume	CPC
whey protein	6.95%	76.7% 11.1%	1,669,529	\$0.43
protein powder	4.35%	55.1% 14.9% 13.0% 12.6%	836,076	\$0.90
muscleblaze	3.86%	15.1% 13.7% 71.1%	573,957	\$0.12
protein	3.07%	17.9% 47.8% 17.3% 16.9%	745,413	\$0.66
optimum nutrition	2.36%	41.8% 18.0% 33.2%	402,943	\$0.57

Referrals

healthkart.com is in the lead with 7.82% referrals traffic

Top referring websites

Apr 2026 - Jun 2026 Worldwide All traffic

Domain	Website Categories	Traffic Share	Group Traffic Share Split
 shop.trustified.in	Restaurants and Delivery	22.94% 	 50.7% 18.0% 23.8%
 muscleblaze.com	Nutrition Diets and Fitness	18.24% 	 98.7%
 shop.trustified.co.in	Coupons and Rebates	13.99% 	 51.0% 12.4% 30.3%
 grabon.in	Coupons and Rebates	6.05% 	 63.6% 12.0% 16.8%
 truebasics.com	Health	3.51% 	 100%

Ad Monetization

Top ad destinations

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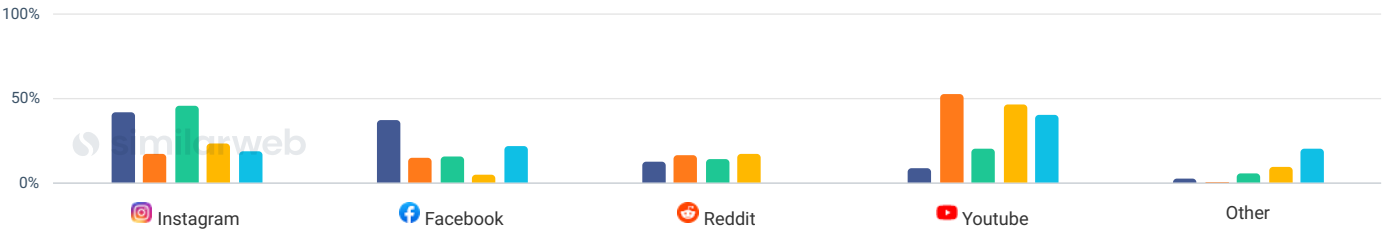
No results

Try a different website, date range or country

Social traffic

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☑ thewholetruthfoods.c... ☑ truebasics.com ☑ superyou.in ☑ nutrabay.com ☑ healthkart.com



Top publishers

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Publisher	Group Traffic Share Split
 olx.in	13.1% 86.9%
 hotfrog.in	100%
 bigpdf.11zon.com	100%
 sarkariresult.com.cm	97.7%
 timesofindia.indiatimes.com	16.2% 69.6% 14.2%