

With hair loss on the rise, Asia's men grapple with what it means to be bald

Despite his father having an "m-shaped" hairline, Alex Han from northeast China never thought he'd experience hair loss in his 20s.

While studies have suggested almost all **Caucasian** men will eventually face some degree of male pattern baldness — and around half can expect to lose their hair by middle age — Asian men, and East Asians in particular, have historically experienced the lowest incidence of hair loss in the world.

Caucasian 白种人的

A 2010 study from six Chinese cities found that fewer than 3% of men aged 18-29, and just over 13% of those in their 30s, experienced male pattern baldness.

But as Han, now 34, later discovered, genetics isn't everything. Stress, poor diet, lack of sleep and smoking can all contribute to hair loss. And with lifestyles in China changing dramatically in recent decades, so too are the country's hairlines.

It's an issue faced by many in Han's generation, and younger. A 50,000-person survey by the China Association of Health Promotion and Education reportedly found that the country's 30-somethings were going bald faster than any other group.

Hair transplants are a viable solution for a growing number of men, and the Chinese market for the procedure is expected to hit 20.8 billion yuan (\$2.9 billion) in 2020, more than four times what it was four years ago, according to market research firm Statistica.