

An aerosol-forming substrate (1020) for use in an aerosol-generating system (2000). The aerosol-forming substrate (1020) comprises: one or more aerosol formers; hydroxypropylmethyl cellulose; and one or more cellulose based strengthening agents. The aerosol-forming substrate (1020) has an aerosol former content of greater than 30 percent by weight. The one or more cellulose based strengthening agents comprises cellulose powder. The aerosol-forming substrate (1020) has a cellulose powder content of between about 0.5 percent by weight and about 50 percent by weight.